



Camden County Smart Growth Transit Analysis

prepared for:

**The Senator Walter Rand Institute, The City of Camden,
Camden County Board of Freeholders, and The Greater
Camden Partnership**

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Transportation Opportunities and Constraints in the Camden Hub

This report explores the potential for smart growth opportunities in the Camden Hub (the city of Camden and thirteen surrounding municipalities). Its purpose is to propose a transit-based redevelopment strategy that will promote sustainable development at both the local and regional levels within the Camden Hub. The Camden Hub possesses a number of public transit assets — PATCO Speedline (PATCO), the NJ Transit Atlantic City line, and the NJ Transit bus system — as well as the Southern New Jersey Light Rail Transit System (SNJLRTS) which will soon be opened for service, which could be capitalized on to better serve the development needs of the city of Camden and the surrounding region. These transit assets could provide an essential framework for the targeting of economic development and the revitalization of the city of Camden as a job, residential and recreation center.

At the outset, the paper will briefly describe the experience of Jersey City, another city across the river from a major central business district, which has experienced smart growth development focused around its public transit assets. While there are many differences between the situations of Jersey City and Camden, valuable lessons can be learned from Jersey City that could be applicable to Camden's circumstances. Second, the paper will examine each of the region's major public transit assets — PATCO, the SNJLRTS, the NJ Transit Atlantic City line, and the NJ Transit bus system — as well as make brief mention of two other transit assets that connect (or will connect) Camden with Philadelphia — the ferry service and the planned aerial tram. For each transit asset its function, infrastructure availability, economic development context, and opportunities for smart growth development will be analyzed. Finally, some overall conclusions will be presented.

The Jersey City Experience

Jersey City has benefited from its proximity to Manhattan, being suitably located to take advantage of the spillover from Lower Manhattan's office market. While Manhattan's economy thrived and its office market boomed, both in the 1980s and in the second half

of the 1990s, many major employers, particularly in the financial sector, were eager to find lower cost facilities, primarily back office space. Improvements in electronic communication allowed many of these firms to deploy various back-office functions to lower cost places such as Jersey City, while maintaining close connectivity to the head office in Lower Manhattan.

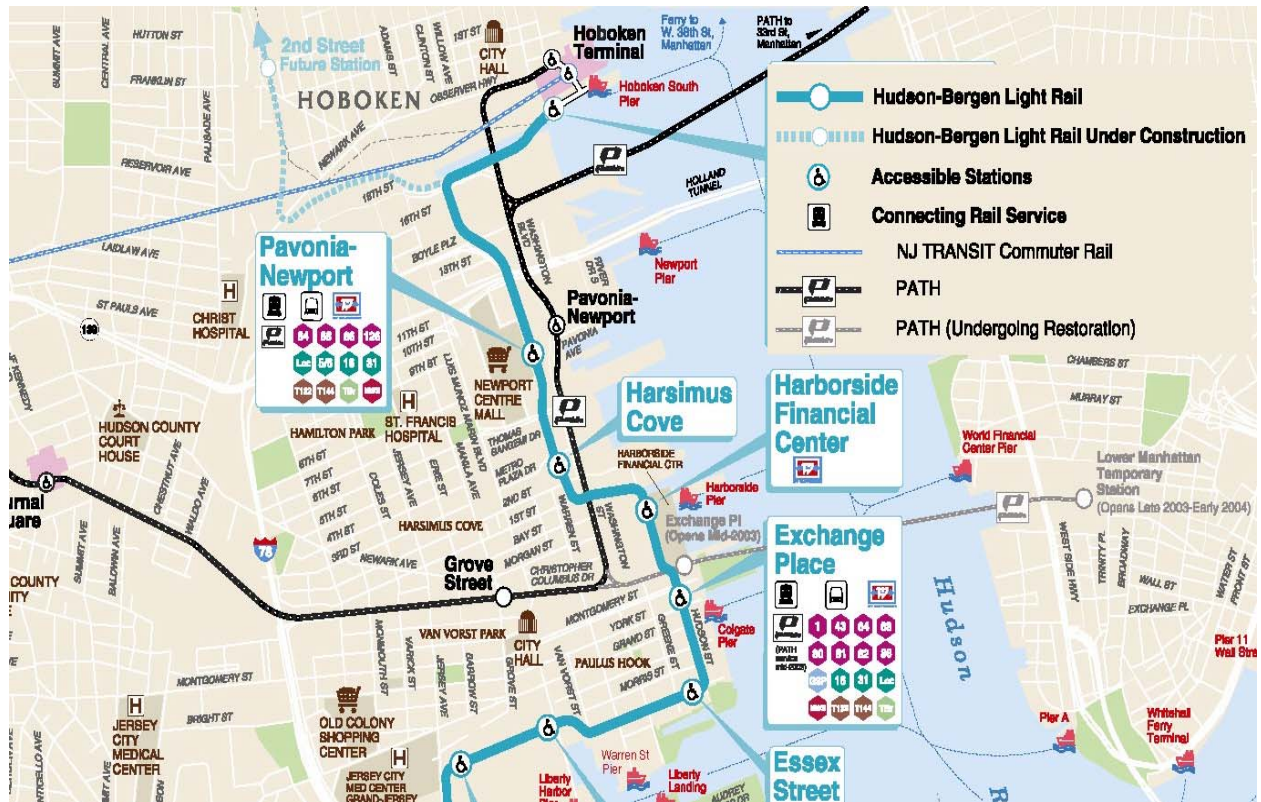
Jersey City's exceptional transit connectivity to Manhattan, together with its ability to assemble large parcels of land for redevelopment and the magnificent scenic views the waterfront area offered of the Manhattan skyline, provided the crucial ingredients on which to build a thriving secondary office market. The high-capacity, rapid PATH system which linked the Jersey City waterfront to Manhattan (most efficiently to the World Trade Center station in Lower Manhattan), provided quick and easy access between Manhattan and Jersey City both for commuters and work trips made during the work day (see map #1¹). After the September 11 attack on the World Trade Center and the temporary cessation of the PATH service between Exchange Place and the World Trade Center, many firms have relied on the revival of ferry service to restore some of the connectivity. Also, the completion of the first stages of the Hudson-Bergen light rail system, which runs north-south and links PATH and the ferry terminals to various locations along the waterfront, has provided access to a number of additional sites along the Jersey City waterfront. The result has been that new office and residential buildings have clustered initially around the city's three PATH stations at Exchange Place, Grove Street and Pavonia/Newport, while residential and commercial development has begun to occur in proximity to the light rail stations serving the nearby sites.

A comparison of the Philadelphia–Camden linkage with the Manhattan–Jersey City connection raises many crucial differences; yet there are also important similarities which can be integrated into a Camden redevelopment strategy. Among the differences, Philadelphia did not experience economic growth equivalent to Manhattan's during the boom years of the 1980s and late 1990s. Moreover, to the extent that functions have

¹ The dotted PATH(Undergoing Restoration) line on map # 1 depicts severed access to both Exchange Place and the World Trade Center stations

departed from the City of Philadelphia, they have so far preferred to locate in the suburbs to the west. Consequently, Camden could not take advantage of any office market spillover.

Map # 1 — Jersey City Waterfront



Source: NJ Transit

Nevertheless, Camden, and the Camden Hub to which it is connected, do possess an existing high-capacity, rapid transit infrastructure which conceivably could be harnessed to spur development within the city of Camden and throughout the Hub. For too long, the PATCO service has been thought of, primarily, as a connection between the outer suburbs of the Camden Hub and Philadelphia, and secondarily as serving the limited economic activity remaining behind in Camden's city center. It is now crucial for the revitalization of the city of Camden to utilize this PATCO asset to its best advantage. Specifically, economic development should be targeted around the Walter Rand Transportation Center, the central hub of the region's public transportation network. In addition, to serving as a PATCO station, some 23 NJ Transit bus routes pass through the

Walter Rand Transportation Center, and the SNJLRTS will have a station on Broadway just over the road from the Walter Rand Transportation Center and with a direct link to the western headhouse of the PATCO station at the Walter Rand Transportation Center. Closely related to the Walter Rand Transportation Center as an economic development asset is the PATCO nearby station at City Hall.

Transportation Assets

The following are the major transportation assets and redevelopment opportunities available in the Camden Hub region:

PATCO Speedline

Function

PATCO serves as the backbone of the Camden Hub's public transit system, with nine New Jersey stations, three of which are within Camden City, connecting to four Philadelphia stations (see map # 2). The six stations in New Jersey currently serve almost 19,000 daily riders², although ridership varies considerably between stations (see Appendix A, Table 1). For the most part, these riders are New Jersey residents who begin their journey in New Jersey and use PATCO either to commute to Philadelphia or to other locations within New Jersey. In addition, there are also some riders who are not New Jersey residents and use PATCO to return to the Philadelphia area. The most frequently used New Jersey station by far is Lindenwold with about 4,800 entries on average each weekday. The two inner Camden City stations are used much less frequently, with about 1,600 at the Broadway station, located at the Walter Rand Transportation Center, and almost 800 entries, on average, each weekday at the City Hall station. The Ferry Avenue station, which is also located in Camden, attracts about 2,500 entries, on average, each weekday. Though the system has been slowly losing ridership in recent years, the Delaware Valley Regional Planning Commission (DVRPC) is projecting a 1.2% to 8.5% increase over the next ten years.

² PATCO records the number of entries into the system at each station.

Travel time from New Jersey to Philadelphia's 15th-16th Street station, PATCO's western terminus, ranges from about nine minutes from the City Hall Station to 26 minutes from the furthestmost station at Lindenwold (see Appendix A: Table 2). Service frequency ranges from three to twelve minutes during the morning AM and evening PM peaks (6 AM to 9 AM and 4 PM to 7 PM) to twenty minutes in the midday and evening periods to thirty/forty minutes during the early mornings and late evenings. One-way fares range from \$1.15 for a downtown Camden to Philadelphia trip to \$2.45 from the three outermost stations to downtown Philadelphia.

Map # 2 — PATCO Speedline



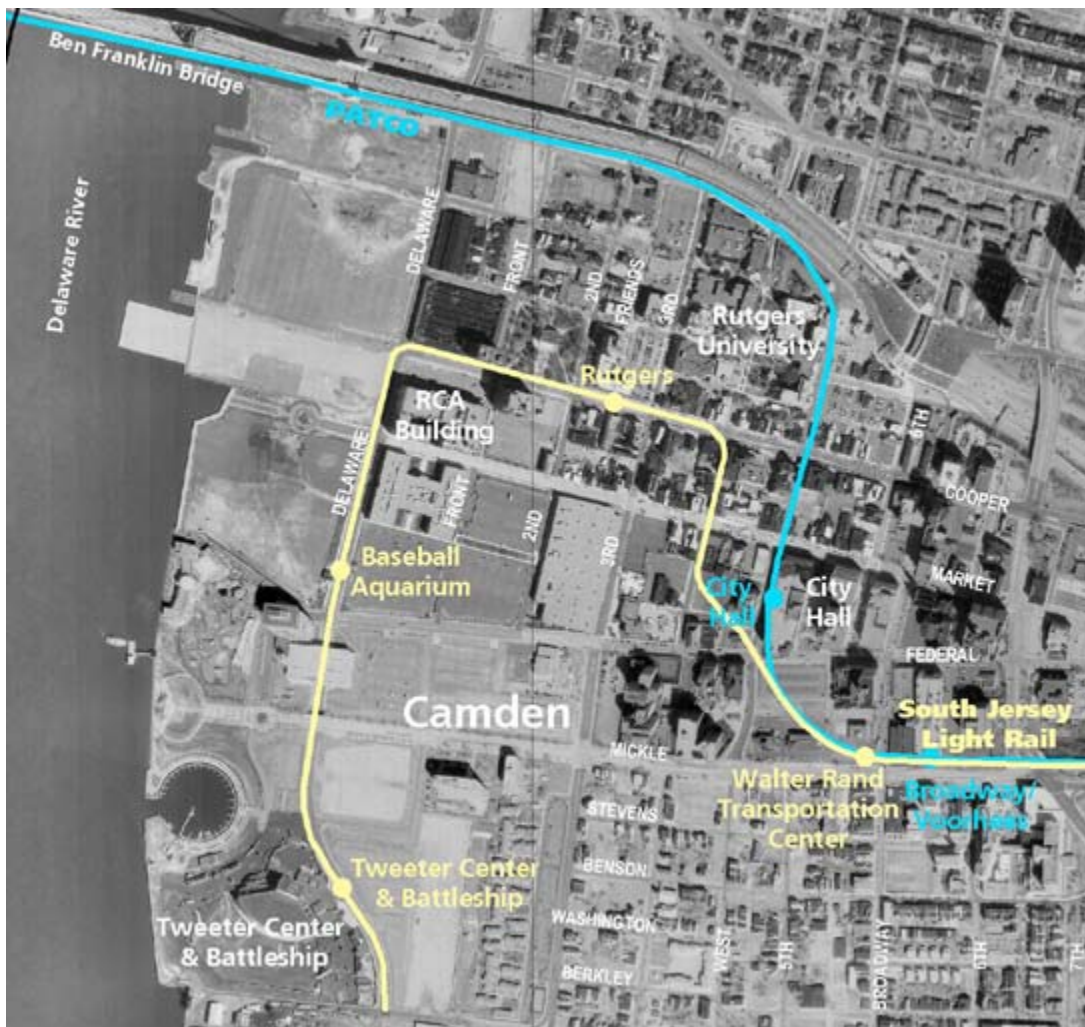
Source: DRPA Website

Infrastructure Availability

The three PATCO stations within the city of Camden — the Broadway station at the Walter Rand Transportation Center and the City Hall station, both in downtown Camden, and the Ferry Avenue station in east Camden — are especially well-positioned for redevelopment (see map # 3). The Walter Rand Transportation Center, located at the intersection of Mickle Boulevard and Broadway, is situated at the center of the

commercial area of downtown Camden. Numerous development opportunities exist in the area surrounding the Walter Rand Transportation Center, including the Cooper Hospital which is within walking distance. In addition, the Walter Rand Transportation Center serves as the central hub of the South Jersey transportation system, currently providing transfer opportunities between PATCO and the regional bus system. Some twenty-three NJ Transit bus routes serving Camden, Philadelphia and the surrounding region pass through or terminate at the Walter Rand Transportation Center. The Walter Rand Transportation Center will also be a stop on the SNJLRTS and, thereby, will provide an easy transfer for the light rail riders either to the PATCO system or to the bus system.

Map # 3 — Downtown Camden and SNJLRTS Stops



Development potential also exists around the area of the City Hall station, also located within the downtown Camden area, a few blocks northwest of the Walter Rand Transportation Center. The station serves the governmental and judicial buildings as well as the Rutgers University campus. Most of the 800 average weekday entries at this station entrance are either Rutgers students, faculty or staff. Currently, the entrance closest to the university on the corner of Cooper Street and N. Fifth Street is closed. In the future, however, its reopening could more effectively serve the Rutgers community than the current open entrance on the corner of Market Street and N. Fifth Street, especially if Rutgers turns the empty hotel building on the corner of Cooper Street and N. Fifth Street into student dormitories. The existing entrance's proximity to City Hall can serve as a focus for redevelopment opportunities in that area. Already there is a plan to tear down the parking garage adjacent to City Hall and redevelop the site as a park.

The Ferry Avenue station has excellent “park and ride” access to PATCO and is located close to the Our Lady of Lourdes Hospital, a major employment anchor in the area. It is surrounded by large surface parking lots, as well as many existing industrial land uses. If this land were redeveloped and uses relocated, the property in proximity to the station could become a transit-oriented development. Opportunities for development around this station are being examined in greater detail in two other studies under the auspices of Camden County and DVRPC.

Economic Development Context

The PATCO Speedline is a major focus of the region's planning efforts, with several studies examining various redevelopment opportunities along the line. The Cooper's Ferry Development Association is involved in projects related to the downtown Camden PATCO stations, Camden County is exploring transit-oriented development opportunities at four PATCO stations along Haddon Avenue, and DVRPC has studied parking potential at the seven New Jersey PATCO stations outside downtown Camden³.

³ DVRPC conducted a parking study at seven of the nine PATCO stations in New Jersey. After reviewing the existing conditions at the nine stations, the study focused on four stations which have the greatest potential for parking expansion — Lindenwold, Woodcrest, Ashland and Ferry Avenue. Since the PATCO line mostly serves commuters, and previous surveys and studies indicate that approximately 69 percent of

The Cooper's Ferry Development Association focuses its work on downtown Camden, Rutgers University and the Cooper Grant Neighborhood. Its Interior Gateway Project plan is to promote redevelopment of the area, known as Block N that lies between City Hall and the Walter Rand Transportation Center. These plans include refurbishing the headhouse on the west side of Broadway, opposite the Walter Rand Transportation Center, that provides an additional entrance to the PATCO line; linking this headhouse to the SNJLRTS station that is currently under construction and which lies adjacent to the headhouse on the southwestern corner of Mickle Boulevard and Broadway; and building a new parking deck on an existing parking lot adjacent to these facilities that will replace the parking garage in front of City Hall. In addition, Cooper's Ferry plans to tear down the building on the corner of Broadway and Market Street and replace it with an office block. On the lot in front of City Hall, which will be vacated once the parking garage is demolished, the plan is to develop a park that once existed on this site.

Camden County, with the support of the New Jersey Office of State Planning (now the Office of Smart Growth), has commissioned the Haddon Avenue/PATCO Speedline Corridor Study. The goal of this study is to enhance the streetscapes along Haddon Avenue from Ferry Avenue in Camden to Kings Highway in Haddonfield and to encourage transit-oriented development adjacent to the PATCO stations at Ferry Avenue, Collingswood, Westmont and Haddonfield. The intention is to take advantage of the unutilized potential to create community gateway nodes and centers of economic activity around the stations. This study is still in its preliminary stages, having completed a summary of the opportunities and constraints of the four sites.

Opportunities for Smart Growth Development

The areas around the PATCO stations in the city of Camden are especially suitable for smart growth development. First, development of the areas around the Walter Rand Transportation Center/City Hall station in downtown Camden is vital, because these areas comprise the central hub of the region's transportation network. The Walter Rand

all PATCO riders arrive in an automobile that will be parked at the station, the need for parking is paramount. This study has been completed.

Transportation Center, the convergence point for PATCO, the SNJLRTS and the regional bus system, links the surrounding communities to the entertainment, sporting, institutional and commercial activities within the city of Camden as well as providing local residents with public transit opportunities to travel to job locations in the surrounding areas, including Center City Philadelphia.

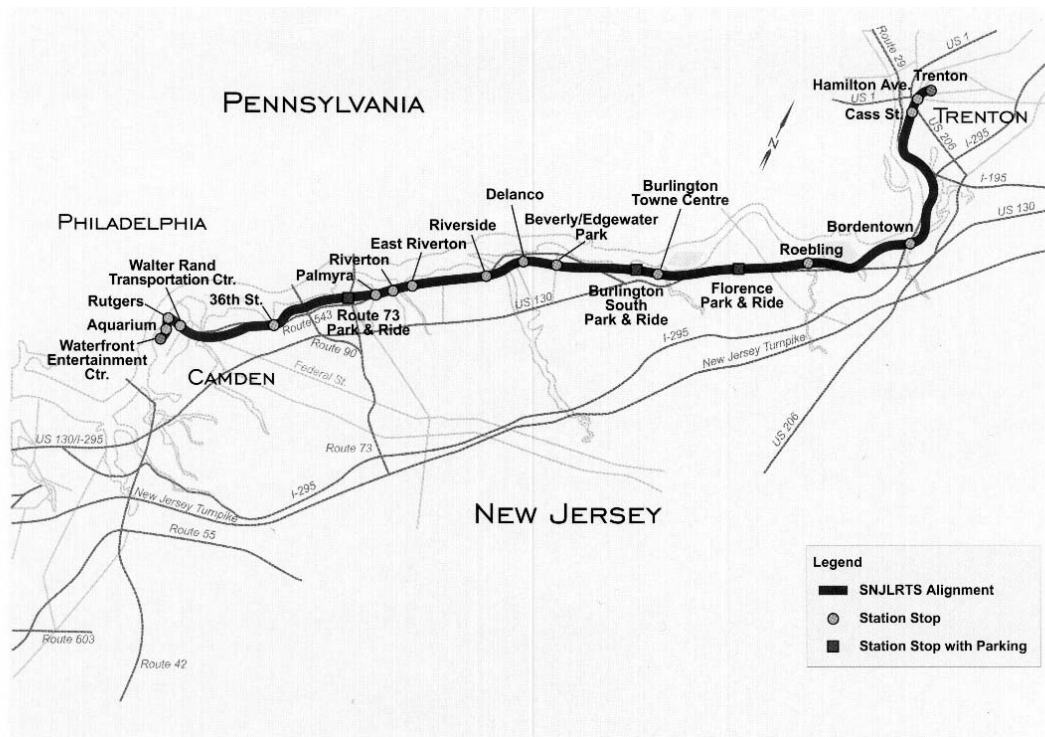
Second, the potential for transit-oriented development around the Ferry Avenue station seems to be especially attractive. No doubt, the Camden County and DVRPC studies of this area will confirm this. Because the Ferry Avenue station is within the city of Camden, the redevelopment of this area will benefit the city of Camden and its residents.

South New Jersey Light Rail Transit System (SNJLRTS)

Function

The South Jersey Light Rail, or SNJLRTS, is a 34-mile light-rail line under construction between Trenton and Camden which, on its completion, will provide the most extensive rail system in the city of Camden. It will connect the northern riverfront suburbs with the city of Camden and is scheduled to open in Spring 2003 (see map # 4). Existing forecasts predict it will serve 4,500 riders on opening day and the number has been forecast to rise to 16,000 riders over time, many of whom are likely to use it to reach jobs in downtown Philadelphia. These riders will transfer to the PATCO line at the Broadway light rail station, adjacent to the Walter Rand Transportation Center. The SNJLRTS will provide service seven days a week, from 6 a.m. to 10 p.m., at 15-minute headways during the peak period and 30-minute headways during the off-peak with provisions for extended service for special events, according to NJ Transit officials. Its post-10 P.M. operating restrictions, however, affect its utility for important entertainment activities along the Camden waterfront, which is the city's current primary focus for economic development.

Map # 4 — South New Jersey Light Rail Transit System



Source: NJ Transit

Infrastructure Availability

Four light rail stations have been built within the city of Camden (see map # 3). The most important station is located on the corner of Broadway and Mickle Boulevard, opposite the Walter Rand Transportation Center. This station provides a transfer to PATCO and the regional bus system. A second station is on Cooper Street on the southern edge of the Rutgers-Camden campus, and also proximate to the Cooper Grant residential area, the Campbell's baseball field, the Nipper building and the future development of restaurants and residential housing along the waterfront. The other two stations are located along the waterfront and serve the various entertainment and recreational facilities — one along Delaware Avenue adjacent to the One Point Center office building and in proximity to the State Aquarium, the children's garden, the Wiggins marina and park and the L-3 high-tech complex and, the second at the Tweeter/South Jersey Performing Arts Center and close to the berth of the Battleship

New Jersey. There are no other stations within the Camden city limits to serve neighborhoods to the north of the downtown area.

There are two more stations roughly within the Camden Hub — one at 36th Street in Pennsauken and one at Route 73. The Route 73 station, which will have a 800 car intercept parking lot, the largest on the line, will be a key station to be used by commuters traveling to and from Philadelphia.

Economic Development Context

The potential for harnessing the SNJLRTS for economic development originally did not stimulate much interest within Camden County, unlike Burlington County where a number of projects are underway to take advantage of the benefits the light rail system can provide to the communities it will serve. The Cooper's Ferry Development Association, however, has recently taken the initiative within the downtown Camden area to leverage the light rail line to the city's benefit.

As part of its effort to revitalize the Camden Waterfront, the Cooper's Ferry Development Association intends to create a vibrant, mixed-use waterfront community, including various family entertainment attractions and residential developments. These will be linked to Camden and Philadelphia by an intermodal transportation system that will include the light rail line, passenger ferry service, and a cross-river aerial tram. The light rail, which serves all the attractions along the waterfront, will link the waterfront to the Walter Rand Transportation Center in the city's core as well as the northern riverfront communities. At the Walter Rand Transportation Center transfers can be made to PATCO and the regional bus network that serves various corridors in the Camden Hub area and beyond.

In addition, The Cooper's Ferry Development Association's Interior Gateway Project further integrates the Broadway SNJLRTS station to the Walter Rand Transportation Center. This initiative intends to redevelop the block between City Hall and Broadway, opposite the Walter Rand Transportation Center. Included in this project is the linking of

the SNJLRTS station to the PATCO station by a covered walkway that will allow an easy transfer between the light rail and PATCO.

Opportunities for Smart Growth Development

Opportunities exist for promoting economic development in proximity to the light rail stations and these need to be encouraged. The economic development success of the light rail in Hudson County should be examined to assess whether lessons can be applied to Camden, particularly how the mass transit infrastructure can focus employment and housing development. The key SNJLRTS station is adjacent to the Walter Rand Transportation Center. The centrality of the Walter Rand Transportation Center, both in its location in downtown Camden and as the hub of the regional public transportation network, creates a unique infrastructure framework that should be capitalized on for economic development, the beginning of which will begin under the Cooper's Ferry Development Association Interior Gateway project. Because the Walter Rand Transportation Center already provides transfers between the regional bus network and PATCO, it will be critical to the successful performance of the SNJLRTS that the light rail station opposite the Walter Rand Transportation Center becomes a pleasant experience for transfers and as a destination.

The Cooper Street SNJLRTS station can also serve as a development node. It will link the Rutgers-Camden campus as well as the student housing adjacent to the institutional buildings, the Cooper Grant residential neighborhood, the Campbell's baseball field and future recreational and residential areas to the northern riverfront communities.

The light rail system's two Camden waterfront stations will link the growing entertainment and recreational district as well as the planned residential development and some industrial functions to the city core, especially the Walter Rand Transportation Center, and the northern riverfront communities.

There are already some signs that the initial skepticism in Pennsauken towards the potential of the light rail is beginning to wane. For example, officials there, where

antipathy to the light rail was initially great, now view more favorably the potential of the light rail line to facilitate economic development in proximity to the 36th Street station. This possibility should be further explored with Pennsauken officials.

There may also be development potential at the Route 73 station and its large intercept park-ride. This station is located in proximity to the South Jersey Expo Center as well as to a number of brownfield sites within Pennsauken that are available for redevelopment.

A theoretical, but interesting possibility exists for transit-oriented development in northern Camden City centered around the SNJLRTS. Under the present project, no station will be built on the 1.5 mile segment, mostly in Camden, between the Walter Rand Transportation Center station and the 36th Street station in Pennsauken. A station in that space is feasible from an operational perspective. Here the revitalization interests of the various neighborhood communities on the route could be explored to determine whether placing an additional station somewhere on this section of the line, such as the Cramer Hill neighborhood, could be worthwhile as an economic development incentive.

NJ Transit Atlantic City Line

Function

The Atlantic City Rail Line currently provides thin peak period service between the Camden Hub and Philadelphia's 30th Street Station, outside the core Center City area, and the not surprising result is that only a small number of Camden Hub residents use the service. There are only 14 trains per weekday in each direction, which carried only about 1,250 riders per weekday, on average, during the period January to March 2002. For the most part, these are passengers traveling to Atlantic City (see map # 5). Only 150 daily passengers, on average, used this service to travel to Philadelphia's 30th Street Station.

Map # 5 — NJ Transit's Atlantic City Rail Line and Regional Bus Network



Source: NJ Transit

For commuting from the Camden Hub region to Philadelphia, NJ Transit's Atlantic City line is currently much less preferable than the PATCO line. The only two stations in the Camden Hub are at Cherry Hill and Lindenwold. Its peak hour service, with only three trains in the morning between 5:30 am and 8:00 and then no further train until 10:00 from Lindenwold via Cherry Hill to Philadelphia, compares poorly to PATCO's frequent train

service through numerous stations to Philadelphia. In addition, the need to transfer from Philadelphia's 30th Street station to the local SEPTA service to reach Center City Philadelphia makes this a poor alternative for commuters in the Camden Hub region, whereas PATCO brings riders directly to four stations in the Philadelphia Central Business District.

Infrastructure Availability

The NJ Transit Atlantic City line has seven New Jersey stations from Cherry Hill to Atlantic City with a terminus at 30th Street Station in Philadelphia and none between Cherry Hill and the terminus. Of those, only two stations — Cherry Hill and Lindenwold, which has a transfer to PATCO — are located within the Camden Hub region. The Cherry Hill station is located adjacent to the defunct Garden State Park Racetrack which is about to be redeveloped as a mixed use residential and commercial development. The line's proximity to the development could be attractive to residents wishing to travel to Philadelphia.

As part of an upgrade of the Atlantic City rail line service for commuting to Philadelphia, two additional stations within the Camden Hub could be considered. The NJ Transit Atlantic line crosses the SNJLRTS line between the 36th Street station and the Route 73 station, close to State Highway 90 in Pennsauken. Although no station has been planned for this location, its potential for the future could be explored. In addition, the Atlantic City line passes through the municipality of Merchantville which currently has no rail connection to either Philadelphia or Camden. The possibility of placing a station at this location could also be investigated.

Economic Development Context

One project currently being undertaken that has immediate relevance to NJ Transit's Atlantic City line is the major redevelopment effort that centers on the defunct Garden State Park Racetrack in Cherry Hill. The horse racing track, which ceased operation in 2001, sits on 223 acres in Cherry Hill immediately adjacent to an Atlantic City Rail line station. The plan is for a compact, neo-traditional development, which supports smart

growth and transit-oriented concepts, including alternative transportation: walking, biking and mass transportation. The Conformance Plan of April 2002 describes the Cherry Hill station as “a hidden asset.” “The plan is focused on ‘landmarking’ the station by situating it at the terminus of a boulevard, framing a new station plaza with amenities for riders and adding an enclosed pedestrian overpass to link both sides of tracks.” Although there are some objections to the project and details about the number of affordable housing units are still being negotiated, the town of Cherry Hill is proceeding with the project and expects implementation to begin soon.

Opportunities for Smart Growth Development

Despite the limited service currently offered by NJ Transit’s Atlantic City line, Smart Growth opportunities do exist for reciprocal development and service improvements that could benefit the Camden Hub region. First, the Garden State Park racetrack development project should provide for effective interfacing of its design with the NJ Transit rail station. Second, NJ Transit could reciprocate by improving the peak period schedule of NJ Transit’s Atlantic City Line to Philadelphia’s 30th Street station, so that it can better serve Camden Hub commuters traveling to Philadelphia. Third, another potential reciprocal step, which needs to be examined, would be for NJ Transit to build a transfer station at the point of intersection between NJ Transit’s Atlantic City Line and the SNJLRTS, near the Betsy Ross Bridge in Pennsauken. And, fourth the potential for a station in Merchantville also needs to be explored by NJ Transit.

NJ Transit Bus Service

Function

NJ Transit offers numerous bus services within the Camden Hub area. In all, there are twenty-three different bus routes, all of which pass through the Walter Rand Transportation Center in downtown Camden. Of these, eighteen are interstate commuter routes serving Philadelphia as well as the Camden Hub, while the remaining five either terminate or begin at the Walter Rand Transportation Center. Both the interstate and the in-state bus services provide wide geographical coverage of the Camden Hub area. They follow all the major corridors out of Camden, including Routes 130, 38, 70, 30, the

Blackhorse Pike and Broadway, serving a variety of destinations in Camden, Burlington, Gloucester, Mercer, Atlantic, Cape May, Cumberland, Salem, Ocean and Monmouth counties as well as Philadelphia (see map # 5⁴). In all, every town in the Camden Hub area is served by NJ Transit's bus system that converges on the Walter Rand Transportation Center. In addition, the bus system serves most of the PATCO stations in New Jersey, thereby allowing the opportunity for transfers between the two systems⁵.

Bus ridership has been increasing on nearly all the routes. For the twenty-three routes, median weekday, Saturday and Sunday bus ridership has increased 19 percent, 21 percent and 41 percent, respectively, between March 1993 and March 2000. Weekday median ridership increased from 29,343 to 34,863; Saturday ridership from 17,611 to 21,368; and Sunday ridership from 8,868 to 12,499.

Infrastructure Availability

The Walter Rand Transportation Center serves as the central terminal or transfer point for all twenty-three NJ Transit's bus routes. Many of the services load and offload at gates inside the Walter Rand Transportation Center, while others use Broadway and Mickle Boulevard to pick up or drop off passengers.

Economic Development Context

The Walter Rand Transportation Center is the key infrastructure asset on which to focus economic development opportunities. Not only do twenty-three different bus routes pass through or close by the center, but transfer opportunities exist between buses and PATCO and, in the future, with the SNJLRTS, thereby linking the Walter Rand Transportation Center with downtown Philadelphia, the outer suburbs of the Camden Hub and, in the future, with the waterfront and the northern riverfront communities towards Trenton.

⁴ The bus lines are the thin continuous blue lines radiating out from downtown Camden

⁵ PATCO stations are served by the following bus routes: The Walter Rand Transportation Center is served by all the bus routes, City Hall by routes 452, 453, 457; Ferry Avenue by routes 403, 451; Collingswood by route 451; Westmont by routes 450, 451; Haddonfield by routes 451, 454, 455, 457; Lindenwold by routes 403, 454, 459, 554. Woodcrest and Ashland stations are not served by NJ Transit bus routes.

Opportunities for Smart Growth Development

The NJ Transit bus network provides some important opportunities for enhancing Smart Growth development in the Camden Hub region. First, the convergence of bus, PATCO and the SNJLRTS at or adjacent to the Walter Rand Transportation Center makes it a focal point of Camden's economic development which reinforces the Cooper's Ferry Development Association's Interior Gateway Project for revitalizing downtown Camden. Second, opportunities for coordinating inter-modal transfers at the Walter Rand Transportation Center between the bus system, the light-rail system and PATCO need to be examined in more depth. Third, an effective bus system which serves all areas of the Camden Hub and beyond would provide a vital connection for Camden residents to the jobs that exist in the outlying suburbs and beyond. In this respect, too, the effectiveness of the Workfirst New Jersey (WFNJ) initiative needs to be examined to assess whether transit dependent residents of the city of Camden and the Camden Hub have access to adequate transportation services.

Fourth, Camden County needs to build on the effort being made by NJ Transit for integrating the bus system with the future operation of the light rail system. NJ Transit is currently working on developing a feeder plan for the light rail system. The feeder plan will consist of a combination of existing NJ Transit bus routes and services to be provided by smaller bus shuttle services sponsored by the County of Camden. For example, Camden will be applying for Federal monies to sponsor a shuttle service between the Route 73 station and specific employment sites in the area. These adjustments to existing routes and schedules should help boost ridership and, thereby, provide opportunities around the stations for smart growth activities.

Other Transit Assets

Ferry

Ferry traffic across the Delaware was historically the only form of travel from Camden to Philadelphia. In fact, the city grew out of a settlement known as Cooper's Ferry, after which the current riverfront redevelopment corporation is named. Ferry service was discontinued in 1952, however, and was only reinstituted approximately ten years ago.

The RiverLink Ferry operates between Penns Landing in Philadelphia and a pier near the New Jersey State Aquarium in Camden. It is a single ferry service operating seven days a week from March 23 through November 30. Hours of service are 9 A.M. to 5:40 P.M. with departures every 40 minutes from Camden and every 40 minutes from Philadelphia. The ferry is intended to serve the tourist facilities along the waterfronts and is not a viable transportation option for workers. A second ferry service will be inaugurated in 2003 and it will include a second stop on the New Jersey side, at a pier near the Battleship New Jersey.

Aerial Tram

The Delaware River Port Authority is currently designing an aerial cableway tram across the Delaware River. The tram, like the RiverLink Ferry, is intended to link the Penns Landing Development in Philadelphia to the Camden Waterfront. Also like the ferry, the Aerial Tram will serve mostly as a tourist attraction and will not function as an active part of the daily transportation system.

Conclusions

The potential for Smart Growth opportunities in the Camden Hub and the City of Camden, in particular, is dependent on a transit-based redevelopment strategy that takes greater advantage of the existing and future transit infrastructure. A principal focus for Smart Growth development should be the areas surrounding the PATCO stations in Camden center — the Walter Rand Transportation Center (Broadway) and City Hall stations. In that area the major current and future public transit services converge — PATCO, SNJLRTS and the interstate and in-state bus services covering numerous outlying corridors. Secondary focal points for Smart Growth development could be PATCO's Ferry Avenue station, other SNJLRTS stops in Camden City, Pennsauken, and Route 73, and current and future stops on the NJ Transit's Atlantic City Line. Over the last 40 years the focus has been on providing transportation to and from Philadelphia, in the case of PATCO, and to and from Atlantic City, in the case of the NJ Transit Atlantic City Line. By turning the focus inwards and concentrating on development around stations within Camden and within the Camden Hub, and especially the Walter Rand

Transportation Center, so that the transit services serve not only through traffic but economic restructuring in Camden as well, opportunities will be created for Smart Growth development within the region.

Appendix A

Table 1: PATCO — Average Weekday Entries by Station for New Jersey stations

Station	1992	1995	1998	2000	2001	2002 (Jan-Sept)
Lindenwold	5,362	5,267	5,367	5,225	5,102	4,754
Ashland	2,409	2,514	2,577	2,146	2,000	1,827
Woodcrest	3,137	3,110	3,059	3,122	2,914	2,723
Haddonfield	2,112	2,102	2,054	1,780	1,689	1,587
Westmont	1,744	1,646	1,577	1,748	1,711	1,634
Collingswood	1,717	1,716	1,699	1,716	1,651	1,559
Ferry Avenue	3,110	2,789	2,751	2,885	2,753	2,495
Broadway	1,991	2,026	2,013	1,897	1,790	1,606
City Hall	1,130	1,029	949	875	801	759
New Jersey	22,712	22,200	22,047	21,395	20,,411	18,943

Source: PATCO

Table 2: PATCO — Average Travel Time to Get to Center City Philadelphia (15th-16th Street)

Station	Time
12-13 th Street, Philadelphia	1 min.
9-10 th Street, Philadelphia	2 min.
8 th & Market, Philadelphia	3 min.
City Hall, Camden	9 min.
Broadway (Walter Rand Transportation Center), Camden	10 min.
Ferry Avenue, Camden	14 min.
Collingswood	16 min.
Westmont	18 min.
Haddonfield	20 min.
Woodcrest	23 min.
Ashland	24 min.
Lindenwold	26 min.