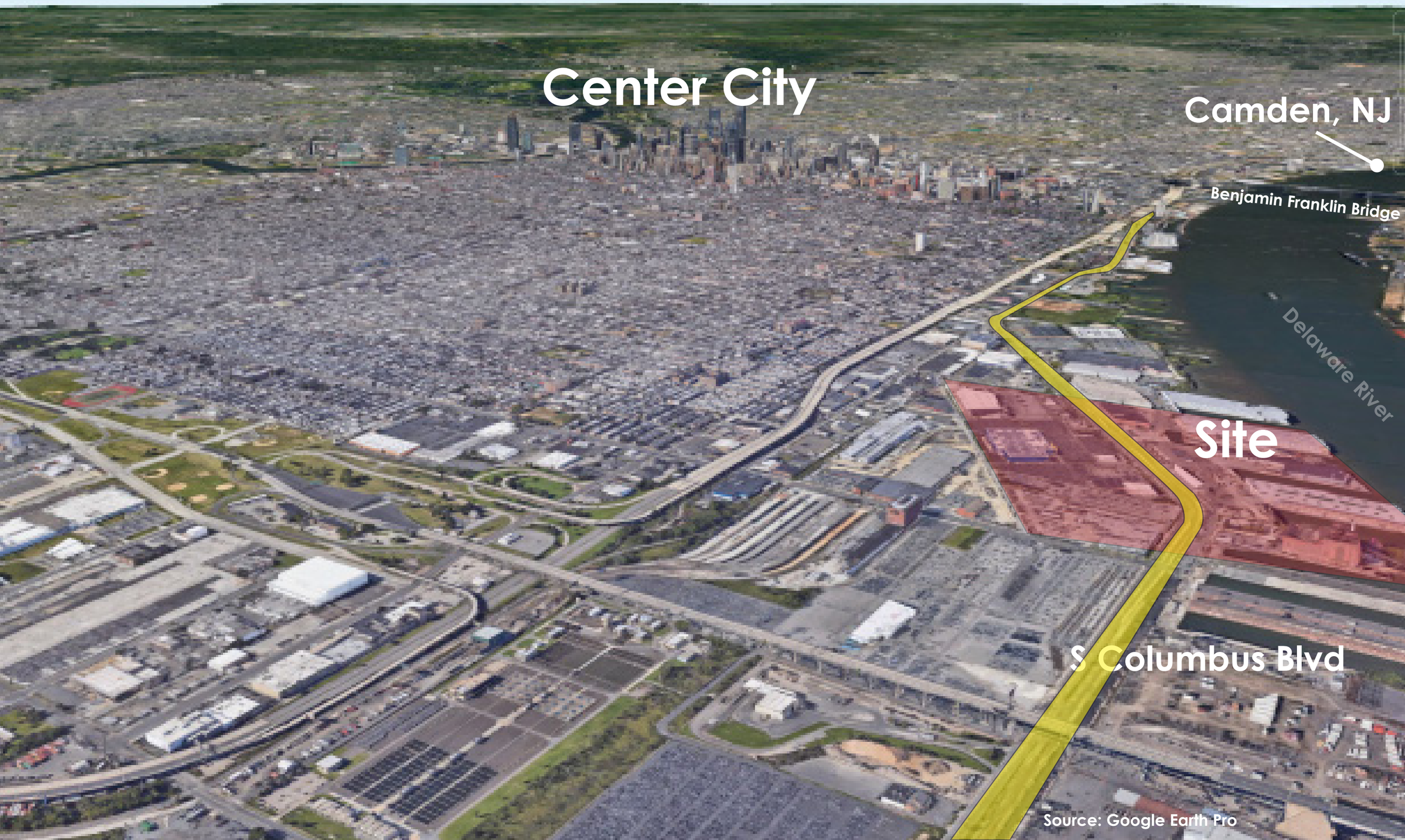
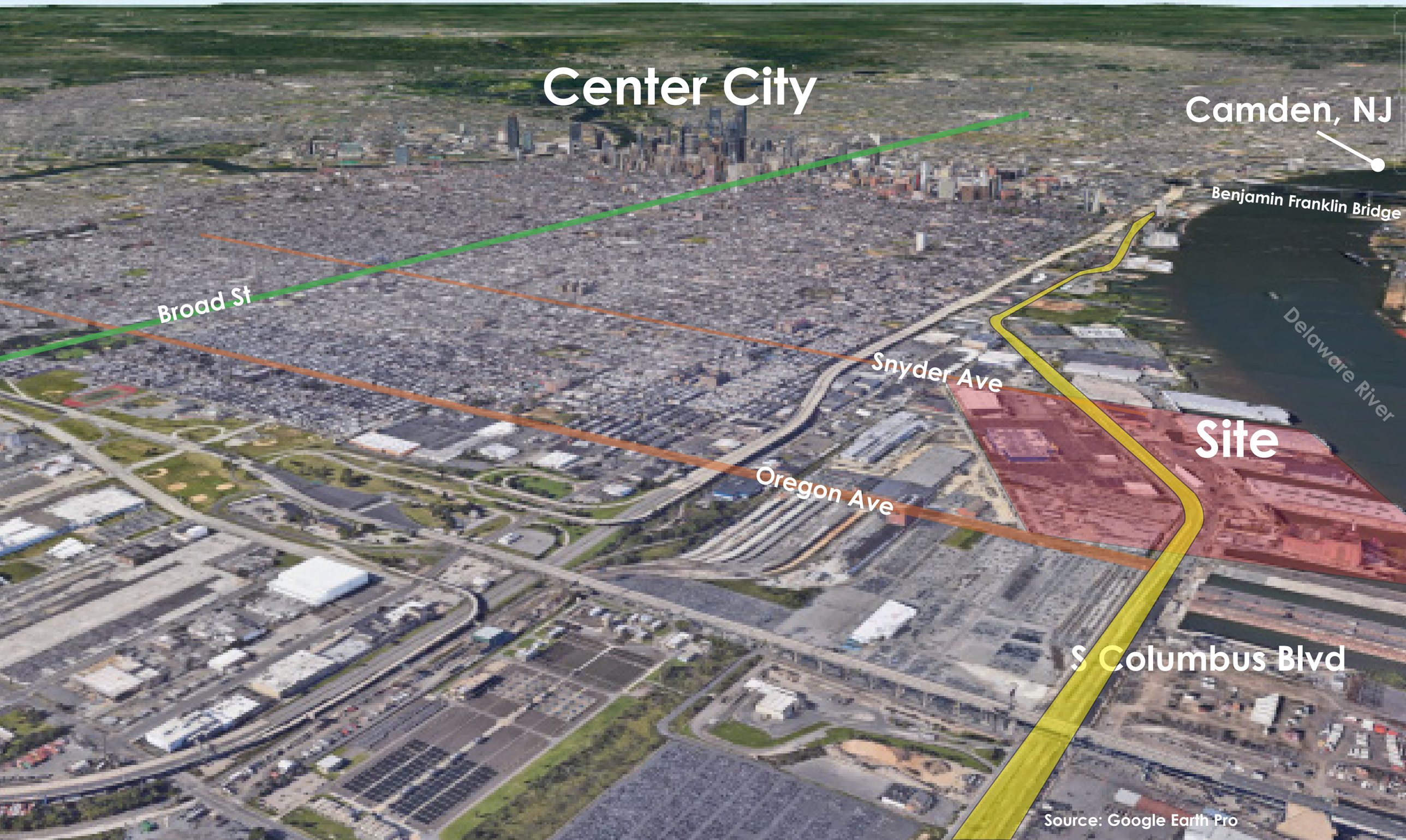
Kendra Nelson
Rutgers Bloustein School of Planning and Public Policy

South Columbus Boulevard
Redevelopment Plan

Spring 2019
Directed Study



Source: Google Earth Pro



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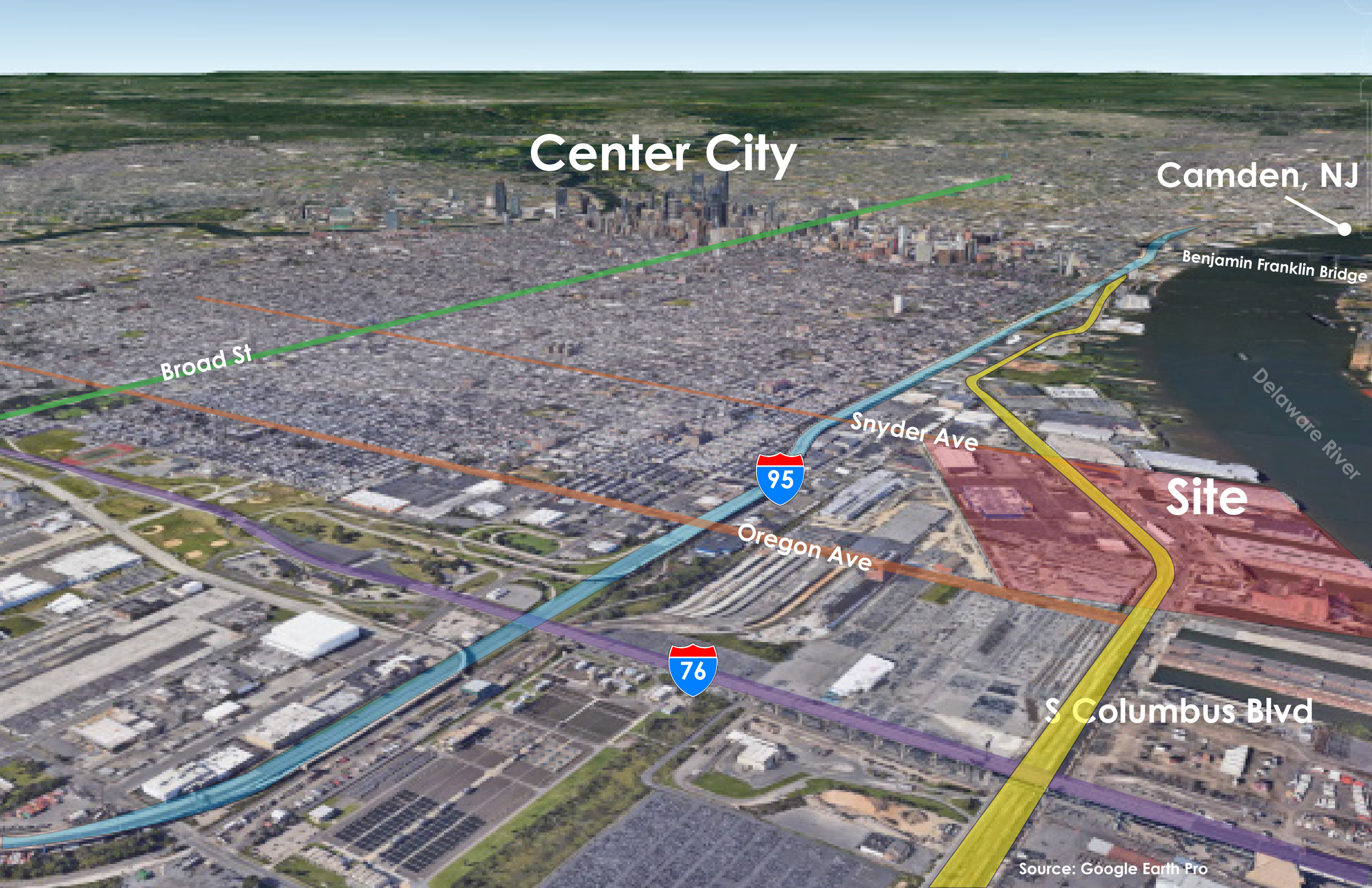
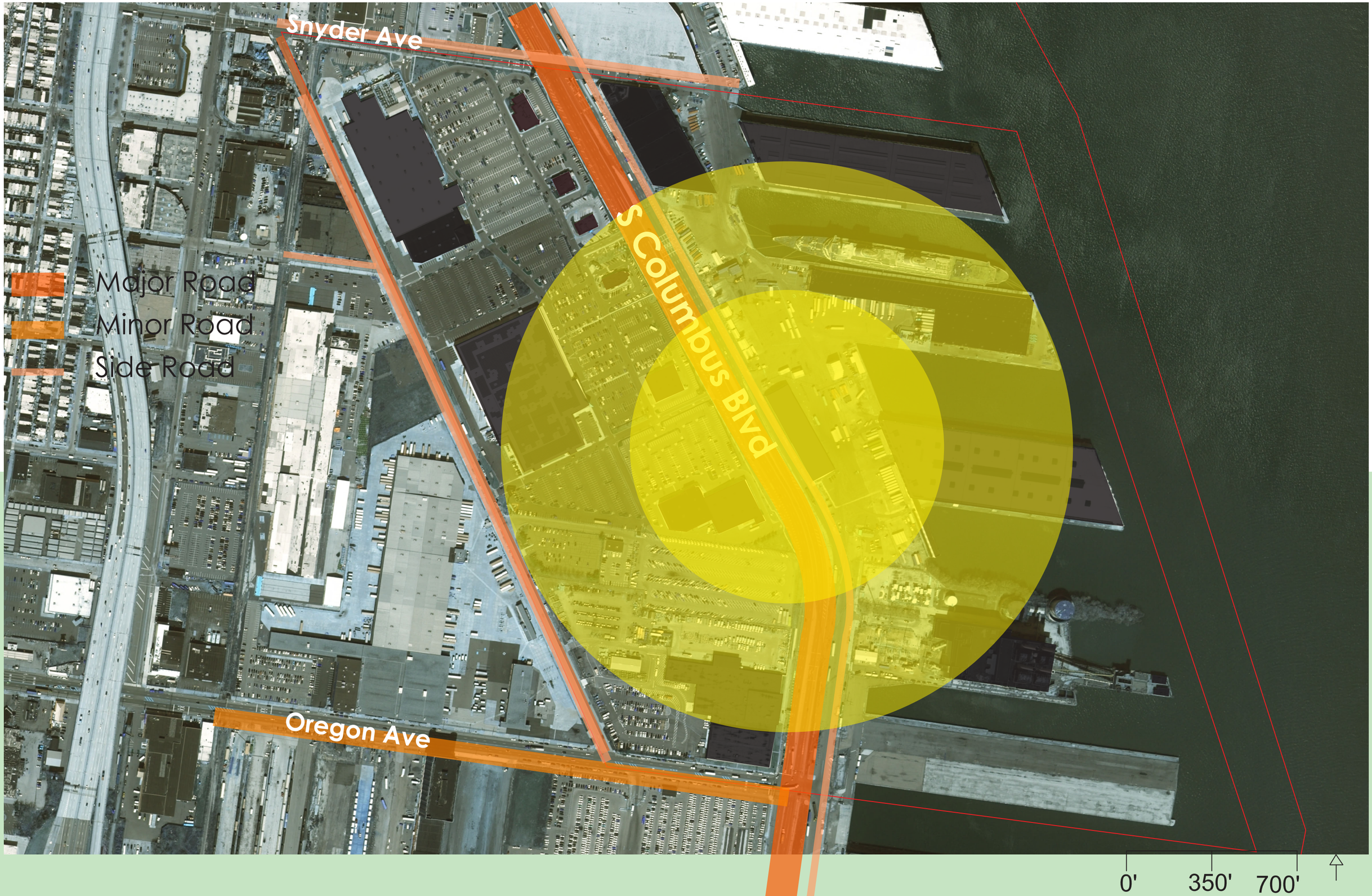

Center City
Camden, NJ
Benjamin Franklin Bridge
Broad St
Snyder Ave
95
Oregon Ave
Delaware River
Site
76
S Columbus Blvd
Source: Google Earth Pro

Snyder Ave
95
S Columbus Blvd
Oregon Ave
0'
350'
700'

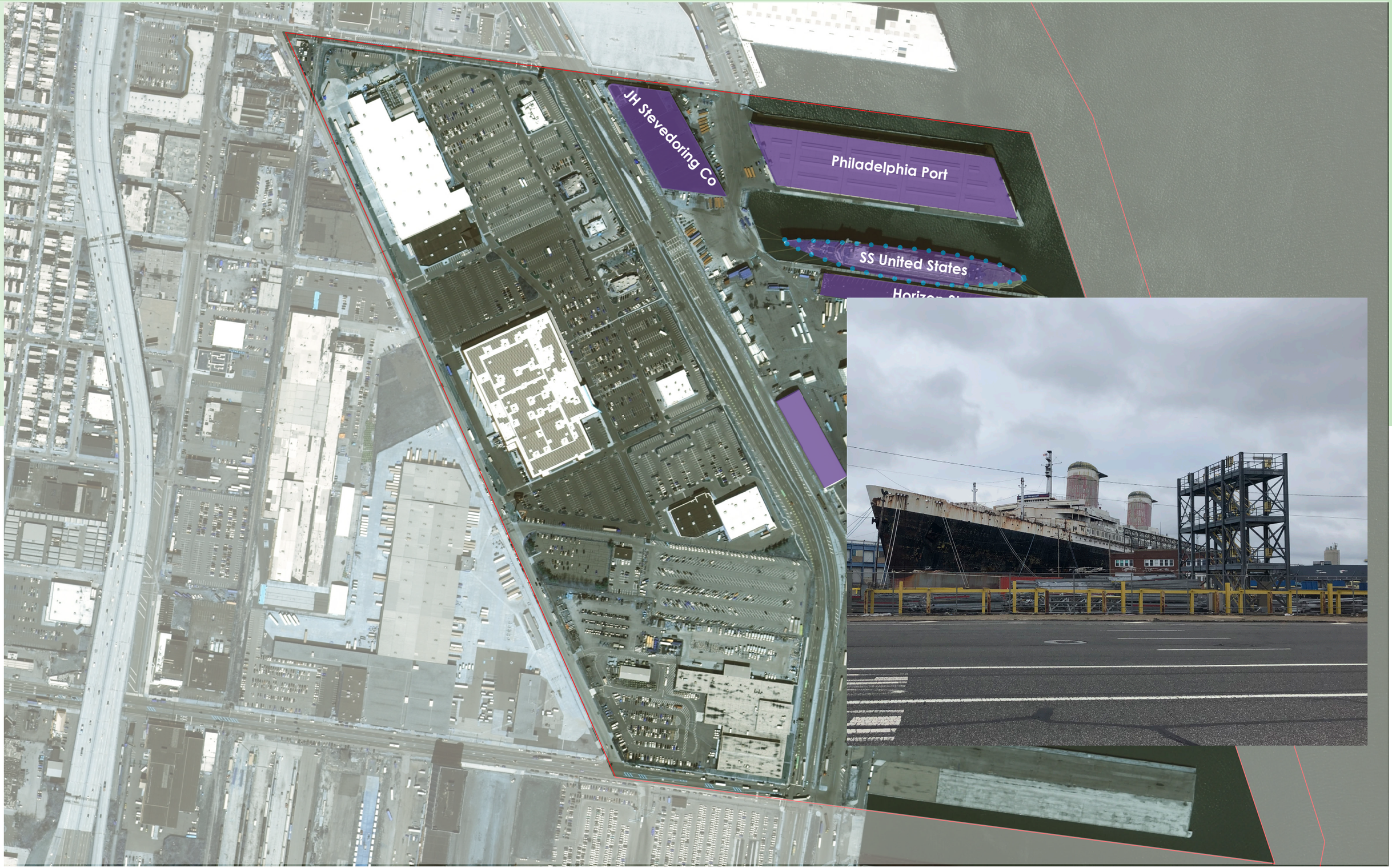
Snyder Ave
95
S Columbus Blvd
Oregon Ave
0'
350'
700'

Snyder Ave
S Columbus Blvd
Oregon Ave
Major Road
Minor Road
Side Road
0'
350'
700'


Snyder Ave
S Columbus Blvd
Oregon Ave
Major Road
Minor Road
Side Road
0'
350'
700'

JH Stevedoring Co
Philadelphia Port
SS United States
Horizon Stevedoing

0' 350' 700'


JH Stevedoring Co
Philadelphia Port
SS United States
0'
350'
700'

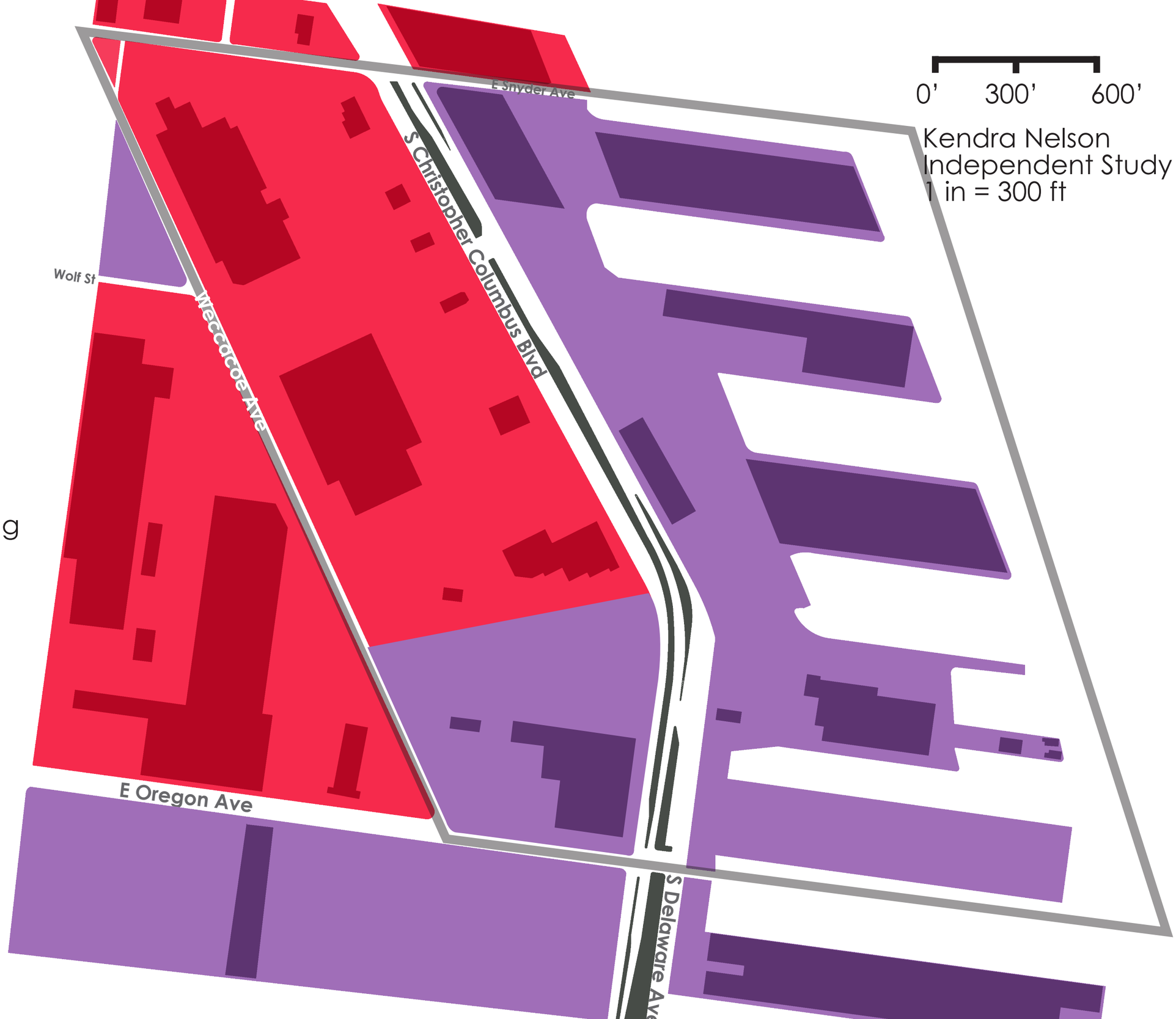
PECO
Philadelphia
Electric Co
0'
350'
700'

Lowes's
Raymour
&
Flanigan
Ikea
0'
350'
700'

Miller's Ale House
LongHorn
Wendy's
Chick-fil-A
Five Below
Dollar Tree
Best Buy
0'
350'
700'

Current Land Use

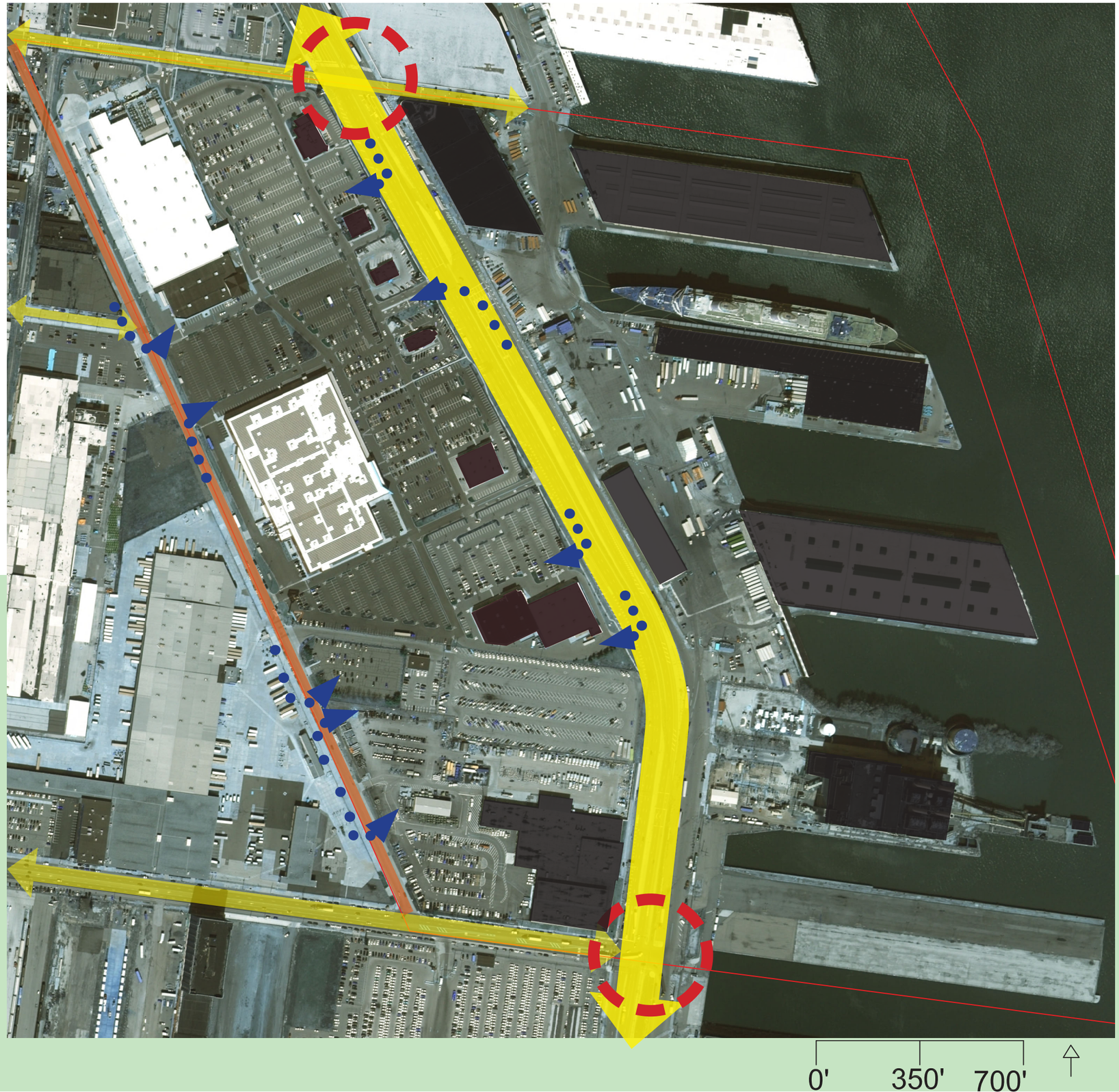
- Commerical Use
- Industrial Use
- Medians
- Site Boundry
- Commerical Building
- Industrial Building



0' 300' 600'

Kendra Nelson
Independent Study
1 in = 300 ft

Site Analysis



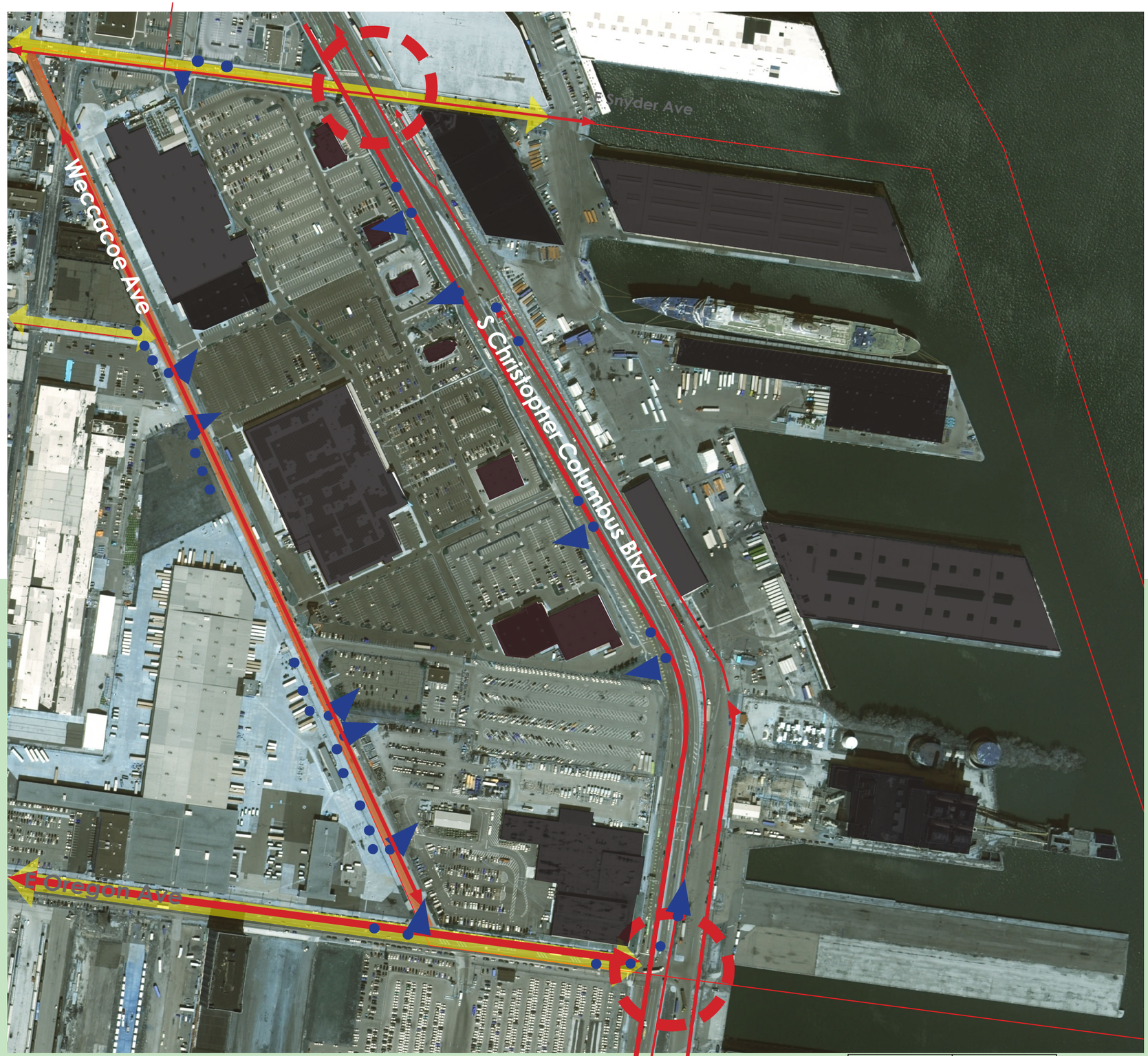
Minimal green space
Roads in poor condition
Poorly placed bike lane

Unnecessary median
Blocked river view
Unmaitained street

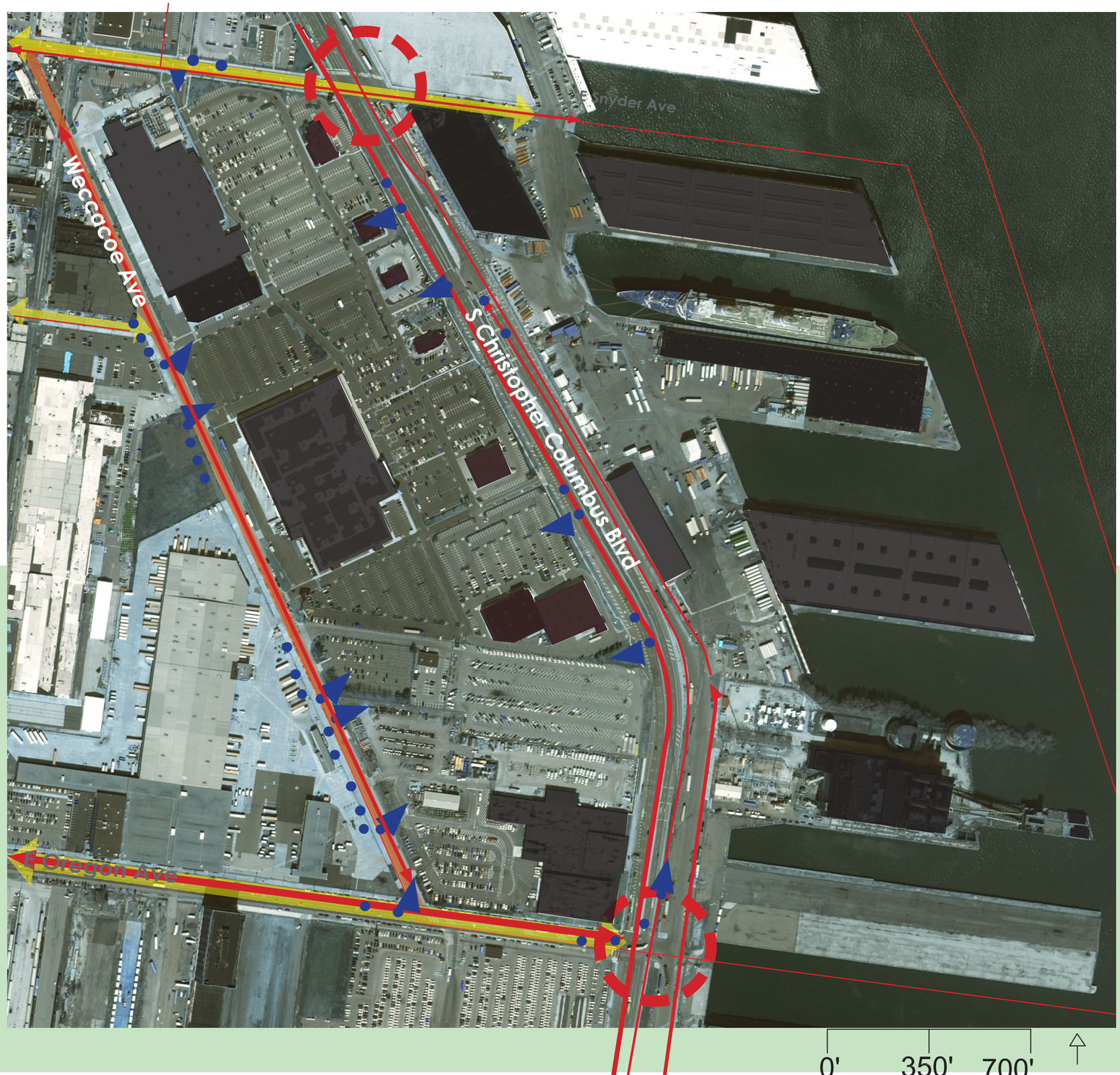
Unmaitained Building
Long, unwelcomeing crosswalk

Exposed parking
Under utlized narrow sidewalks

Abandoned Buildings
Minimal coverage of industrial site


Snyder Ave
Weccacoe Ave
S Christopher Columbus Blvd
Oregon Ave
0'
350'
700'

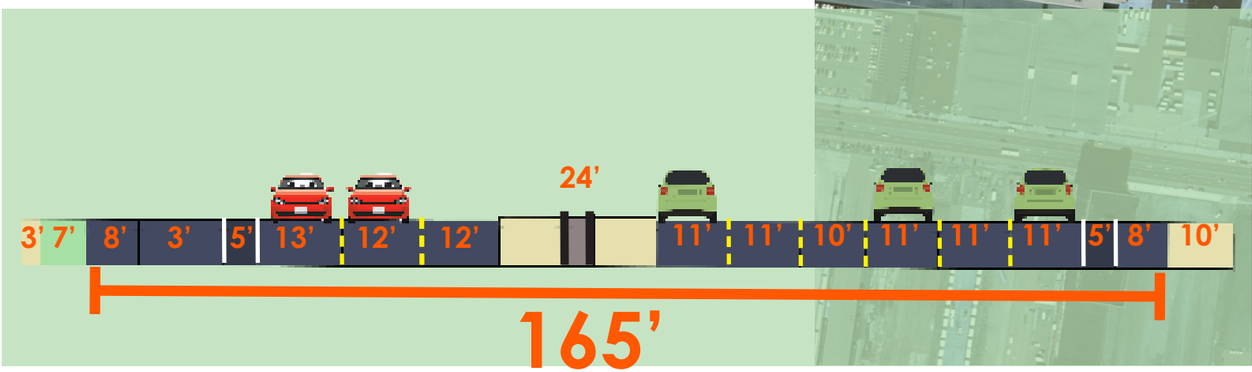
Shares the furtherest section of parking lot to other franchises



6 Lanes Wide

19 cars/min during rush hour

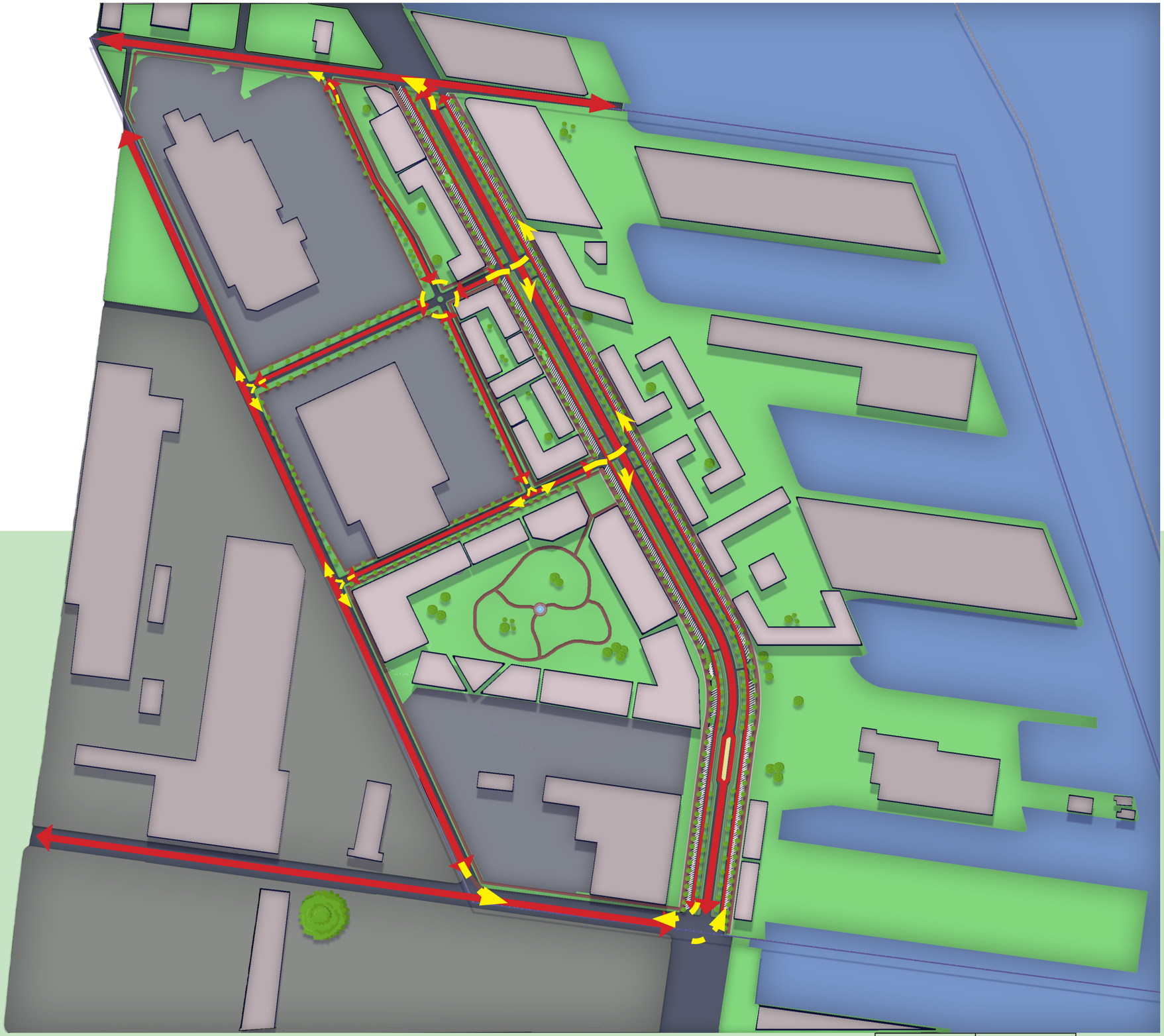
Speeding



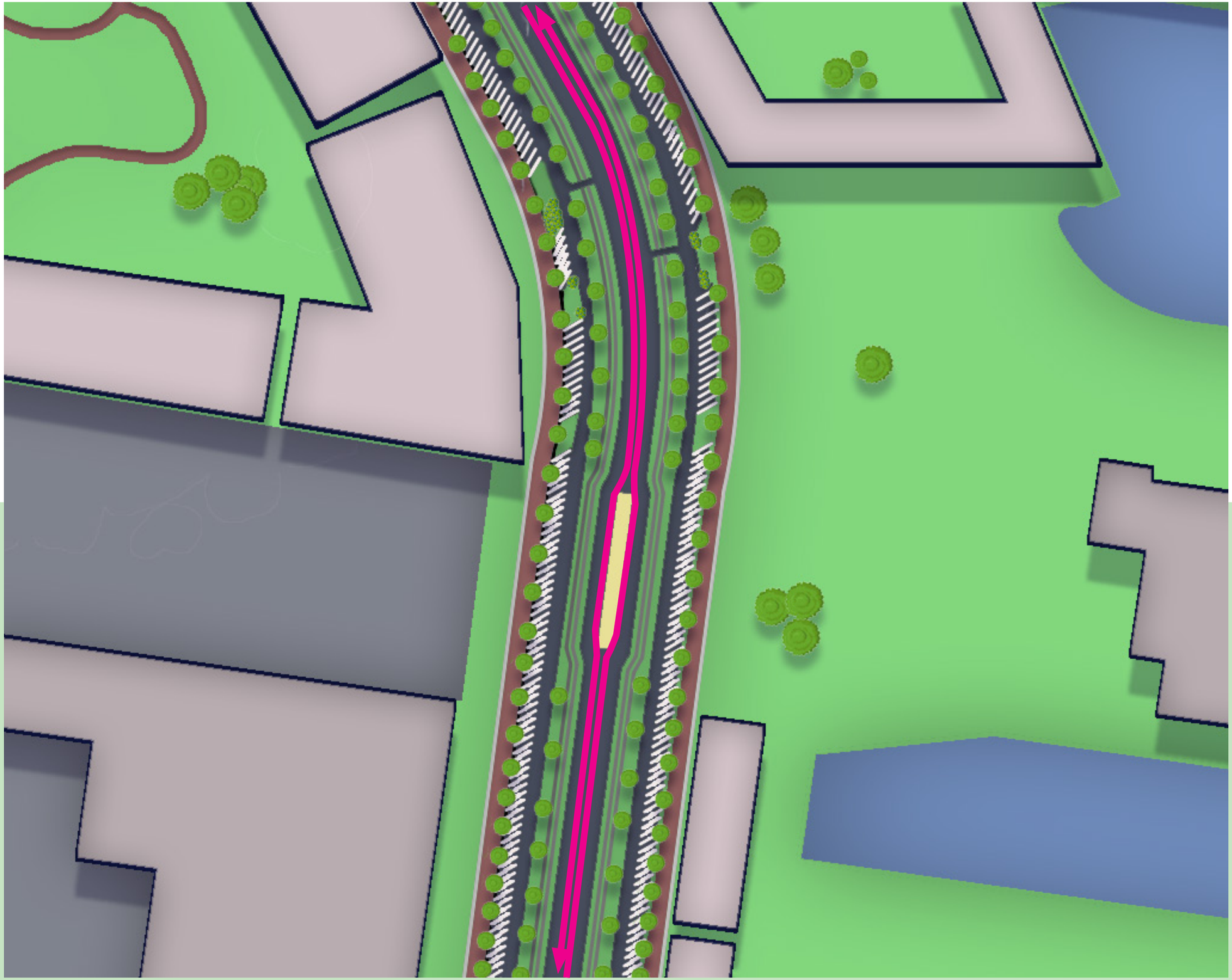
20'
18'
13'
13'
6'
5'
10'
10'
10'
10'
5'
6'
13'
13'
18'
20'
165'
0'
20'
40'
0'
350'
700'

20'
18'
13'
13'
6'
5'
10'
10'
10'
10'
5'
6'
13'
13'
18'
20'
165'
0'
20'
40'
0'
350'
700'

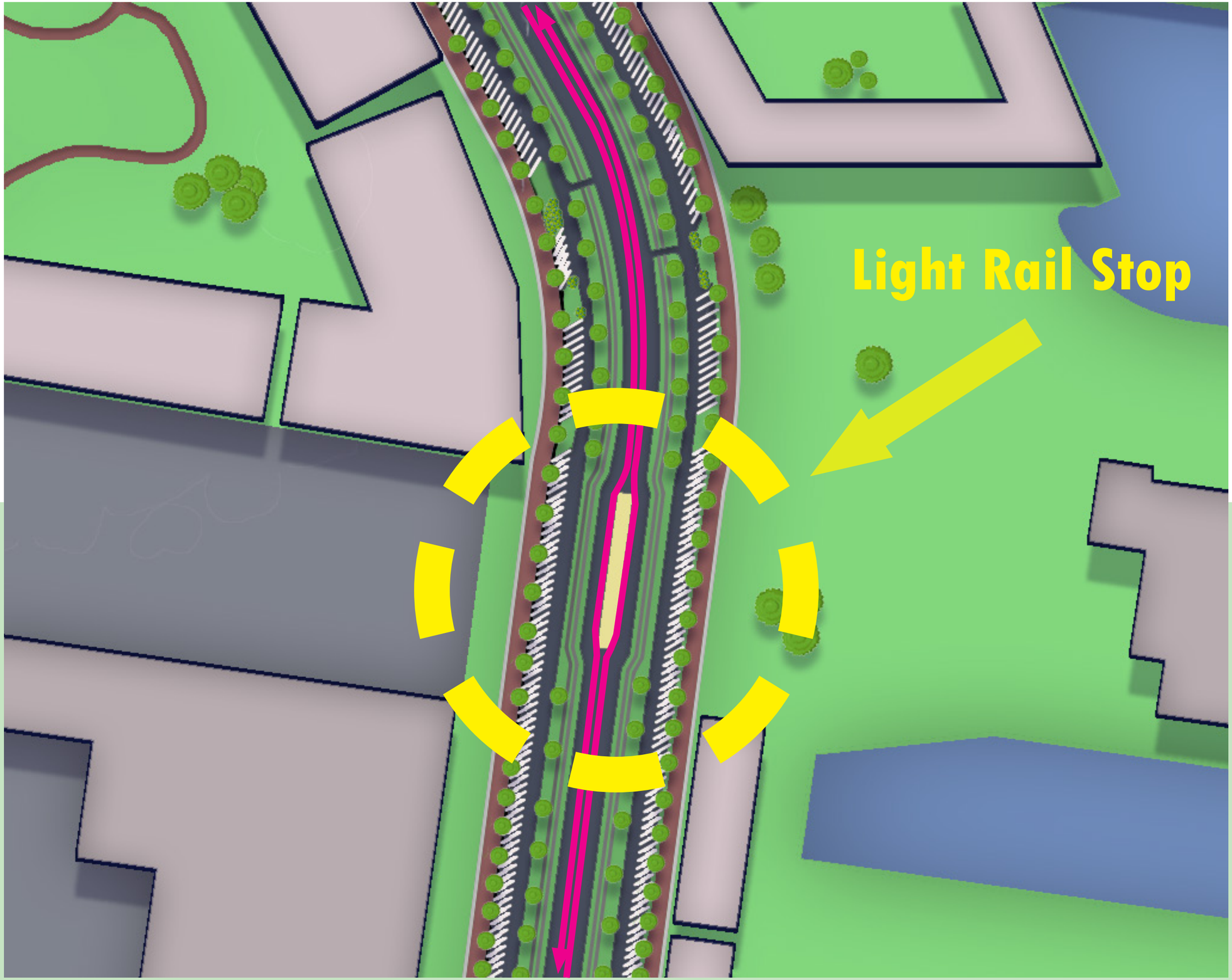
Traffic Circulation



Light Rail



Light Rail



Road Diet

190' 3"
20'
18'
13'
24'
One way Traffic
10'
per lane
Shared traffic & light rail
6'
24'
13'
18'
One way Traffic
0'
60'
120'

Road Diet

190' 3"
20'
18'
13'
24'
One way Traffic
10'
per lane
Shared traffic & light rail
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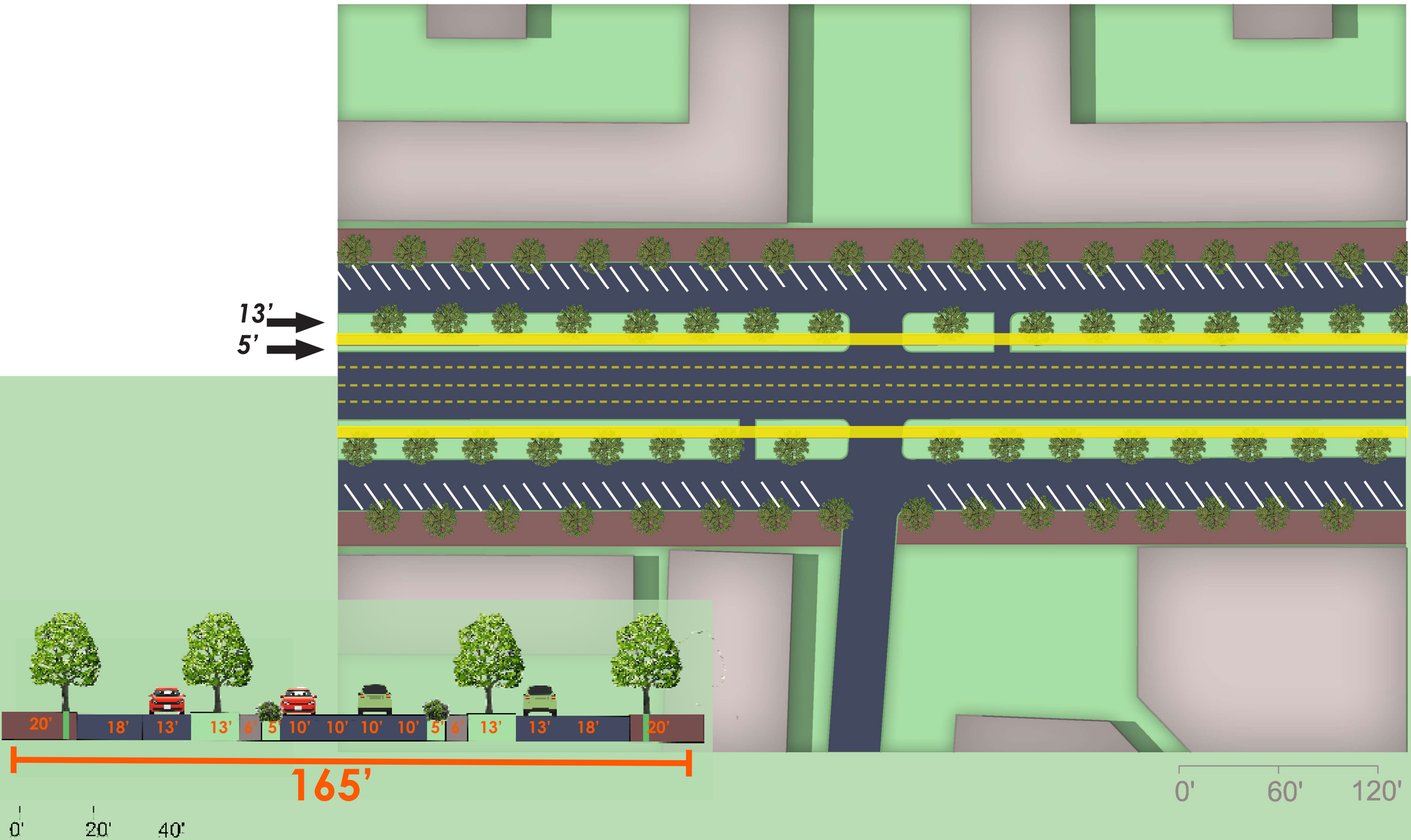
13'
5'
20'
18'
13'
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6'
5'
10'
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165'
0'
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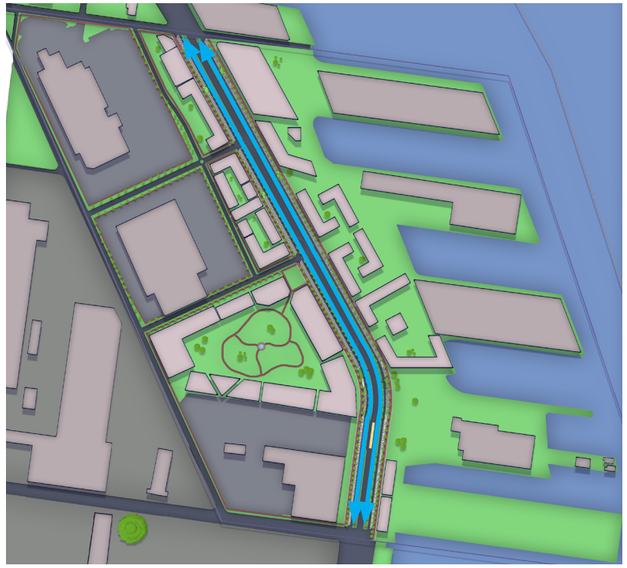
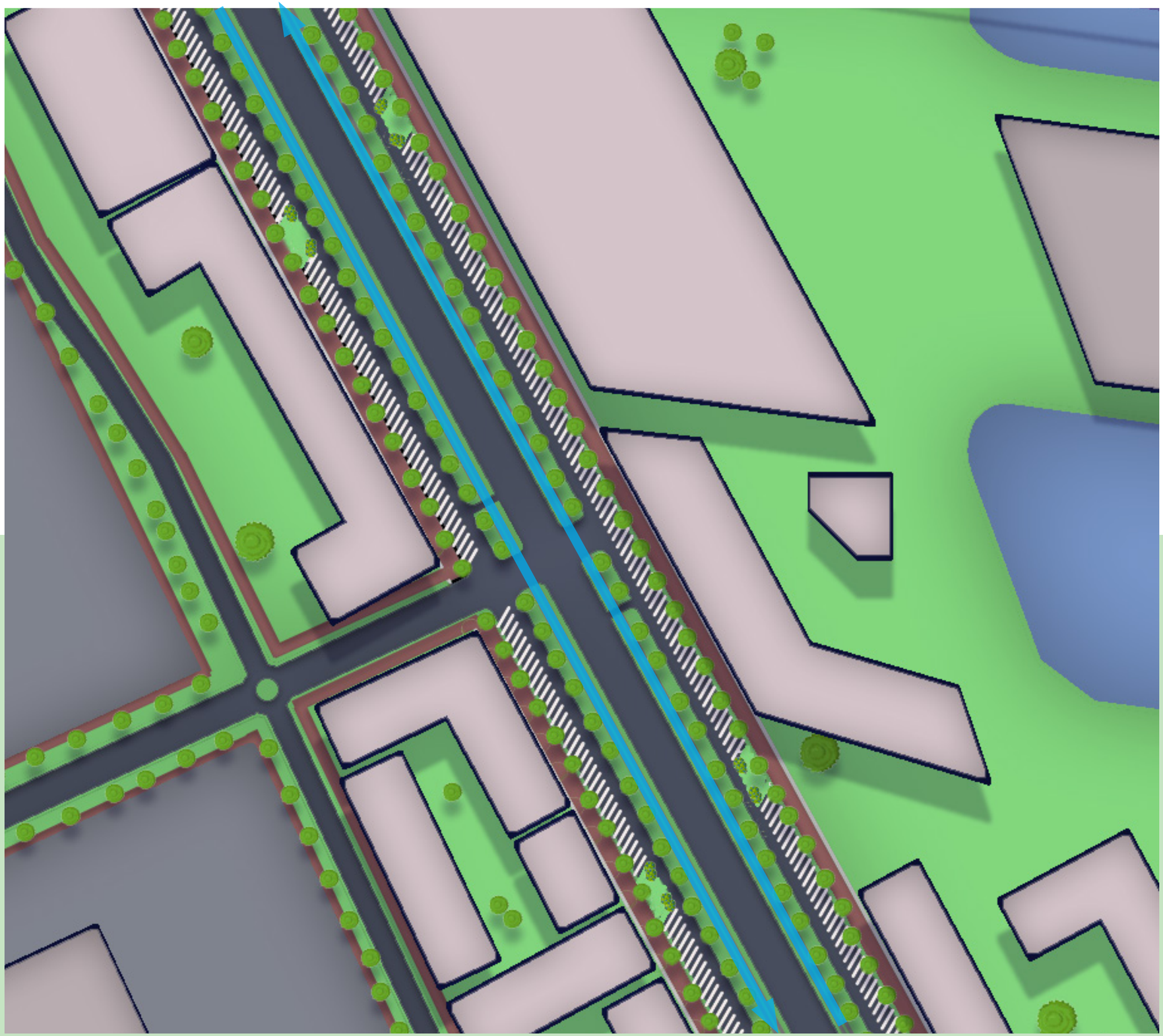
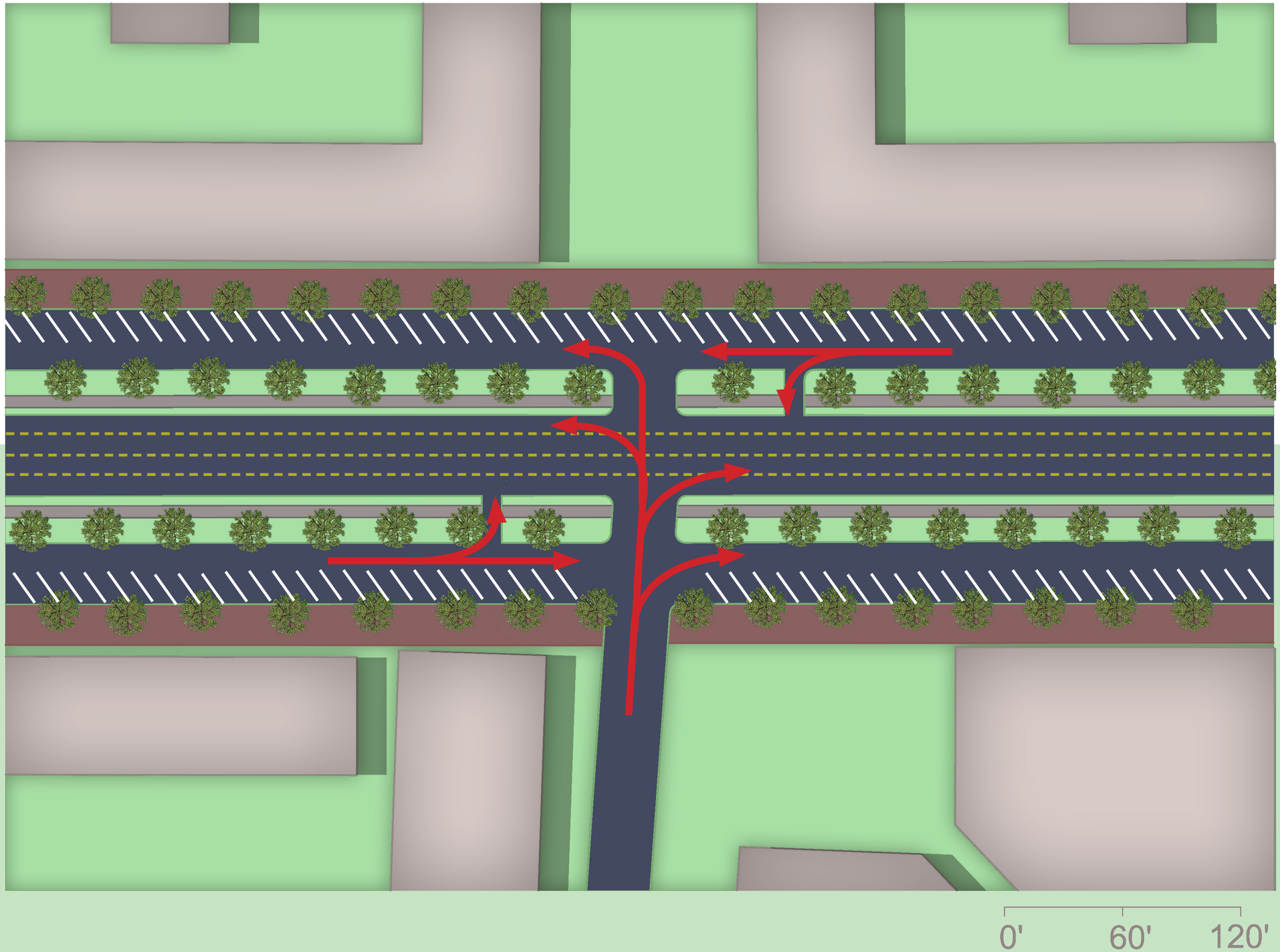
40'
0'
60'
120'

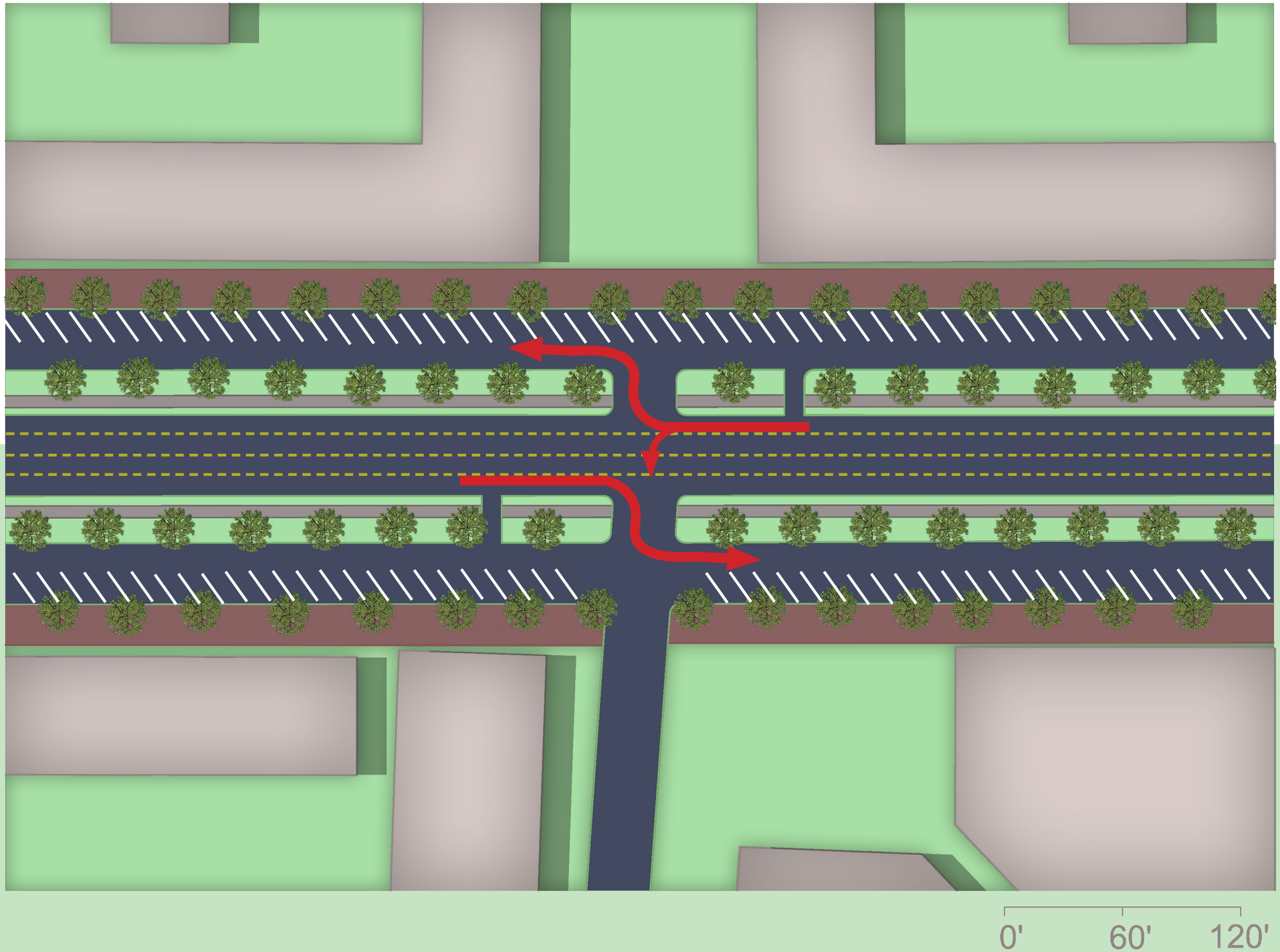




Bike Path

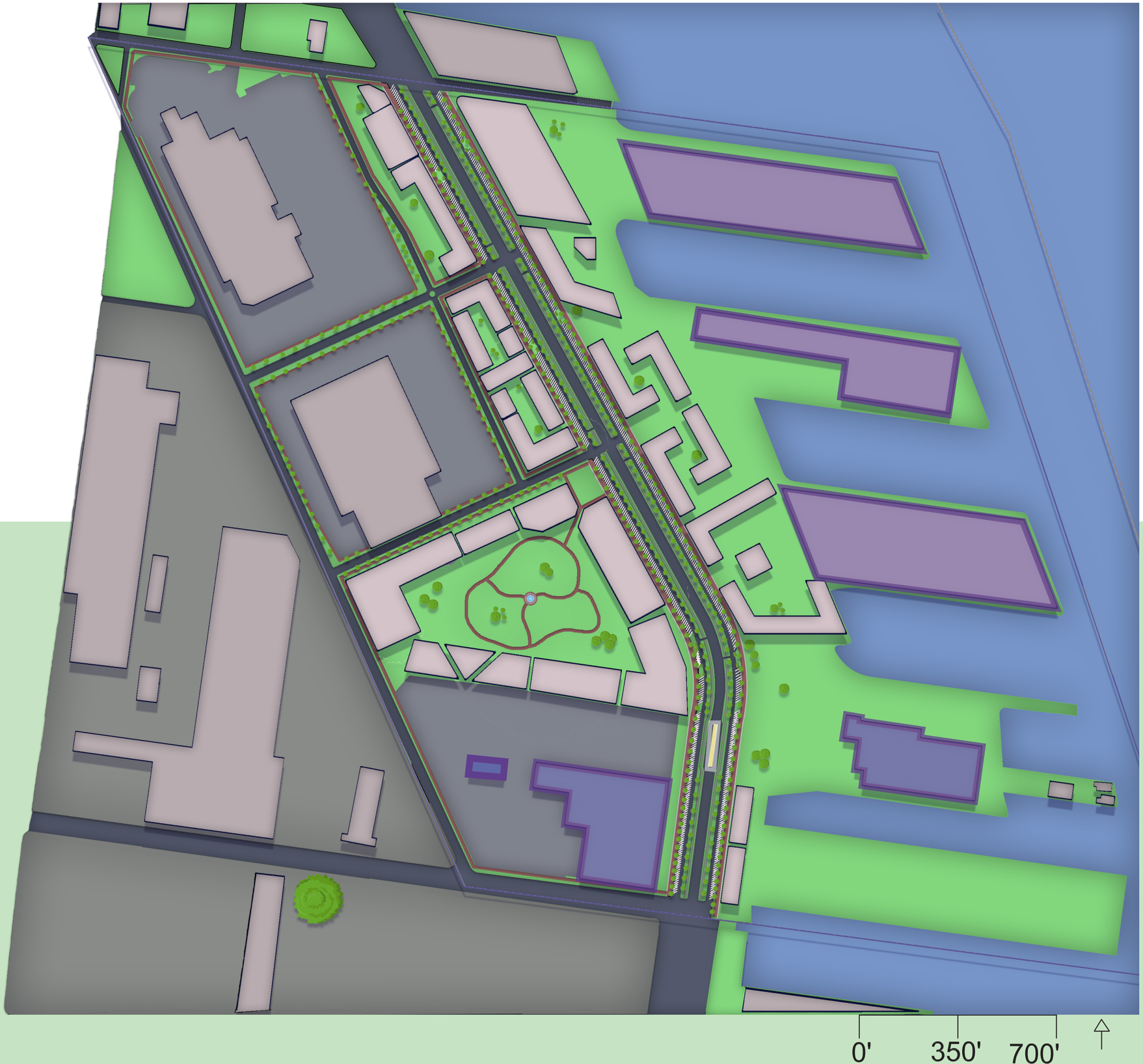
Vehicle traffic





Vehicle traffic

Proposed Land Use



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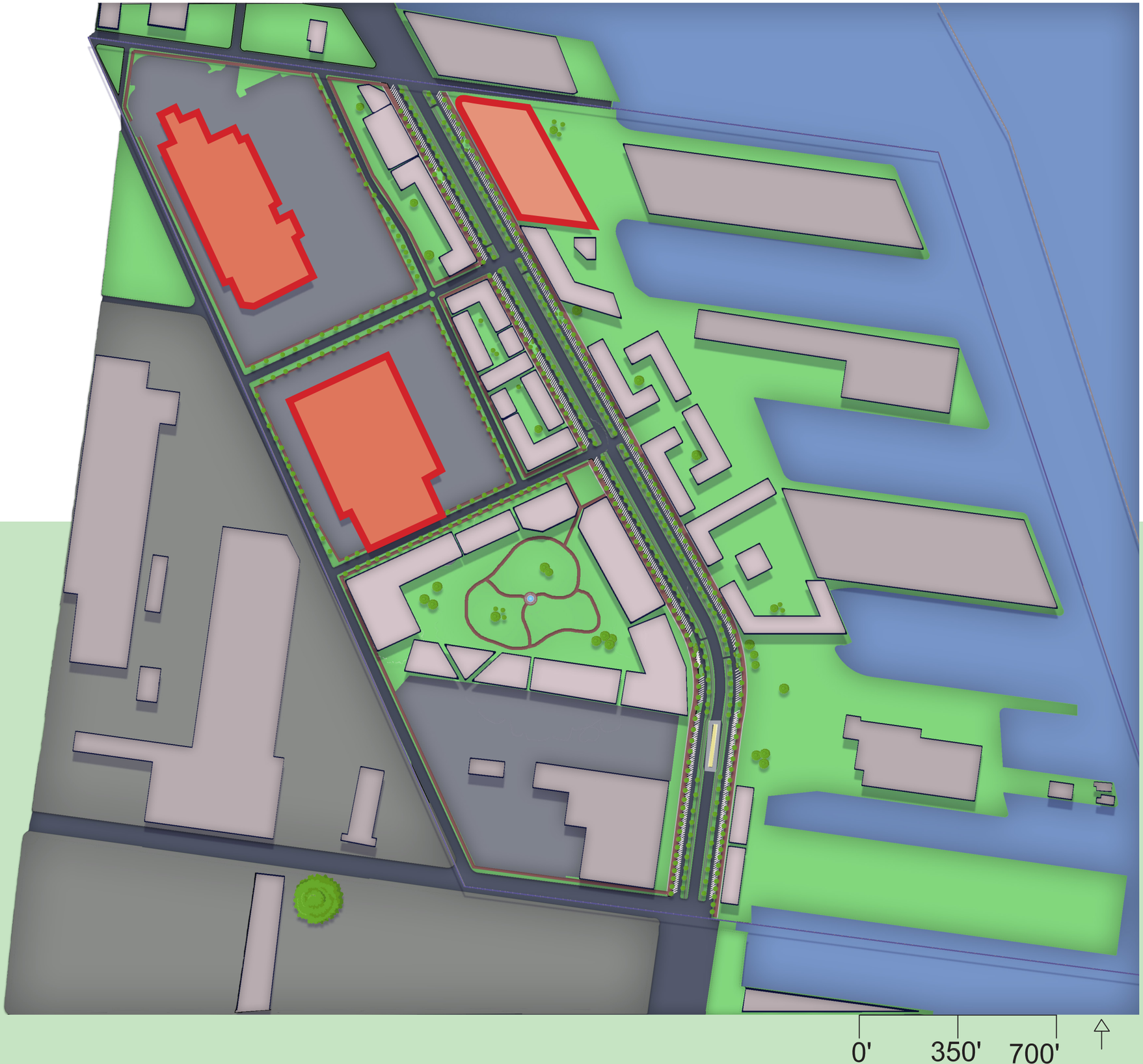
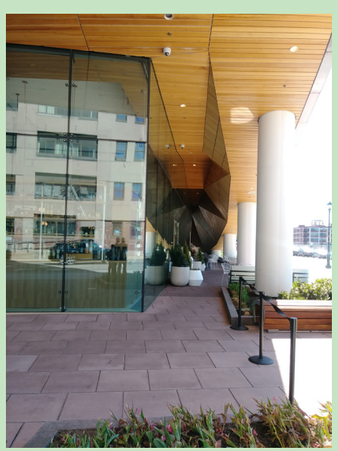
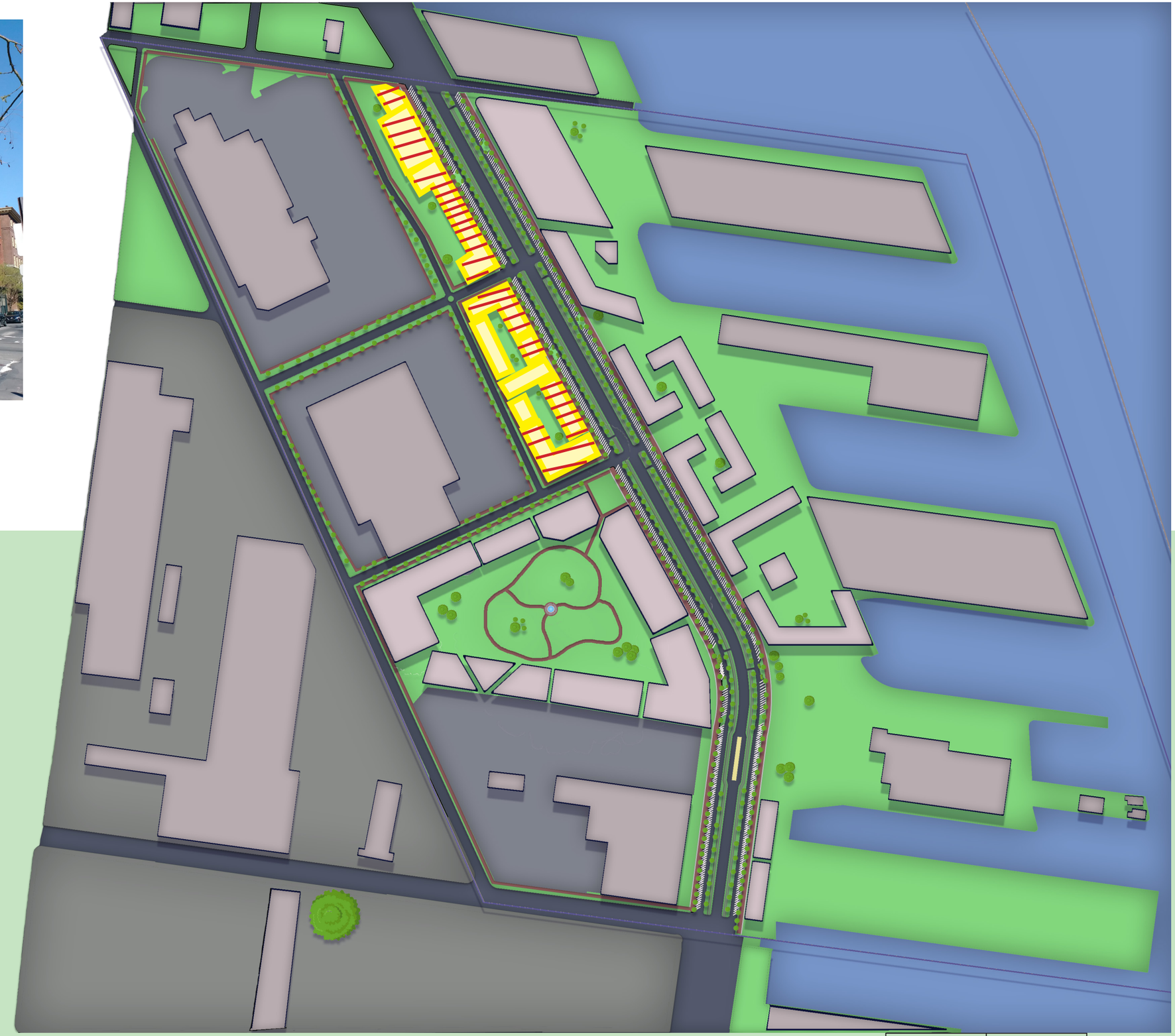
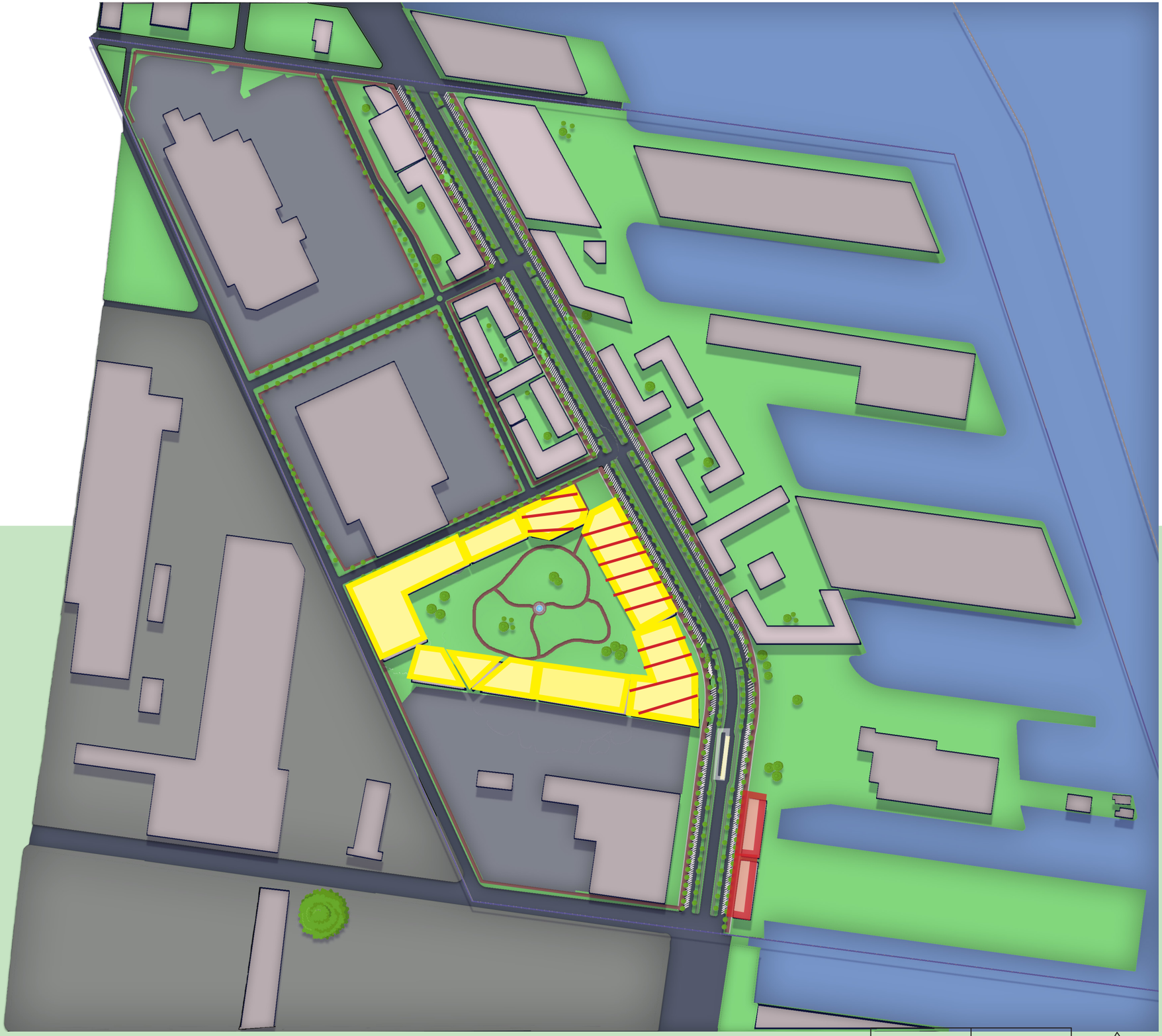


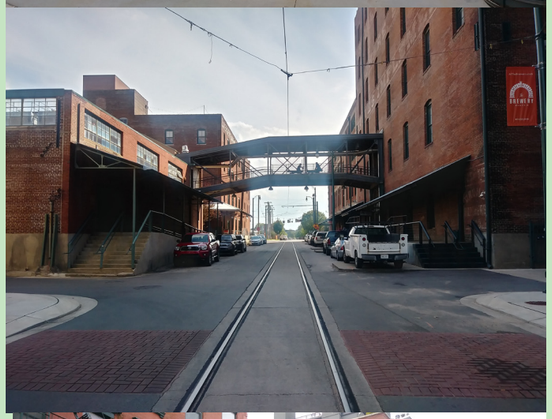


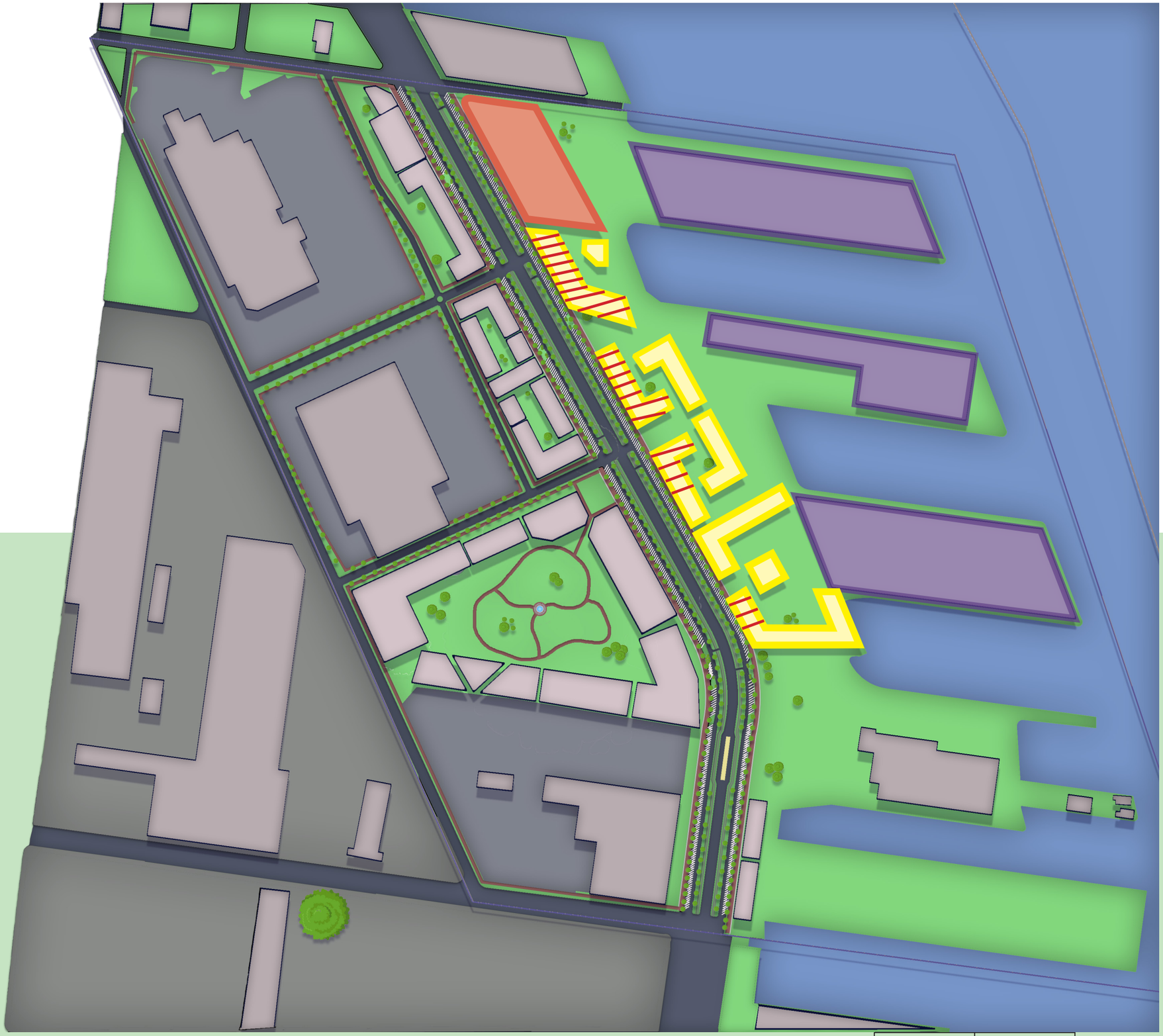

0'
350'
700'

WTC

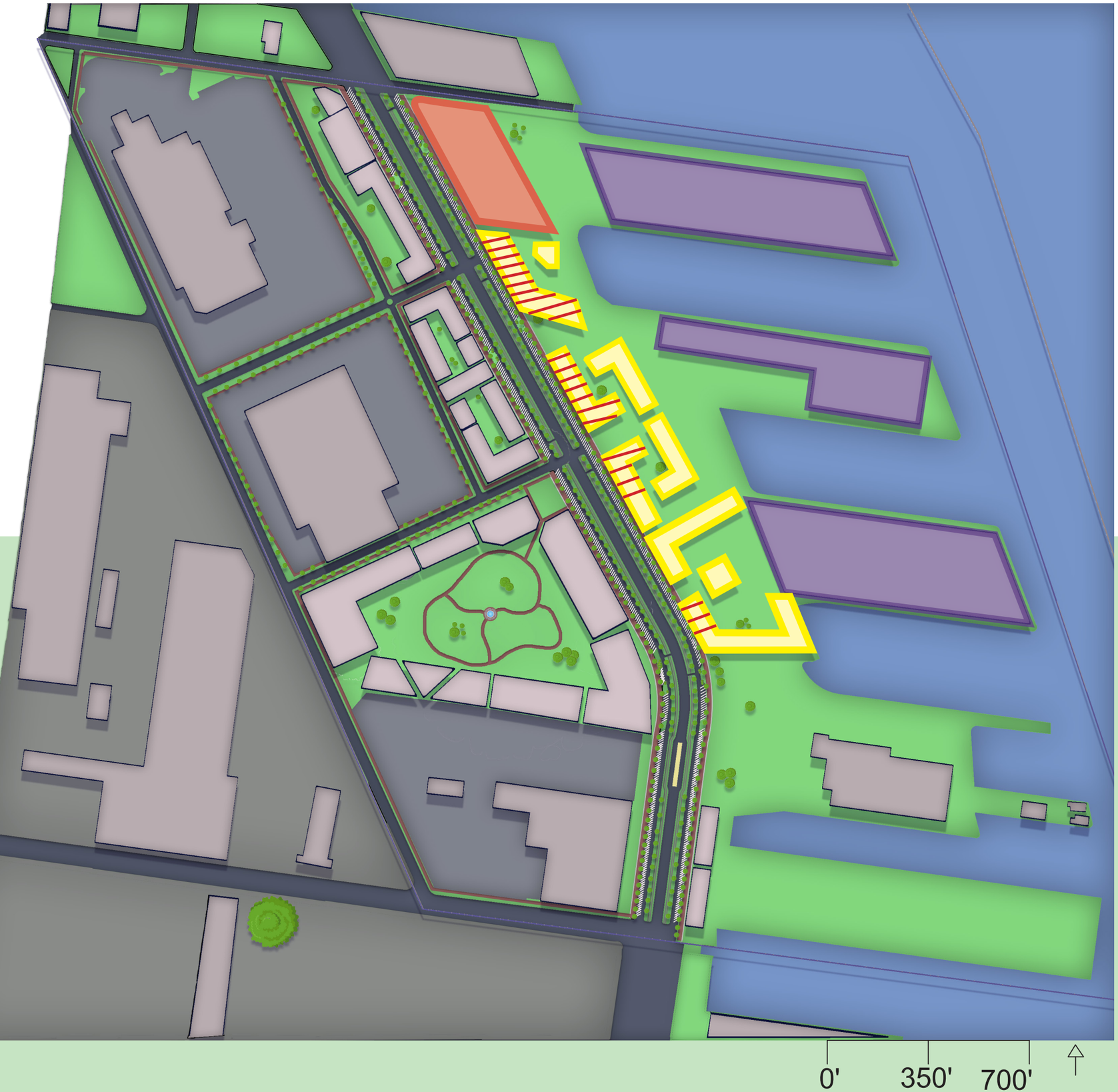
Sassafras
MARKET


0'
350'
700'

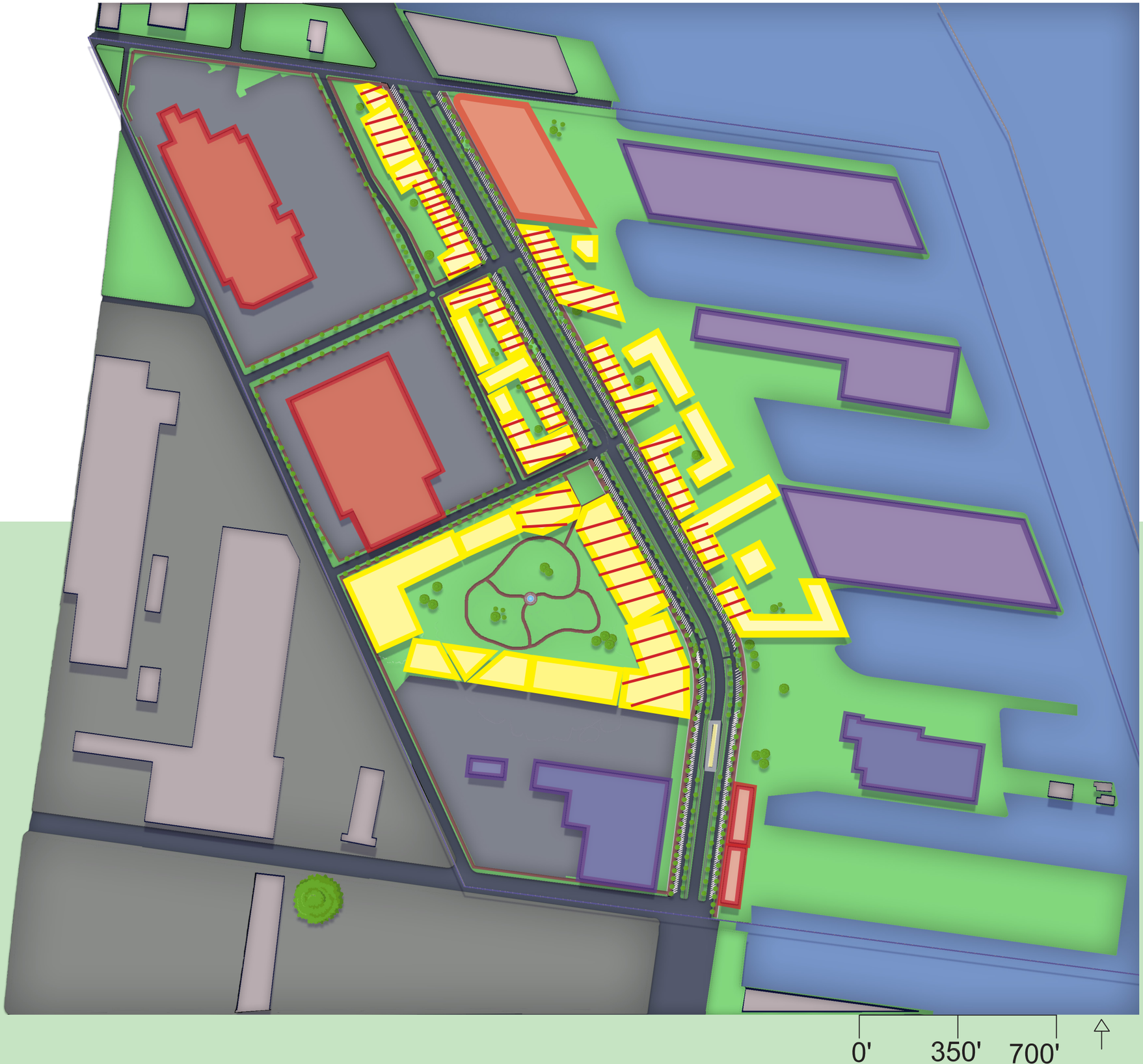
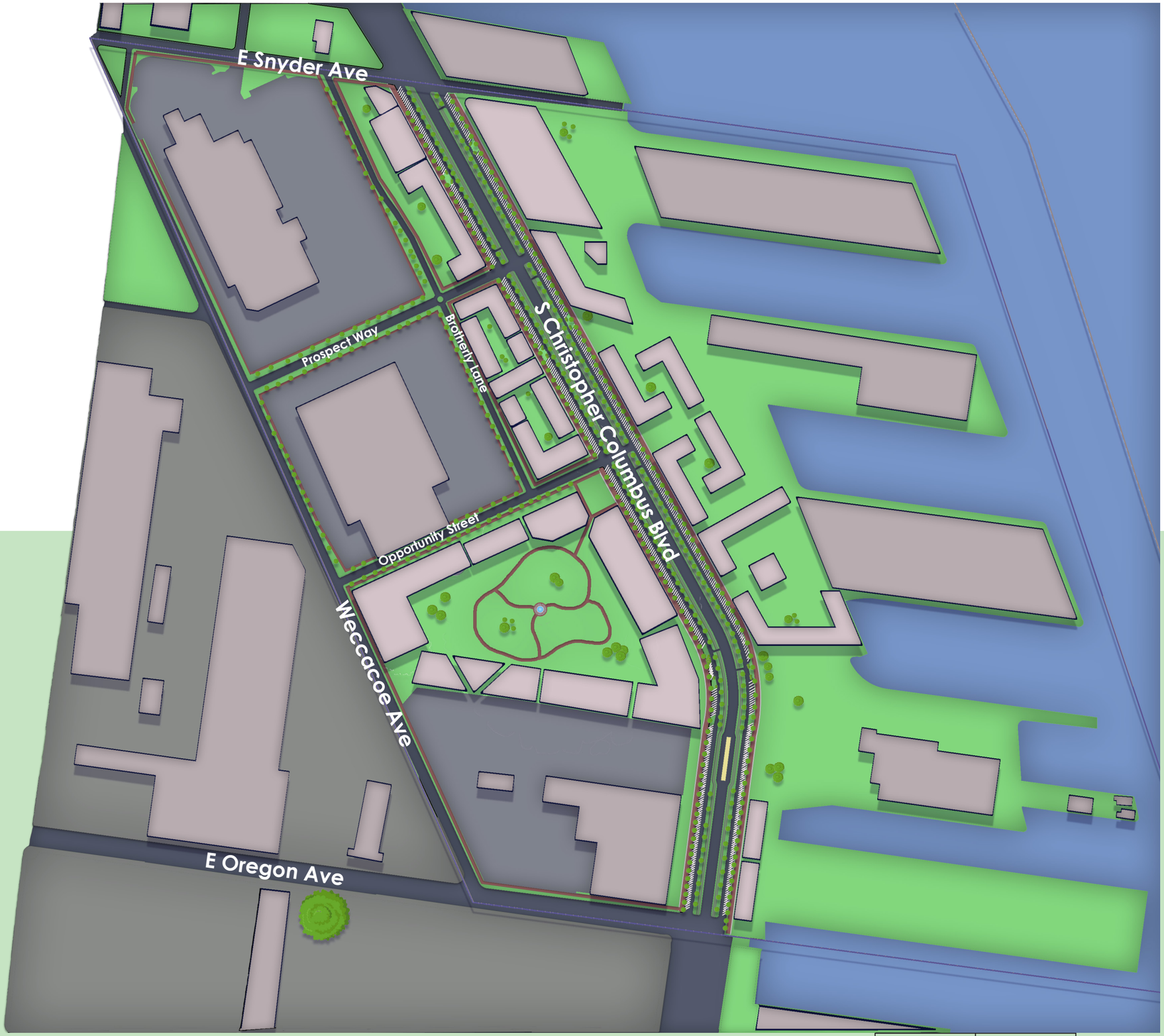




0' 350' 700'


0'
350'
700'

Proposed Land Use



The Redesign