



ROOSEVELT PLAZA PARK

City of Camden, New Jersey
Cooper's Ferry Partnership



2015 RUDY BRUNER AWARD PROJECT DATA



PROJECT DATA

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Project Name Roosevelt Plaza Park Initiative Location _____ City Camden State NJ

Owner City of Camden

Project Use(s) Park, Open Spaces, Event Space, Urban Streets

Project Size 1.6 Acres Total Development Cost \$11.2 Million (Phases 1 & 2)

Annual Operating Budget (if appropriate) _____

Date Initiated 2008 Percent Completed by December 1, 2014 100% (Phases 1 & 2)

Project Completion Date (if appropriate) Phase 2 Completed, Phase 3 ongoing Project Website (if appropriate) n/a

Attach, if you wish, a list of relevant project dates _____

Application submitted by:

Name Jacob A Gordon Esq. Title Vice President, Real Estate

Organization Cooper's Ferry Partnership

Address One Port Center; 2 Riverside Drive; Suite 501 City/State/Zip Camden, New Jersey, 08103

Telephone (856) 757-9154 Fax (856) 757-9478

E-mail jake@coopersferry.com Website (if appropriate) Coopersferry.com

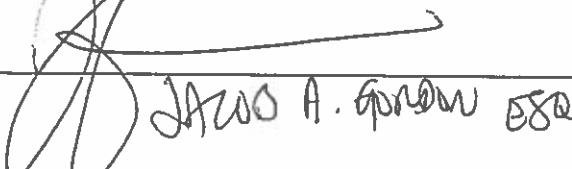
Perspective Sheets:

Organization	Name	E-mail
Public Agencies <u>City of Camden, Mayor's Office</u>	<u>Dana Redd</u>	<u>mayor@ci.camden.nj.us</u>
Architect/Designer <u>Group Melvin</u>	<u>Ben Bryant</u>	<u>bryant@groupmelvindesign.com</u>
Developer <u>Camden Redevelopment Agency</u>	<u>Saundra Ross Johnson</u>	<u>SaJohnso@ci.camden.nj.us</u>
Professional Consultant <u>Pennoni Associates Inc</u>	<u>Chad Gaulrapp</u>	<u>CGaulrapp@Pennoni.com</u>
Community Group <u>Cooper Grant Neighborhood Assoc.</u>	<u>Jonathan Latko</u>	<u>president@coopergrant.org</u>
Other <u>Medical Student, Cooper Medical School of Rowan Univer.</u>	<u>Maximilian Cruz</u>	<u>cruzm0@rowan.edu</u>

Please indicate how you learned of the Rudy Bruner Award for Urban Excellence. (Check all that apply).

- Direct Mailing
 Direct Email
 Previous Selection Committee member
 Other (please specify) _____
 Online Notice
 Previous RBA entrant
 Professional Organization
 Social Media
 Bruner/Loeb Forum

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, and to post on the Bruner Foundation websites, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature  Date 12/1/2014

9

2015
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet, the Project Data sheet, and the representative photo will be sent to the Committee in advance as the *Project Overview*.

Project Name _____

Address _____

City/State/ZIP _____

1. Give a brief overview of the project. Approximately 500 words.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.) Approximately 500 words.

2015 RUDY BRUNER AWARD PROJECT DESCRIPTION



PROJECT DESCRIPTION

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project? Approximately 500 words.

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project? Approximately 500 words.

PROJECT DESCRIPTION (CONT'D)

3. Describe the key elements of the development process, including community participation where appropriate. Approximately 400 words.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable. Approximately 400 words.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings? Approximately 400 words.

2015
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



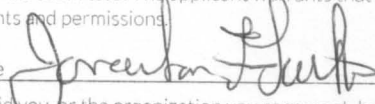
COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name	Jonathan Latko	Title	President
Organization	Cooper-Grant Neighborhood Association	Telephone	(267) 2784625
Address	211-A Penn Street	City/State/ZIP	Camden, New Jersey 08102
Fax ()		E-mail	president@coopergrant.org

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature		Date	10/8/14
-----------	---	------	---------

1. How did you, or the organization you represent, become involved in this project? What role did you play? Approximately 400 words.

Cooper-Grant Neighborhood Association works collaboratively with The City of Camden and Cooper's Ferry Partnership to effectuate the betterment of the neighborhood and the City of Camden as a whole in multiple capacities and over many initiatives including community development projects. The demolition of the dilapidated parking structure called the Parkade was key to creating a civic space that would attractively connect City Hall with public transportation, the Hall of Justice, the Rutgers Campus, and Cooper Hospital. The park also provides critical green space for the residents of this neighborhood to gather, enjoy, and walk through. Our organization was fully behind the demolition of the Parkade for the development of Roosevelt Plaza Park. Our only concern was that the park fit in with the urban fabric of the city and that it was maintained and secured.

I remember when I moved to the City of Camden over 6 years ago I would pass by this abandoned concrete structure in front of City Hall on my way to the PATCO Subway station to and from work everyday. I would go to City Council Meetings and ask how can we rebuild this city with such a cancer on the doorstep of City Hall. There were homeless people, drug users and litter all over the place. It was cold dark and damp. I was happy to hear with in a few short years funding was secured to bring the building down and begin to develop a park. The building being torn down was just amazing. I would go nightly and take photos of the building being torn down. As chair of the Camden City Shade Tree board I pressed that the city/CRA would consider planting trees and landscaping some of the park to begin the process of bringing it to life. We consulted with the Shade Tree Foundation of NJ and provided some expertise on planting the trees and future tree maintenance. Soon after people slowly starting using the park. I would hear rumblings from residents sometimes that focused on the negative - "oh another place for homeless to lay down" or "more places for junkies to get high." I had a higher hope for that place. As an avid user of PATCO, I was Chair of the DRPA/PATCO Citizens Advisory Board, I advocated for the CITY HALL stop to be updated and upgraded. Funding is still being sorted out but there is a commitment to provided elevators and a grand entrance from the Park into the CITY HALL Stop over the next 5years. All the pieces are beginning to fall into place. It is taking time but there has been drastic changes for 5th and Market over the past 5 years. The next big peace was the activation of park through the POP UP Park phenomenon that is sweeping the nation. To my surprise through a Coopers-Ferry/City Grant, the park was brought to life with a piano, public displays of art, sitting areas, lounge chairs and most of all people. People were coming out of their offices, businesses and homes to visit the park. Some of the best ways to increase safety and quality of life is to bring a space to life with the arts to attract people. The place has become like an coral reef in the ocean, growing and expanding the diversity of life.

2. From the community's point of view, what were the major issues concerning this project? Approximately 400 words.

Camden is in such need of open green spaces that there were no major issues concerning the development of this space. Before the development of Roosevelt Plaza Park, the lot was occupied by an ugly concrete garage structure. It inhibited the community from easily walking from important places such as City Hall to public transportation and other places of interest, such as the Rutgers Campus, The Hall of Justice and Cooper Hospital. The community did however wanted to be sure that the park was a place that not only served visitors but also was a place where the community and the inhabitants of Camden could call home and enjoy. It is also important that the space is secured by adequate police presents and regularly maintained.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

3. Has this project made the community a better place to live or work? If so, how? Approximately 400 words.

4. Would you change anything about this project or the development process you went through? Approximately 400 words.

2015
RUDY BRUNER AWARD
PUBLIC AGENCY
PERSPECTIVE



Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

Name	Dana Redd	Title	Mayor
Organization	Mayor's Office	Telephone	(856) 757-7200
Address	520 Market Street, City Hall, Fourth Floor, P.O. BOX 95120		
	City/State/ZIP	Camden, New Jersey 08101-5120	
Fax ()	E-mail mailto: mayor@ci.camden.nj.us		

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature		Date	12/4/14
-----------	---	------	---------

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements). Approximately 400 words.

The City of Camden was the lead agency in the development of Roosevelt Plaza Park; however, there were many organizations, community groups, and citizens who were involved in the parks planning and redevelopment. The City of Camden was responsible for providing the vision, funding, community programming and outreach, as well as working on the plans and design of the space. The City worked with the Camden Redevelopment Agency, Cooper's Ferry Partnership, the private sector and community leaders to plan and develop a vision for the new park.

Roosevelt Plaza Park sits at a crossroads in Downtown Camden. The central community space was made possible with the support of multiple grants and public/private funds. The vision for the project was to create a central public space where residents, students and employees from nearby anchor institutions could informally interact and enjoy time outside in the city. By taking the lead on the project, the City was able to ensure that the planning process was inclusive of all community residents and stakeholders. The planning process was anchored by several public meetings and brainstorming sessions with stakeholders. The City worked to facilitate these meetings to ensure that collected feedback would eventually translate into a vibrant, urban civic space that could transcend Camden's many socio-economic barriers to bring people together to engage and enjoy the city's open spaces.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them? Approximately 400 words.

Located at the gateway of Downtown Camden, Roosevelt Plaza Park was built to provide a welcoming and safe central public space for the city's diverse population to recreate and gather. While Camden is home to over 15 well-maintained parks, Camden's Downtown was void of any public plazas and green spaces. As neighborhood development improved and private entities took to Camden as a place to invest and expand, the city was in need of a space that could bring people outside of their homes and buildings to rebuild the social fabric of the city.

The importance of creating positive open spaces in the City of Camden is a priority of my administration. As a result, the redevelopment of RPP was a central priority to ensure that residents and employees could have more spaces to feel welcome in the city. Roosevelt Plaza Park was originally created in 1928 under the New Deal. During the 1950's the advent of the car and shopping center the city construed "The Parkade," a 6 story parking garage on top of the 1.6 acre park. During the 70s and 80s the garage fell into disrepair and during the 90s became a center for illicit activity and homelessness. The blighted building, centrally located in the heart of downtown became an eyesore and dangerous building perpetuating Camden's hardships.

In the early 2000s, the development of new bike/ped paths on central corridors and the development of the light rail line and public transit provided the impetus for the City to seek approval for the demolition of The Parkade. Approval to demolish the building was swift and greeted with great support. Following the demolition, the priority of rebuilding the park was ensuring it was a space that everyone could use and everyone could help redevelop. The desire to meet community needs was critical. The City of Camden assumed the role of facilitator and will continue to do so as we develop the future of the park.

PUBLIC AGENCY PERSPECTIVE (CONT'D)

3. Describe the project's impact on your city. Please be as specific as possible. Approximately 400 words.

The reconstruction of Roosevelt Plaza Park has yielded numerous positive social and economic benefits for the city, its businesses and its residents. The development of Roosevelt Plaza Park is a model for sustainability for the development of future public and private space, especially for future parks. The inclusion of a variety of new ideas, materials and methods also allowed the City to test new ways of building parks.

Following the construction of the park, the City partnered with CFP to assist with the activation and implementation of temporary amenities to transform the physical space. CFP work with a local design and landscape architecture firm to design and implement a pop-up park. The new space included colorful tables, chairs, a piano, planters, and interactive, sustainable public art and shade component. The pop-up space brought over 500 people out to the park to enjoy lunch or informal chats in the shade. Furthermore, special events like Camden's Third Thursday Art Crawl and Annual Harvest events were hosted in the plaza, helping to activate the space and drive hundreds of people out into the space after dark.

The success and data collected from the implementation of the pop-up park will help guide future park design, development and redevelopment of the space. As part of the park, CFP and its design team have been collecting data and video on users and how they are interacting with the space. The increased number of people in the park, both day and night, are helping to create a more safe and vibrant civic space in Downtown Camden, aiding the community in its quest to reclaim their city. Thus, it is critical that Roosevelt Plaza Park receives the support it needs to ensure that the space becomes a permanent fixture in the community, so that it remains a positive civic destination in a city that is in dire need of positive secure spaces.

As part of the Strategic Revitalization Plan, the re-creation of Roosevelt Plaza will help to leverage private investment in one of New Jersey's most economically depressed urban centers. Tapping into its enviable transit infrastructure, the park will attract investment along the commercial corridors that border the park. With increased open space and commercial activity, Roosevelt Park will serve as a catalyst for jobs and tax-ratables. The plaza's urban-architectural design lays out a master plan for the surrounding streets and building blocks to create an "urban room" that framed by dense mixed-use redevelopment will plant the seed for the downtown's return to relevance and vitality.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities? Approximately 400 words.

The development of Roosevelt Plaza Park is the work of a visionary and dynamic team of organizers, planners, builders and artists who worked together to create a unique civic space that acts as an anchor for the citywide transformation. Funded by the William Penn Foundation, Phase 2 of the project, the creation of the pop up park, brings new art, landscaping, lighting, and seating to this very visible plaza located at the doorstep of Camden's City Hall – transforming the space into a park where residents, employees and visitors can enjoy together.

Many stakeholders and partners came together to implement all phases of Roosevelt Plaza Pop-Up Park. Instrument to the park's proposal and design include, the City of Camden (specifically the Department of Public Works) Camden Special Services District, the Metro PD, Allied Burton Security, Group Melvin Design, Sikora Wells Appel, New American Public Art, Cooper's Ferry Partnership, and the community. Community feedback is critical to the development of the park space. Throughout the park there are feedback cards and boxes.

In addition to reactivating Camden's public spaces, the revitalization of Roosevelt Plaza Park is part of an initiative to better connect Camden's environmental projects, including development of the Camden GreenWay and green and grey infrastructure projects to Camden's existing open spaces in an effort to positively impact the environmental health and wellbeing of residents. In consultation with the City and CFP, Group Melvin Design and Sikora Wells Appel developed the concept of using the recycle intermediary bulk containers (IBC) totes, sourced from the City of Camden, as the central landscaping, planters, and lighting in the park.

The Mayor's Office has encouraged park users to let the City know what they think about the space and what they would like improved for the future. An extensive data collection process will evaluate how park users are interacting with the new amenities and space. This effort will include user surveys, time-lapse imagery, and mapping, which will guide future park improvements.

5. What do you consider to be the most and least successful aspects of this project? Approximately 400 words.

There are many elements that the City of Camden considers to be successful about this space. Roosevelt Plaza Park is now a central space for community activity and recreation. The first success was spearheading and overseeing the demolition of The Parkade Building. The space created a barrier between City Hall, the public transportation center and the rest of the Camden Community. The demolition of the building and rebuilding of Roosevelt Plaza Park marked a history and transformative moment for Camden. The new open space opened up the downtown, provided a new green space, and help to aesthetically transform the physical landscape of the city. More recently, the implementation of the pop-up park helped people to reimagine what the space could and one day will become: an active, colorful open space in Downtown Camden. Furthermore the innovative and unique art and amenities added to the park helped to draw record numbers of people to the space to engage with and experience the park.

The nature of the project helps to change the physical landscape of downtown Camden and also helped people challenge their preconceived notions about the city. The future of Camden depends on creating safe, public spaces that can improve the quality of life for all residents, employees and students; this is just one example of the power or art and public space can do to transform both the social and economic fabric of the city. However, the ephemeral nature of the project makes it difficult to sustain and maintain the momentum and positive impact of the projects. In order to continue build the project and improve the image and quality of life in Camden, it is critical support the continued efforts to grow and expand the efforts to enhance Roosevelt Plaza Park.

2015
RUDY BRUNER AWARD
DEVELOPER
PERSPECTIVE



Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name	Sandra Ross Johnson	Title	Executive Director of CRA
Organization	Camden Redevelopment Agency	Telephone (856)	757-7600
Address	520 Market Street	City/State/ZIP	Camden, NJ 08101
Fax (856)	968-3541	E-mail	SaJohnso@ci.camden.nj.us

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature  Date 12/5/14

1. What role did you or your company play in the development of this project? Describe the scope of involvement. Approximately 400 words.

The Camden Redevelopment Agency (CRA) implements and carries out redevelopment projects in areas in need of redevelopment. The CRA's goal is the execution of land use redevelopment that results in revenues to the City and jobs for City residents. The CRA coordinated and planned the initial construction of Phase 1 of the Roosevelt Plaza Park project. Phase II, installation of public art, would be made once the flow and use were established.

Roosevelt Plaza was originally constructed as the civic open space in front of City Hall. The Plaza was developed as part of the design and construction of Camden's landmark City Hall in 1929. The construction of the new Lit Brothers' Department Store to the east of City Hall (the present Alethia Wright County Administration Building) in the early 1950's created an increased demand for parking in downtown and led to the creation of a parking garage. The parking structure, named the Parkade Building (Parkade), was developed by a development firm called Nedmac (Camden spelled backwards) under a long term lease with the City of Camden. Unfortunately, over the next several decades the Parkade became obsolete and seriously deteriorated.

In 2008, the City of Camden purchased the Parkade and extinguished the leasehold interest from Nedmac and appointed the CRA to demolish the building and redevelop the site as Roosevelt Plaza Park. The City of Camden and the CRA entered into a Shared Services Agreement under which the CRA managed the demolition of the Parkade and redeveloped the site as Roosevelt Plaza Park. The CRA engaged Pennoni Associates, Inc. (PAI) to produce construction plans and specifications for the asbestos abatement and demolition of the building. Subsequently, PAI provided contract administration and oversight services during the asbestos and demolition phases.

The CRA also engaged the nationally recognized landscape architecture firm of Wallace Roberts & Todd (WRT) to conduct a public participation design process which resulted in a Concept Design for the Roosevelt Plaza Park. While a laudable design, the WRT design proved too expensive and a simpler design was developed by PA which reflects flexible public assembly and green space suitable to concerts, farmer's markets and festivals as well as passive recreation. Once the Parkade was demolished, CRA coordinated the initial construction of the park. The CRA sponsored the grand opening of the park in 2014. Recently, Cooper's Ferry installed a wonderful pop up park with a piano.

2. What trade-offs or compromises were required during the development of the project? Approximately 400 words.

Demolishing the Parkade also eliminated 400 vertical public parking spaces in the downtown area, further exacerbating a limited parking supply problem. Currently, the CRA and other public entities are working to provide replacement parking that meets the demand of a busy downtown area.

This trade off was well worth it. Roosevelt Plaza Park offers an attractive green space that provides added tree canopy, which connects several educational and medical institutions, resulting in a central gathering place for important city activities, and provides a vital respite for those who work and live within the city. The property is roughly 1/2 mile from the Camden Waterfront and the plaza's redevelopment as a signature space serves as an important link in the city's strong network of open spaces, green trails, and parks. Most importantly to the city's economic sustainability, the plaza also increases land value surrounding the area, much the same way that green spaces increase values throughout urban centers. These increased fiscal and aesthetic values should stimulate the office, retail and residential development envisioned for the downtown. Creating additional parking is a small price to pay for these exemplary benefits.

DEVELOPER PERSPECTIVE (CONT'D)

3. How was the project financed? What, if any, innovative means of financing were used? Approximately 400 words.

Roosevelt Plaza Park's financing stemmed from multiple sources including private foundations, the City of Camden, local, county, state and federal agencies. Resources from the funding sources were used for (1) purchasing the space, (2) the Parkade's demolition and asbestos abatement, (3) the design and construction, and (4) implementation of the pop up park. To date, over 11 million dollars has been invested into Roosevelt Plaza Park. Phase 3 of the project calls for another two to three million dollars that will purchase and install permanent structures in the park.

Funding sources include: (1) the Camden Economic Recovery Board, a source of funding by the New Jersey Economic Development Authority for projects specifically in Camden; (2) New Jersey Green Acres initiative supported by the New Jersey Department of Environmental Protection; (3) The Delaware River Port Authority (4) The Urban Enterprise Zone, funding supported by the New Jersey Department of Community Affairs for distressed communities throughout New Jersey; (5) Community Development Block Grant, provided by the United States Department of Housing and Urban Development; (6) The New Jersey State Treasury; and (7) the William Penn Foundation.

The City of Camden, CRA and Cooper's Ferry worked collaboratively to identify, secure, and utilize suitable state, federal, and private sources to fund different aspects of the project. These three entities pooled their resources to attract the necessary funding for the Roosevelt Plaza Park project. Furthermore, Camden's unique designation, identified as an Urban Enterprise Zone, allowed for state funding that would not ordinarily be available to other municipalities.

4. What do you consider to be the most and least successful aspects of the project? Approximately 400 words.

The demolition of the Parkade received widespread support from Camden's Downtown communities. The community envisioned a downtown civic space at the center of Camden's Downtown Core, particularly because of the loss of the open space due to the development of the Parkade. The most successful aspect of the project is the positive place making that has occurred in a very visible part of the city. The project has transformed a once asbestos riddled concrete structure into a beautiful civic space where Camden's business community, residential community, and academic community can safely gather. The space has attracted significant foot traffic to an area that once was avoided. It is a safe space teeming with all types of activity, creating a sense of community in the heart of the downtown core that has not existed since the 50's. The sheer difference in aesthetic value of the space alone is quite significant.

The least successful aspect of the project was the time it took to realize Phase 2. The entire process lasted six years, and was complicated by the project's cost and the limited resources available. Resources for each portion of Phase 1 and 2 had to be raised piece meal. The process started with the initial stage of Phase 1, which was completed in 2012, with the demolition and the asbestos abatement of the Parkade. Phase 2, which included the installation of the pop up park, took root in Fall of 2014. Moving from Phase 1 to Phase 2 was stalled by the expense and scope of the project. However, the City of Camden, CRA, Cooper's Ferry, and the community are intent on achieving the community's vision . . .

2015
RUDY BRUNER AWARD
PROFESSIONAL
CONSULTANT
PERSPECTIVE



Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a professional who worked as a consultant on the project, providing design, planning, legal, or other services. Copies may be given to other professionals if desired.

Name	Chad Gaulrapp, PE, CME	Title	Project Manager
Organization	Pennoni Associates, Inc.	Telephone	(856) 656-2870
Address	515 Grove Street	City/State/ZIP	Haddon Heights, NJ 08035
Fax	(856) 547-9174	E-mail	cgaulrapp@pennoni.com

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature		Date	12/1/14
-----------	---	------	---------

1. What role did you or your organization play in the development of this project? Approximately 400 words.

Pennoni Associates, Inc. was initially engaged as the engineering and environmental consultant for Phase I of the Roosevelt Park project which consisted of the Remediation and Demolition of the former Parkade Building. The building was a five story office and parking garage which spanned one City block immediately adjacent to City Hall. The building was severely underutilized and in disrepair at the time the contract was awarded. Initially, Pennoni completed a comprehensive environmental investigation of the building and site to allow for the planned demolition of the structure. Utilizing the findings of the environmental investigation, Pennoni prepared technical and bid specifications for the remediation of the facility. Pennoni provided bidding and project administration/oversight through the completion of the remediation.

While the remediation was proceeding, Pennoni prepared the site survey, demolition plans, permitting, technical and bid specifications for the demolition of the facility. Pennoni's services related to the demolition also included coordination with multiple City agencies, and bidding and construction administration through project close-out. The design included partial foundation removal and structural fill of the basement, maintenance of an existing PATCO subway entrance within the footprint of the building, vibration monitoring of the nearby subway, utility service disconnection, phased lane closures and traffic signal timing modification, and maintenance of pedestrian circulation. The completion of Phase I was, in itself, a tremendous improvement due to the propensity for building break-ins, squatting, and vandalism in addition to the building's negative aesthetic value.

Pennoni was then asked to provide design for the initial Phase 2 which included the base park space currently in place today, and a place-holder for future park phases. Due to a limited design and construction budget, Pennoni was asked to prepare a "best-value" design by selecting park elements from the Roosevelt Park Master Concept Plan essential to the future phases of the park. The design, permitting, bidding and construction administration were performed to produce an aesthetic and functional place-holder for future park elements once funding became available. Although designed as a place-holder, the space functioned as a complete, self-sustaining facility by providing green space, staging for public functions such as concerts, seating, street-scaping, and ornamental lighting. The "Pop Up" Park discussed herein is evidence of a phased effort by the City through Cooper's Ferry Partnership to achieve the ultimate vision for Roosevelt Park.

2. Describe the project's impact on its community. Please be as specific as possible.

The former Parkade building was the true definition of "Blight". It had no architectural appeal and appeared in 2011 as if it had never received any maintenance during its 60-year life. The ceiling of the five level parking garage was collapsing, and it had less than 20% occupancy when the Camden Redevelopment Authority (CRA) decided to proceed with the demolition. The location immediately adjacent to City Hall magnified its negative aspects, and despite efforts to secure the abandoned structure, it was continuously used by squatters and was reportedly a haven for illegal activities. The simple removal of this structure and the accompanying activities was a tremendous benefit to the community which consists of an urban mix of office, retail and residential.

The CRA was very proactive during the final phases of the demolition to have Pennoni prepare a plan to provide a park atmosphere immediately after the completion of the demolition, rather than having an empty gravel lot remain for a measurable span of time. Roosevelt Park - Phase 2, consisting of the base park and Pop Up park as described above, has provided immeasurable enhancements to the community. The space provides a convenient location for public and political events, and entertainment, as well as a place to simply eat a meal from one of the local vendors, or fly a kite. The view from City Hall has been transformed from that of a 5-story dilapidated detriment to the center City vista to a lush green, active location which is both attractive and functional as a safe meeting place for members of the local community and visitors alike. The Park is so popular there is neither time nor tolerance for any vandalism to the space which was a concern during the concept preparation for the project.

Roosevelt Park is a fantastic example of "Reclamation" as the project transformed a critical urban space from an underutilized, crumbling haven for illicit activity to an attractive destination point for residents, businesses and students from nearby Rutgers University. The CRA could have marketed the space for the construction of new office/retail buildings, but elected to create a welcoming recreational venue at the heart of the City.

PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

3. How might this project be instructive to others in your profession? Approximately 400 words.

4. What do you consider to be the most and least successful aspects of this project? Approximately 400 words.

2015
RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE

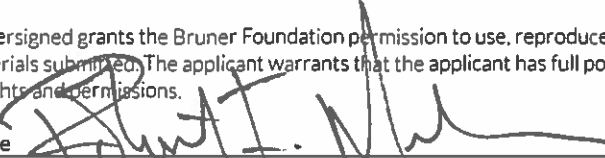


Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name	Robert Melvin	Title	Principal
Organization	Group Melvin Design	Telephone	(856) 251-9989
Address	2 Aquarium Drive	City/State/ZIP	Camden, NJ 08103
Fax	(856) 202-8007	E-mail	melvin@GroupMelvinDesign.com

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature  Date 1 DECEMBER '14

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc. Approximately 400 words.

The initial vision for the phase 2 design grew out of the needs of the longer-range Roosevelt Plaza Park Initiative: temporary improvements would test specific elements and provide information about how the park is used, informing what the park would ultimately become. The team set out to create a lively and varied design to engage users in experimental improvements. Chosen elements aimed to aid in the exploration of what might support and drive the community of Camden to embrace the park. The design included amenities that were missing in nearby public space: a shade structure, umbrellas, trees and flowers, a variety of comfortable seating, tables, and places to sit down and eat. Interactive lighting, moveable furniture, a feedback box with feedback postcards; informational signage; and a free-expression chalkboard were employed in the design to involve users in the experiment. An eye-catching central shade structure, high design standard, and bright modern color palette helped to define the pop-up image and attract people into the space. To be successful, the pop-up needed to feel inviting, approachable, unique and special.

As a testing ground for ideas, the pop-up needed to explore and push some boundaries. The ephemeral nature of temporary improvements allowed for unconventional materials, such as using industrial IBC totes as building blocks for structures, lighting, and planters. The team scoured alternative sources for furnishings and used several well-known online discount retailers to find items with the right look at the right price point. When options for planters and sheltering for the piano were found to be unavailable within budget, the team commissioned some clever custom-built elements that were made from basic lumber and common corrugated metal sheeting. Humble picnic tables from a local home improvement store were painted, strung together like a long communal farm-table and shaded with giant umbrellas.

Due to the temporary and experimental nature of the pop-up park, the design team was untethered from constraints that would have limited creative design elements in a typical capital-intensive park redesign. As such, the design of the pop-up was free to be both bold and playful, resulting in an optimistic and enjoyable public space that was immediately embraced by the community. The signature totems of IBC totes rise from the heart of Camden like the landmark tower of city hall, a symbol of Camden's strength, beauty, and hopes for the future.

2. Describe the most important social and programmatic functions of the design. Approximately 400 words.

The temporary installation saw an involved, enthusiastic, and diverse group come together around the park. Frequent visitors to Roosevelt Plaza Park represent a wide cross section of the needs of Camden residents from the very disadvantaged to those who are involved in the economic renaissance of Camden's newly thriving downtown. User groups include students from the nearby music school, university workers and college students, hospital workers and patients, those who work at nearby offices and city hall, jurors, people who have been called to court, security officers, a church group that meets at the park, suburban teenagers on their way to shows at the waterfront, the homeless, and people receiving treatment at the methadone clinic. From the first day, the pop-up allowed the public to test-drive the improvements, showing the design team what works and what doesn't at this particular site. The pop-up also functioned as an icebreaker and conversation starter, allowing disparate groups to participate together. As the pop-up was being observed so the designers could get to know park users in Camden, the team observed that park users were getting to know each other. Conversely, the design offered an opportunity to test preconceptions and pervasive attitudes surrounding the site and its users. In initial observations and speaking with people during installation, we found that passersby were highly skeptical. There were concerns about vandalism, theft, loitering, and improper use. Despite initial concerns and the vulnerability of many elements (a piano, fabric canopies, lightweight furnishings that were not secured, etc.) vandalism, damage, theft, and squatting never became an issue. Perhaps most impressively, the community demonstrated through continued use and enjoyment of the temporary improvements that some commonly held assumptions about the space may be wrong; that investment for the development of high-quality public space in Camden is worth it.

Through the course of the pop-up, we were surprised that several of our own expectations were shown to be false – fundamentally reordering our assumptions of the basic needs for public space in downtown Camden. Through the stories of the park users, the team came away from the installation not only better informed, but with an inspired view of the community who are using the park at the doorstep of Camden's city hall and with an intimate understanding of the essential functions that any improvements made to Roosevelt Plaza Park must perform.

ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project. Approximately 400 words.

4. Describe the ways in which the design relates to its urban context. Approximately 400 words.

2015
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Name	Maximilian Cruz	Title	Medical Student
Organization	Cooper Medical School of Rowan University	Telephone	(636) 236-9884
Address	617 West Street	City/State/ZIP	Camden, NJ 08103
Fax ()		E-mail	cruz0@rowan.edu

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature		Date	12/1/2014
-----------	---	------	-----------

1. What role did you play in the development of this project?

While I did not actually play a role in the planning or development of this project, I was asked to speak at the grand opening to discuss the impact the park would have on my life. I am a second year medical student at Cooper Medical School of Rowan University, which is only about three blocks south of the park, and so I spend a lot of time in that area. My first exposure to Camden was during my sophomore year of college when I spent the summer of 2010 living in Camden doing service work. At that time, I often drove past the old parkade that used to stand where Roosevelt Plaza Park is now located. Just knocking down the Parkade and developing the park has made such a huge difference in the appearance of that area. It has really opened the area up, giving it a new and different feel right at the steps of City Hall. I walked through that park nearly every day from my apartment to school, and my classmates and I often speculated why they haven't done more with the space sooner. I was beyond pleased to hear that they indeed were trying to do more with this green space with the creation of the pop-up park. The pop-up park seemed to me like the perfect way to try out whether those amenities would be well received and utilized in the community. When I spoke at the grand opening, it was awesome to see so many community members turn out to support the initiative. I especially enjoyed watching everyone explore the park after the grand opening - a testament to the need that this park fills for this community.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

I think this park is a small step forward in filling a huge void of green space that exists in Camden. The lack of parks and open spaces in Camden makes this project significant. There are few parks where kids can play outside, or even for anyone that can just sit down and read a book on a bench or a picnic table. When I first visited Camden, I was struck by how many kids would simply play on the streets because there was nowhere else to play. There is actually a family that lives not too far from me, where they have a basketball hoop set up on the side of a fairly busy road for the neighborhood kids. Again, this is due to the lack of safe open spaces in Camden. It turns out that a basketball hoop on a busy street is somehow the safest place for those kids to play. This is certainly something to think about. There is a desperate need for more green spaces in Camden, not just for families, but for the community at large, including business people, and students. Whenever I walk past the park, the picnic tables and lawn chairs are always being used, and it is often almost impossible to find a spot during lunch hour. This is pretty incredible for an area that was previously mostly filled with people waiting for the methadone clinic across the street to open.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

There were no trade-offs made that I am aware of during development of this park. It was something the community very much needed and wanted. There was very little in the way of any resistance towards getting this accomplished. I do not think that it is very often that you see a community as flexible and quick to get things moving as Camden. If there is one upside to the position Camden is in, it is that people are very eager to listen to new ideas and implement them. I think this is a big reason why the city has been able to make such great strides these past few years. I have personally witnessed this through projects I have been involved in. As a whole, the community wants a better Camden, and I think many people would be surprised at how much energy the community members are willing to expend to help this happen. The demolition of the Parkade to the development of this beautiful green space has been wildly celebrated - however the full development of this park would compound on that initial success!

4. What do you consider to be the the most and least successful aspects of this project?

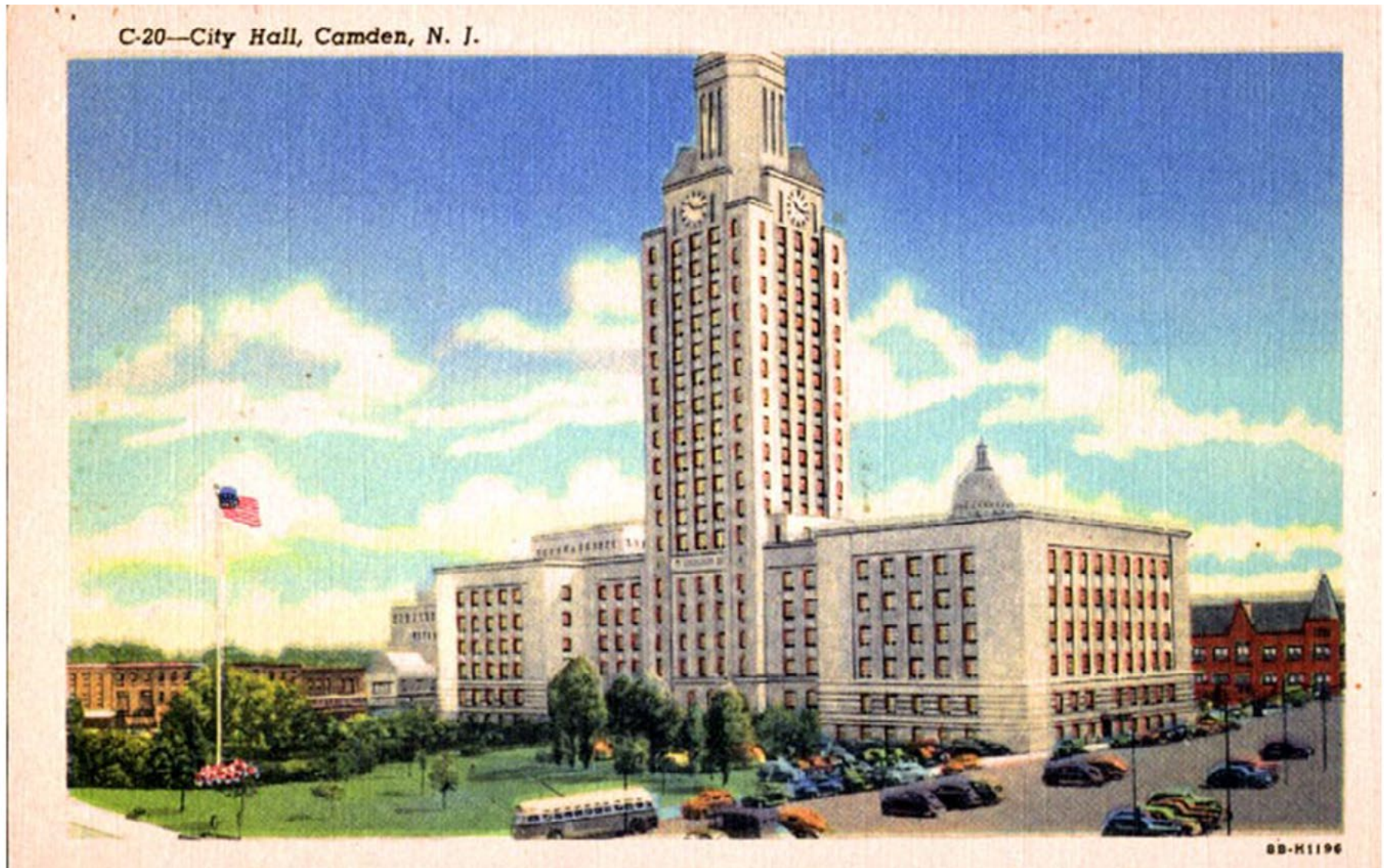
Overall, the development of this park and then the creation of the pop-up park was an unbelievable success. The amount of people I have seen utilizing this space is just incredible. The shift in the environment right in front of City Hall is incredibly positive. It is now a place where people actually go out of their way to hang out. Rather than simply using the park to cut across and get somewhere faster, people are actually going to the park to hang out, read a book, eat lunch, and just relax. This is something that did not exist as recently as 4 months ago - it literally happened overnight with the grand opening of the pop-up park. The only part of the project that I would consider needing improvement is permanence. Camden is a city full of residents who are promised on thing, then given another. Consistency and stability is not something residents are use to, and so I think developing the pop-up park into a more permanent feature is critical. I think it would upset the community if they saw just how great the park could be, only to have it taken away from them a few months later. The community did its part by showing that they will indeed utilize a park that is cleaned up and has amenities that they can enjoy. If Roosevelt Plaza Park could be developed into something similar to what the pop-up park has offered, I think that would be a great step forward in giving all of the residents of Camden access to a safe, clean, and positive green spaces.

SECTION 6

VISUAL REPRESENTATION

ROOSEVELT PLAZA PARK CAMDEN NJ

ROOSEVELT PLAZA PARK EARLY 20TH CENTURY



Roosevelt Plaza Park is downtown Camden's central open space, located at the crossroads of three essential business corridors in downtown Camden and at the doorstep of City Hall. The original plaza, shown above, was constructed during the New Deal Era in the earlier part of the 20th century.

PARKADE BUILDING 2009



In 1955, the park was redeveloped as the Parkade Building, a mixed-use parking structure serving the downtown and City Hall, with some offices and ground-floor retail. This structure, which quickly deteriorated after its construction, was demolished in June 2012.

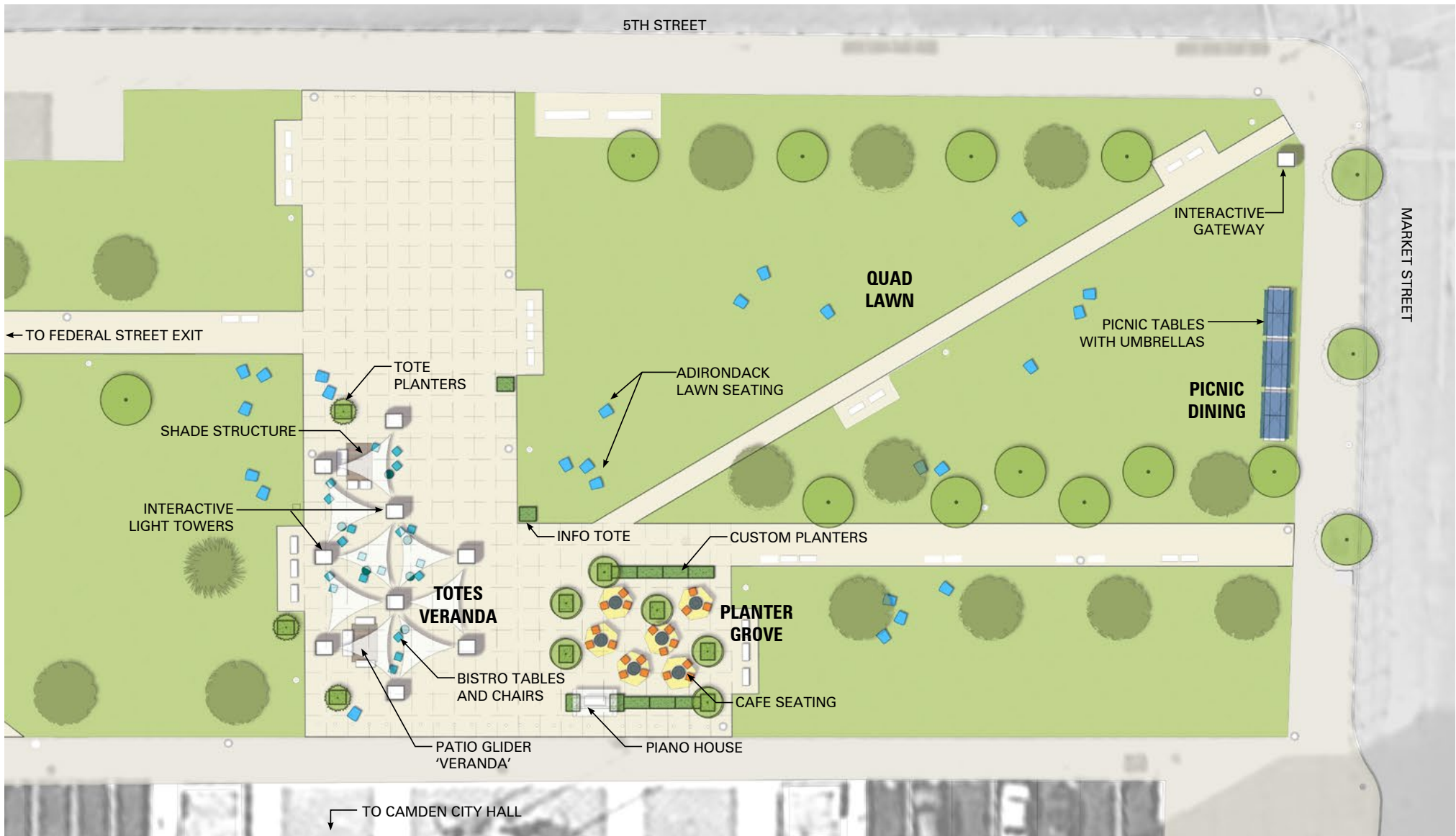
The photo above is looking towards City Hall at the corner of Market Street and 5th.

ROOSEVELT PLAZA PARK 2012

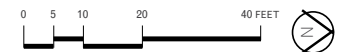


Phase I of Roosevelt Plaza Park's revitalization began in June 2012 with the demolition of the Parkade Building, reintroducing 75,000 square feet of open space into Camden's downtown. The planning and redesign of the park was overseen by the Camden Redevelopment Agency (CRA).

The photo above is looking towards City Hall at the corner of Market Street and 5th.



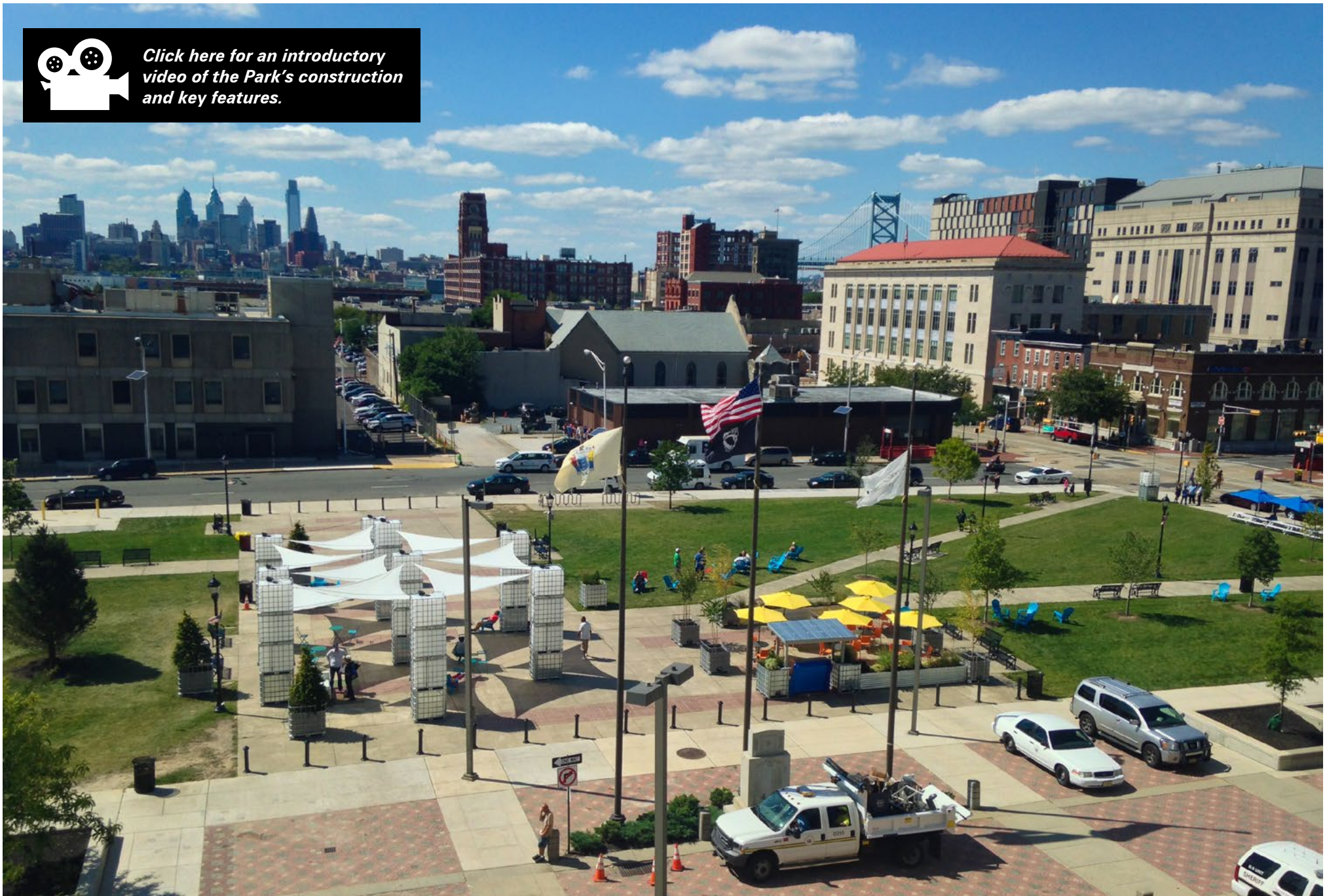
ROOSEVELT PLAZA PARK POP UP IMPROVEMENTS



With a limited construction and design budget, the phase 2 design team focused their efforts on several low-cost, easy to implement, high impact design interventions to demonstrate the potential of Roosevelt Plaza Park to become a destination for residents and visitors.



Click here for an introductory video of the Park's construction and key features.



While residents, employees, and visitors were glad to see Roosevelt Plaza Park return, a lack of amenities within the newly revitalized park resulted in a space that people walked “through” rather than “to”. Inspired by examples of new, active public spaces in other post industrial centers, Cooper’s Ferry Partnership teamed with Group Melvin Design and Sikora Wells Appel for phase 2, implementing low-cost, high impact amenities to create the Roosevelt Plaza “Pop-Up” Park.



The Roosevelt Plaza “Pop-Up” Park’s signature design elements are repurposed Industrial Bulk Container (IBC) totes, containers which are designed to ship liquids throughout the globe. Sourced entirely from local Camden industrial businesses, the totes provide a flexible building block for creating planters, canopies, and interactive light structures that speak directly to Camden’s proud history as a manufacturing/industrial town.



[Click here to learn more about the interactive art and light display.](#)

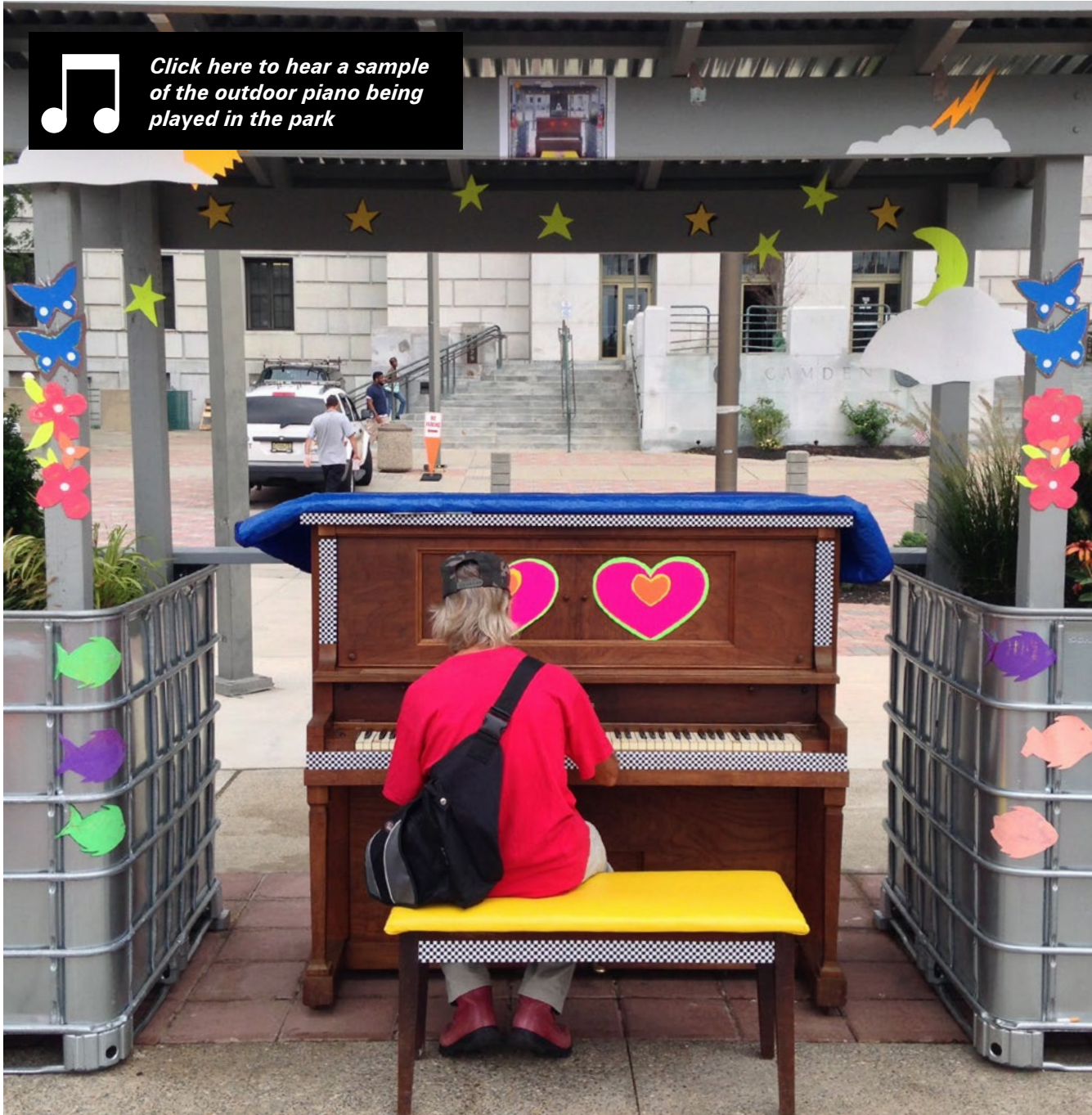
With the involvement of the art collective New American Public Art, the IBC towers were transformed into an interactive art and lighting display. At night, the tote towers cast a soothing blue light across the plaza space. Once approached, the base of the towers slowly turns purple, and then orange, like the warm glow from a hearth.



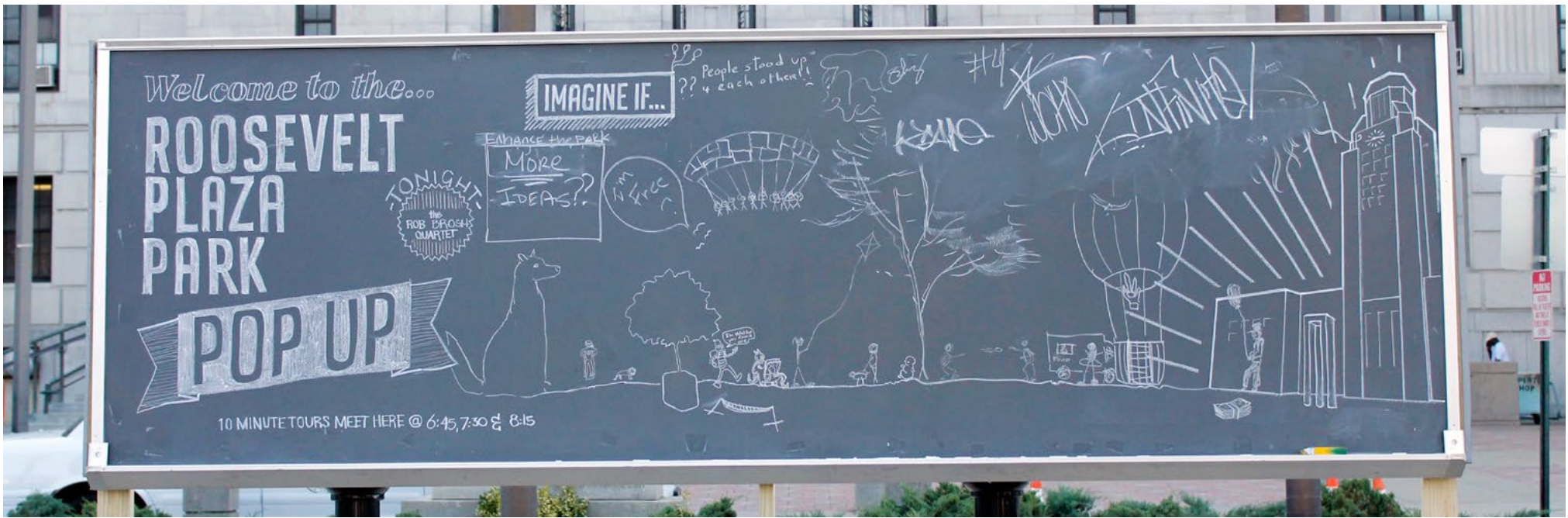
Cafe tables and umbrellas, custom designed planters, and a piano greet lunchtime visitors in the Grove, a section of the pop-up park designed to give people a place to meet-up, have a meal, rest, and listen to music at the outdoor piano.



Click here to hear a sample of the outdoor piano being played in the park



The design of the park incorporated a refurbished outdoor piano as a place for anyone to sit, play a few bars, and relax. The act of playing music transcends the social boundaries of class, income, race, and language, and the outdoor piano has attracted musicians of all stripes - from the homeless, to local office workers, even children learning to play their first tune.



Designers placed a large, 12 foot wide chalkboard at the center of City Hall to collect resident hopes, dreams, and feedback in order to help the park evolve to better serve residents and visitors of the City.



Picnic tables with large blue umbrellas line the sidewalk along Market Street, providing a space for outdoor eating just steps from a burgeoning restaurant corridor.



Moveable seating, such as the blue adirondack chairs on the lawn of the park, have proven themselves to be one of the most flexible, best loved parts of the pop-up park, as well as the least expensive element of its design (at a cost of approximately \$15 each).



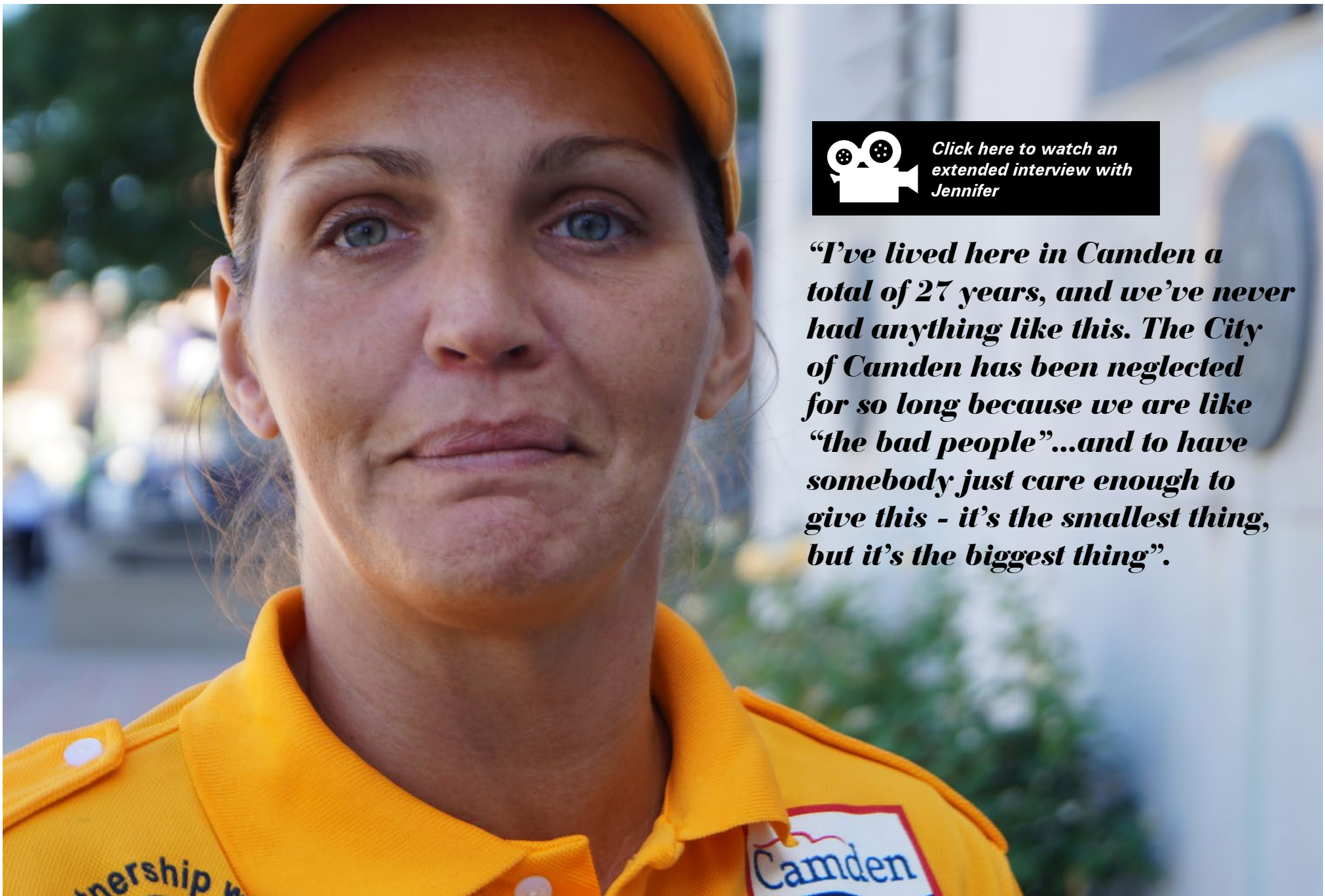
An outdoor concert and light show held in mid-September proved that small programmed events can have a major impact in drawing visitors from the City's neighborhoods, surrounding suburbs, and other nearby cities.



The pop-up park also serves as a flexible stage for imaginative events. The photo above shows the light tower veranda anchoring a fall festival that included games, performances, stilt walkers, clowns, and activities for local children and families.



The pop-up park invites flexibility and creative play. Even simple elements such as oversized games, hula hoops, and frisbees were successful in drawing families and visitors to the park.



*Click here to watch an
extended interview with
Jennifer*

“I’ve lived here in Camden a total of 27 years, and we’ve never had anything like this. The City of Camden has been neglected for so long because we are like “the bad people”...and to have somebody just care enough to give this - it’s the smallest thing, but it’s the biggest thing”.

Jennifer is a Camden Special Services District employee and resident of the City. Her job is to make sure the park is clean and safe for all visitors, yet her passion for the park and it’s visitors has made her an invaluable adopted member of the design team. Jennifer has used her on-the-ground presence to help fill out surveys, answer visitor questions, and to help designers collect feedback from everyday residents.

“Kites is what really brings me here, because this brings families together - children, to the old, they all fly, they all have fun. This builds your self-esteem because when you flying it, you feel so good about your accomplishments, this is something you’re doing. A kid, two years old was just flying a kite. Don’t say you can’t do it, you can do anything you put your mind to”.



Click here to watch an extended interview with Kevin the Kiteman

Kevin the Kiteman became a regular visitor to the pop-up park shortly after installation. Kevin has a passion for kites and the impact the act of flying a kite has on individuals of all ages. Kevin regularly teaches younger children at the park how to fly kites, utilizing the park’s wide open lawn and excellent views, a rarity in Camden neighborhoods with little to no open space, as a stage for empowering and uplifting young people.

“It’s just good to see some positivity in the City. Everybody comes here to have fun - parents come, let their kids play...it’s more enjoyable now, this brings unity”.



Tamia and her mother Pat used to pass through the park everyday on their way home from the nearby Settlement Music School where Tamia is enrolled. They never stopped in the park before, but with the introduction of the phase 2 pop-up installations, this mother and daughter duo made visits to the pop-up park a regular part of their evening routine. Tamia, a pianist, has been particularly excited by the outdoor piano, and learned how to fly a kite at the pop-up.



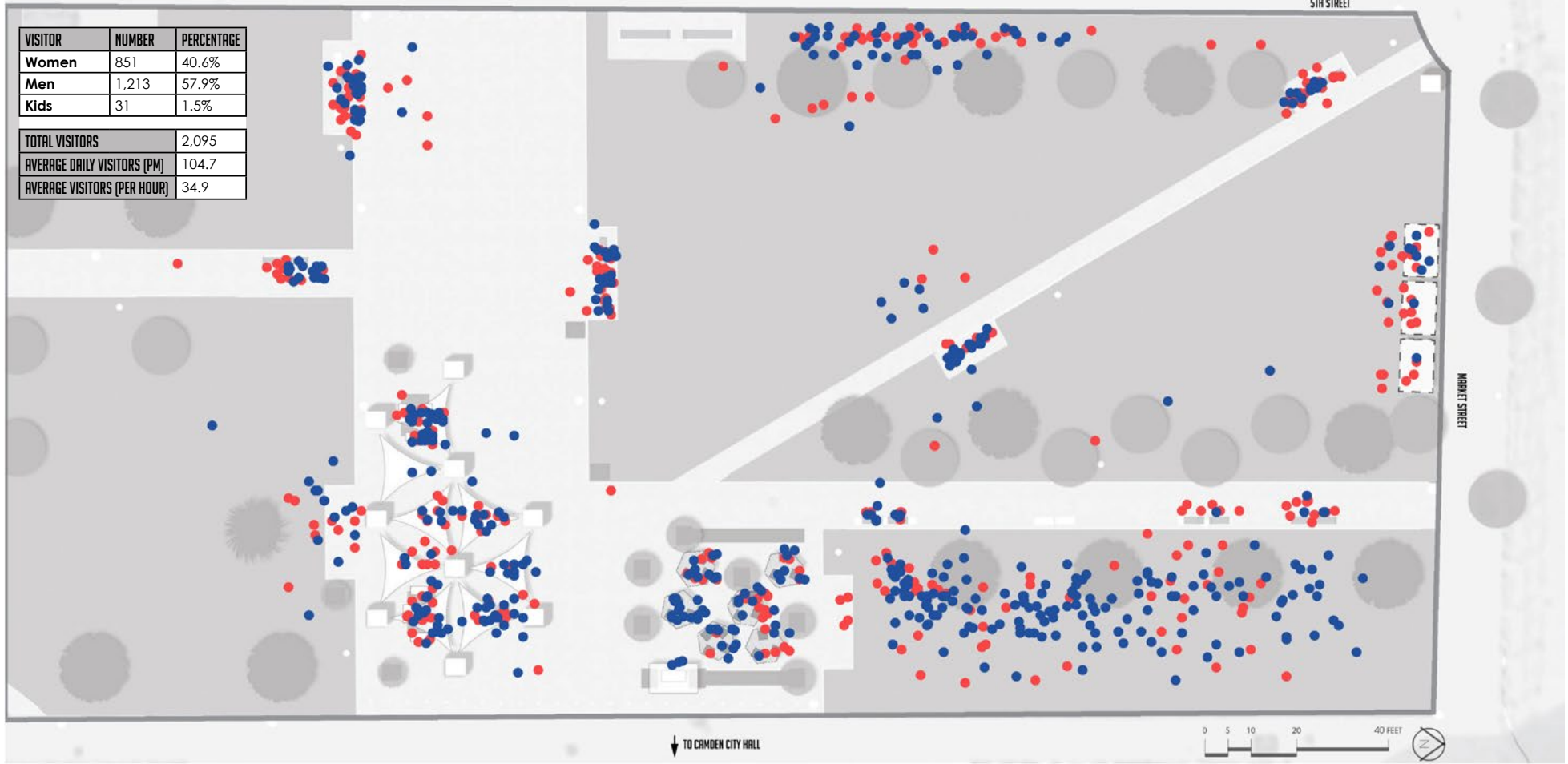
“We’re here everyday, just to sit, meet-up, and sit around, laugh and talk, have a little lunch, breakfast, you know... the restaurant across the street is getting our money every morning”!



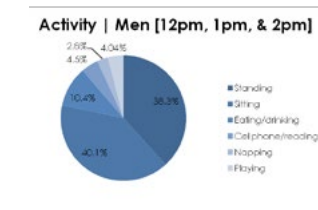
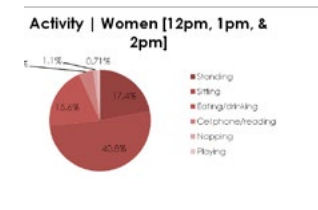
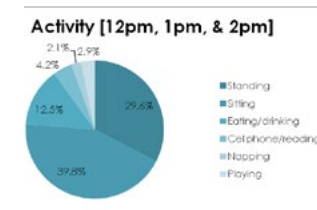
Click here to watch an extended interview with the friends


These four friends have made the Pop-Up Park a destination where they regularly get together to talk, laugh, share stories, and meet old friends who just happen to “pop-up” at the pop-up park! They love the variety of seating, places, and people they meet at the park.

ROOSEVELT PLAZA POP-UP PARK VISITORS | 12PM, 1PM, & 2PM | SITTING | 9.19.2014 TO 10.21.2014



ACTIVITY	WOMEN	WOMEN (%)	MEN	MEN (%)	KIDS	KIDS (%)
Standing	148	17.4%	465	38.3%	8	25.8%
Sitting	347	40.8%	486	40.1%	0	0.0%
Eating/drinking	133	15.6%	126	10.4%	2	6.5%
Cel phone/reading	31	3.6%	54	4.5%	2	6.5%
Napping	9	1.1%	34	2.8%	0	0.0%
Playing	6	0.71%	49	4.04%	6	19.4%



 [Click here to watch a sample of timelapse photography at the park.](#)

The phase 2 team is using on-the-ground mapping surveys, visitor surveys, feedback postcards, interviews with local residents, and timelapse video to collect information on how the park is being used now, and how it could be improved in the future. This data will help inform both future pop-up park installations and permanent capital improvements.



I love Roosevelt Plaza Park because... it invokes class, pride. I feel like I'm in another state when I walk thru to the Post Office, especially the location. One, after walking past down towards it as if I've ventured into a wonderland. Camden, hope it's a success and permanent!

If I could add one thing to Roosevelt Plaza Park, it would be... nothing, you've done it. There's security to maintain the nice nature the deserving and normal people can sit back and enjoy and decompress.

Thank you! Your feedback will be used to guide future park improvements.

I love Roosevelt Plaza Park because... You took the time to think about the community & made it look good. And not allowing one nuckle head ruin it for everyone...

If I could add one thing to Roosevelt Plaza Park, it would be... Chalk board erasers tied to the board so they don't get messed placed. & continue to keep an eye out for better ideas for the future... park you.

Thank you! Your feedback will be used to guide future park improvements.



I love Roosevelt Plaza Park because... it made a very boring park look inviting, somewhere were you actually want to spend time + relax. Love the white benches

If I could add one thing to Roosevelt Plaza Park, it would be... hammocks next summer!!

The Postcard Box Survey, custom-designed and affixed to a central tote planter in the park, invites visitors to leave comments telling the phase 2 team what they love about the Roosevelt Plaza Pop-Up Park now, and what they would like to see at the park in the future.