

Parkside Theory of Change

Goals

Development

- Acquire sites around two focal sites, RENEW and Lourdes Hospital, for critical “mass” of revitalization activity on Haddon Avenue
- Create opportunities to incubate small local businesses in Parkside
- Develop a Unified and Recognizable Identity for Parkside
- Actively seek to acquire vacant residential properties and structures for redevelopment
- Consider pursuing development of mixed-income rental and homeownership units
- Aggressively seek funding for sales housing infill development

Neighborhood Services

- Re-instate the Block Captain Network with a focus on neighborhood beautification and resident engagement
- Address areas of high concentration of drugs/crime
- Position the Camden County Historical Society (CCHS) to be better integrated into the neighborhood
- Create Absentee Landlord/Landlord Tenant Coalition (TLC)/Mitigate Adverse Neighborhood Impacts Resulting from Absentee Landlords
- Convert Parkside Elementary School into a Community Neighborhood Hub

Education

- Ensure Parkside Stakeholders are included in Planning for the Reconstruction of Camden High School
- Create More Opportunities for Before/After School Care and Vocational Education

Open Space & Healthy Living

- Provide more fresh food options in Parkside
- Provide land access for Food Growers
- Establish Recreational Programs and Activities
- Provide better access and connectivity within and to the Park Systems and additional park maintenance

Changes that will Occur in the Short-Mid Term that will Impact Long Term Outcomes

- Blighted commercial and residential properties acquired for concentrated development
- Private investment and public subsidy supports “thoughtful” development
- Identified and memorialized joint venture relationships with “just right” development partners
- Neighborhood real estate increases in value as vacancy rate decreases
- Customized training and “pop ups” sustain existing businesses and increase presence of new local businesses.
- Create and Integrate new brand for messaging PBCIP and the Parkside community via logo, banner, street signage and graphics
- Streetscape and roadway improvements transform aesthetics and use of major neighborhood corridors.

- Monthly Community meetings & quarterly events offer enhanced social capital and greater communication amongst residents, business owners and institutions
- Leadership training strengthens the voices and skills of community, resident and volunteer leaders
- Greater access to community assets (Increased resident attendance and use of CCHS space thru Sculpture Garden, Cultural Heritage Museum and History Garden exhibits)
- Established framework for increased communication with renters and landlords.
- Strengthened relationship between community and Camden County Police
- Greater understanding of the various segments of the community, and the importance of inclusivity.
- Development and operational plan for Parkside Elementary

- Community engaged in planning and implementation of the new Camden High School campus. School opens fall 2021.
- High growth training and career development program available for youth ages 16-24.
- Provide youth training in carpentry, home repair and maintenance.
- Identified partner and framework for A+ education in Parkside public schools.

- Camden families and students will join Parkside Methodist Church and the food insecure population it serves, to participate in gardening and demonstration cooking classes
- Design and Construct the 1st phase of the Parkside History Garden, including a new composting and seed/storage shed for the Parkside community. Offer additional gardening and cooking programming by October of 2018
- Provide healthy eating and cooking demonstrations for youth at Camden youth Sports club events hosted in Parkside
- Construct a minimum of one (1) new school garden and maintain a minimum of three (3) current institutional and/or faith-based gardens
- Measure and track proficiency and crop production of Roots to Market participants in gardening and cooking workshops .
- Develop a design to expand the Camden City Greenway from the Cooper River south to the Camden County Historic Society property and its planned History Garden

Long Term Outcomes

Parkside structures, streets, blocks are changed — as there is a building and growing sense of momentum, connection and progress .

Increased diversification of retail offerings with a focus on locally oriented businesses launching a booming business district that people want to come to.

Heightened community engagement and institutional support allowing for an inclusive, close-knit community with safe streets.

Enhanced educational programs, vocational training and availability of resources to position youth for economic independence, job success skills and a productive career.

Active recreational use of parks and trails (Farnham, New Camden and Gateway) for improved community health.

Food options increased beyond the corner stores.

Vision
 “Parkside is a beautiful, unique, multicultural neighborhood, where families live safely in a clean environment and where neighbors are steadfast in their commitment to the community and their respect for each other. Parkside is a place where work, quality shops, great dining, excellent schools and leisure activities exist to produce a desirable and sustainable neighborhood.”