



**DUCKTOWN DISTRICT  
NEIGHBORHOOD PRESERVATION PLAN**

**PREPARED BY RUTALA ASSOCIATES**

**FEBRUARY 2022**

**City of Atlantic City**  
**Neighborhood Preservation Program Plan**  
**Ducktown District**

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**City of Atlantic City**  
**Neighborhood Preservation Program Plan**  
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**City of Atlantic City**  
**Neighborhood Preservation Program Plan**  
**Ducktown District**

**Executive Summary**

The Neighborhood Preservation Program (NPP) Planning Area is located at the gateway to the City of Atlantic City. The Atlantic City Expressway connects Philadelphia and points west and north of Atlantic City. Many commuters and visitors traverse this highway and traverse the Ducktown Neighborhood. The goal of this Plan it is enhance the visual and aesthetic appeal of Ducktown and to make this area a must-see destination.

There are many attributes that make Ducktown prime for enhancement. The entire neighborhood is qualified for Neighborhood Revitalization Tax Credit (NRTC) and is Federally designated as an Opportunity Zone. Much of Ducktown falls within the Tourism District, an area that is served by the Casino Reinvestment Development Authority’s Special Improvement District. Finally, a portion of the neighborhood is located in the proposed Transit Village.



A Wells Fargo Regional Foundation Grant was used to prepare the NRTC Plan in 2015. This robust plan includes building surveys, resident questionnaires, and in-depth inventory of the neighborhood’s assets and issues. Several public meetings were held to gain input in those bottom-up Plan.

A New Jersey Economic Development Authority Grant was secured to develop a Transit Village Plan for portion of the neighborhood in 2017. The Plan recognizes the importance of the Rail Station and the importance of using

transit services as a mean to improve the area and attract transit-friendly development.

The Rail Station is located just north of Ducktown and is part of the Atlantic City Convention Center complex. Pedestrian improvements in close proximity of the Terminal will improve access to these transit investments. The City of Atlantic City has committed to growing the area surrounding the Rail Station. This is clearly demonstrated by development of Tanger Outlets, the planned Shop-Rite Supermarket, restaurants, and commercial establishments in close proximity of the Rail Station.



## Mission Statement

The goal of this Plan is to enhance the visual and aesthetic appeal of Ducktown and to make this area a must-see destination.

## Vision Statement

Ducktown will become an activity center and living/shopping/dining/service destination. Ducktown will have its own vibe that will set it apart from other neighborhoods. Additionally, this area will be a fully enhanced gateway to Atlantic City where residents and visitors can live, shop, dine and recreate. This vision will result from the reinvesting in both people and place. The vision is intended to:

- Empower residents as agents of change in Ducktown;
- Strengthen connections across neighborhood boundaries to collaboratively address common issues;
- Ensure that the revitalization of Ducktown benefits all residents;
- Celebrate Ducktown's heritage through arts and culture;
- Coordinate the efforts of all concerned stakeholders so that everyone is working from the same playbook; and
- Inform funding decisions and raise money for neighborhood investments.

## Description of the Neighborhood Preservation Program District

The NPP District is generally bounded by Mississippi Avenue, Pacific Avenue, Texas Avenue, and Fairmount Avenue.

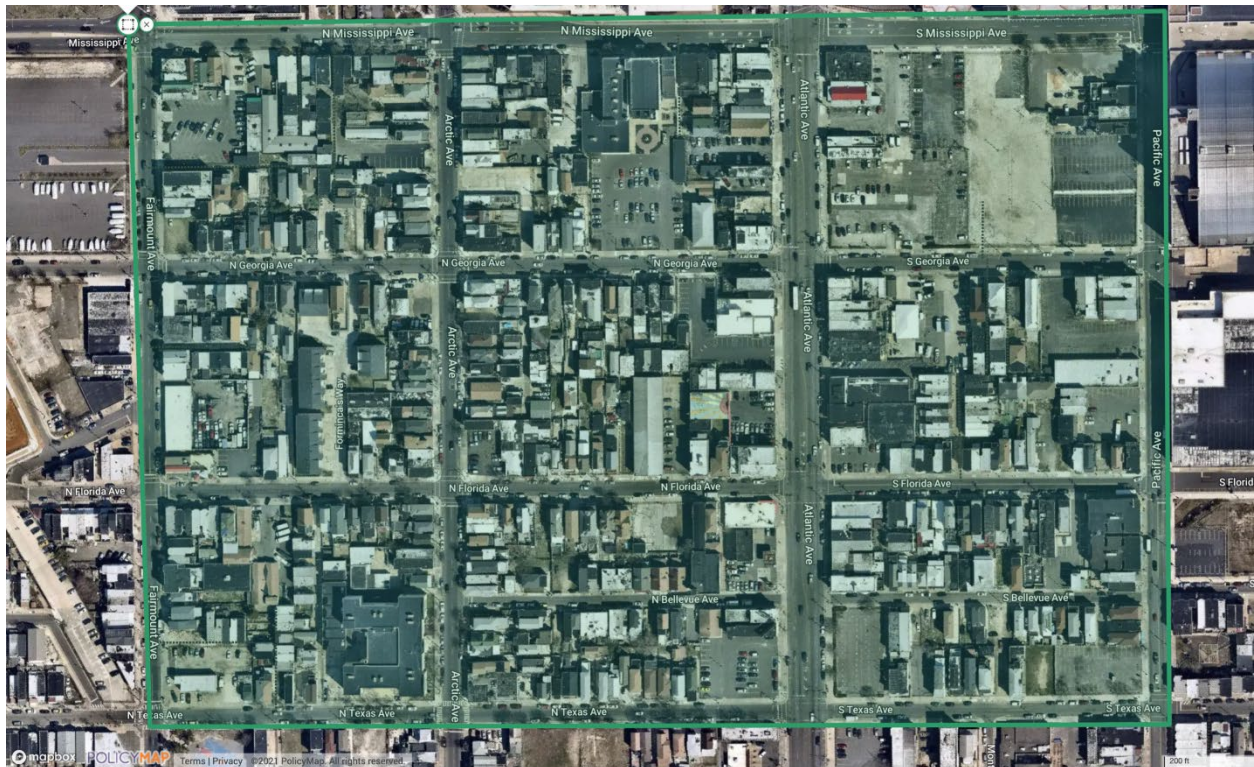


Figure 1: Ducktown Area Context





Figure 2: Ducktown Aerial Map



The Neighborhood Preservation Planning Area Map shows the distribution of land uses throughout the Planning Area. Publicly owned and vacant land comprises a sizable portion of the Planning Area, though privately-owned commercial properties dominate much of the Pacific, Atlantic, and Fairmount Avenues streetscape.

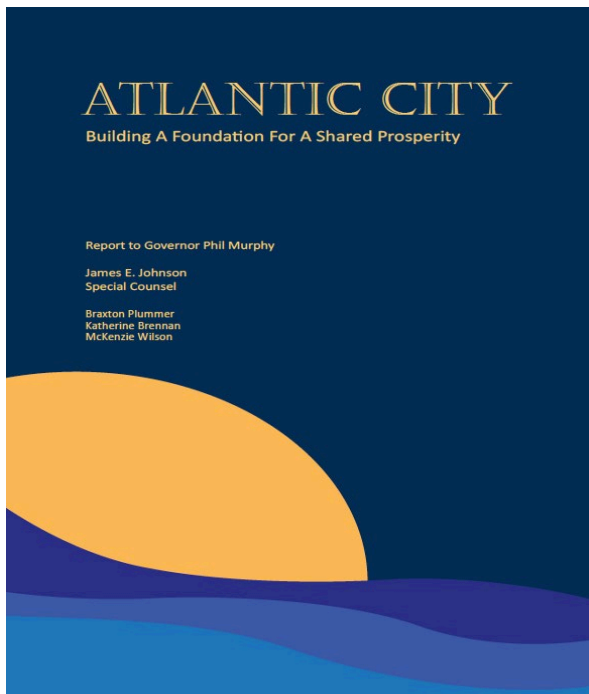


Ducktown has a rich history, dating back to the early 20<sup>th</sup> century. The neighborhood was historically a tight-knit Italian American district of Atlantic City and is now a vibrant multicultural neighborhood, representing one of the most diverse Census tracts in the State of New Jersey. The neighborhood is also home to some of the most historic and best-known businesses and eateries in the region.

In 2018, the Ducktown CDC, now known as the Ducktown Community Development Corporation was thrilled to be an awardee of grants from the Wells Fargo Regional Foundation and the New Jersey Economic Development Authority to support this strategy’s development. The plan was led by a committed Steering Committee comprised of local stakeholders, service providers and residents.

In addition, the following factors resulted in a focus on the Ducktown Neighborhood:

- The entire neighborhood is designated as an Opportunity Zone, providing property owners to take advantage of the tax advantages provided through this new economic development tool;
- Most of the neighborhood is in the Tourism District, justifying funding from the Casino Reinvestment Development Authority;
- Most of Ducktown is located in the Transit District; and
- Governor Murphy’s Administration recommends a strong focus on neighborhoods in Atlantic City.



To guide the recovery of Atlantic City, the State lead a stakeholder effort and published *Atlantic City: Building A Foundation For A Shared Prosperity* in September 2018.

This report was the result of over five months of fact finding, consultation and analysis by the State review team. The report concludes that



tremendous things can occur in Atlantic City if everyone works together and focuses on broadening the economy and improving living conditions for residents. The report’s recommendations include:

- Improve amenities that effect residents’ quality of life and attract new residents by developing strategic projects such parks and recreation centers for summer programs for children and walkable neighborhoods.
- Enhance the City’s strengths by utilizing neighborhood associations, arts organizations and cultural institutions as well as introducing non-partisan community engagement tools.
- Address social challenges and create pathways to opportunity by providing support for households facing foreclosure, rehabbing vacant and abandoned homes, and selling them to working families at affordable prices.

The State involvement and guidance has provided a unique opportunity to improve neighborhoods in Atlantic City. The State has been supportive of the work being undertaken in Ducktown to address neighborhood needs from the bottom-up.

For these reasons, the Ducktown NPP Program is timely and necessary. It is meant to build upon the positive momentum that is occurring in the neighborhood as well as an opportunity to help organize and connect traditionally underserved residents around a set of coordinated strategies designed to improve their quality of life.

### **Demographics & Key Trends**

Ducktown is an urban Atlantic City neighborhood comprised of 2,557 residents between the Boardwalk and Bay between Texas and Michigan/Arkansas Avenues. Historically, Ducktown is a transitional neighborhood, having been settled by immigrants continuously since its inception. The neighborhood has been home to the City’s Italian community, though the proportion of Italian residents has significantly decreased in the second half of the twentieth century. Ducktown is home to several Atlantic City institutions, including White House Sub Shop, Doc’s Oyster House, Barbera’s Fish Market, Angelo’s Fairmount Tavern, Jim Whelan Boardwalk Hall, and Formica’s Bakery. The neighborhood is located at the base of the Atlantic City Expressway, and borders Chelsea to its west. Ducktown is one of the few neighborhoods in the City that is largely physically intact from waterfront to waterfront, and is notable for its many alleyways, narrow streets, and high degree of walkability.

Ducktown is home to approximately six percent of the City’s residents. Ducktown’s 2016 population represents a ten percent decline since 2010, when the recorded population was 2,861 residents. In 2000, the neighborhood



was home to 2,785 residents and comprised a roughly similar proportion of the City’s residential population. The average household size is larger (3.31 versus 2.5 in the City as a whole), as is the average family size (4.0 persons per family versus 3.34 in the City as a whole).

The neighborhood has some of the densest residential blocks in the City. For example, the block bounded by Iowa Avenue, Stenton Place, Atlantic Avenue, and Arctic Avenue is 2.6 acres and is inhabited by 374 residents, or 141143.8 persons per acre. Even though the neighborhood is 184 acres in land area, the residential section of Ducktown comprises an area of approximately 50 acres concentrated in the western section of the neighborhood. Owing to its high density, low elevation, and older housing stock Ducktown was severely impacted by Superstorm Sandy, with an estimated 29 percent of households with major or severe damage.

*Racial Composition*

Ducktown is one of the most diverse neighborhoods in Atlantic City and in South Jersey overall, being comprised of residents with roots from all corners of the globe. In terms of race, Ducktown has a higher percentage of white population (46 percent) than the rest of Atlantic City (35 percent) and a much smaller proportion of Black residents (seven percent in Ducktown versus 38 percent in the City as a whole). The neighborhood has a higher proportion of Asian residents (39 percent versus 17 percent of Atlantic City overall), the majority of whom are Asian Indian, Chinese, and Vietnamese. Ducktown is home to 15 percent of the City’s Asian and 8.5 percent of its white population, compared to six percent of the City’s total population within its boundaries. Non-Hispanic whites comprise approximately 11 percent or 279 residents, which is lower than the City’s overall rate of 17.5 percent. Approximately 3.2 percent of Ducktown residents have Italian ancestry, though this percentage has decreased drastically through the twentieth century.

**Figure 3: Racial Composition of Ducktown, Atlantic City, and New Jersey**

	Ducktown		Atlantic City		New Jersey	
Race	Population	Percent	Population	Percent	Population	Percent
White	1,172	45.8	13,719	34.90	6,075,710	68.1
Black	186	7.3	15,072	38.35	1,207,221	13.5
Asian	994	38.9	6,585	16.75	819,208	9.2
Multiracial	45	1.8	1,559	3.97	225,713	2.5
All Other	160	6.2	2,371	6.03	587,604	6.6
	2,557		39,306		8,915,456	

Source: 2016 ACS

*Hispanic Ethnicity*

Ducktown’s Hispanic residents total 1,131 (or 44 percent of) the neighborhood. The plurality of these residents is Mexican (36 percent). A smaller proportion of Hispanic residents are Dominican (16 percent), Puerto Rican (15 percent), and Honduran (14 percent). Ducktown also has a significant portion of the City’s Colombian, Ecuadorian, and Peruvian residents. By comparison, approximately 28 percent of Atlantic City’s residents are Hispanic, and 19.3 percent of New Jersey’s residents are

Hispanic. Hispanic residents of Ducktown comprise 10.4 percent of Atlantic City’s total Hispanic community.

Since 2009, the Hispanic community in New Jersey, Atlantic City, and Ducktown has grown considerably. The rate of growth of the Hispanic community in Ducktown has exceeded that of both Atlantic City and New Jersey overall. According to the American Community Survey, the years between 2009 and 2016 saw a large increase in Dominican residents in Ducktown, as well as a large percent increase in Hispanic residents from South American (including Colombian, Ecuadorian, and Peruvian residents). Very few Hispanic residents from either South America or Dominica were estimated to be living in Ducktown in 2009. The number and percent of Honduran and Mexican residents has also increased substantially, increasing by 55.8 percent and 42.2 percent, respectively.

**Figure 4: Hispanic Ethnicity**

	Ducktown		Atlantic City		New Jersey	
	Population	Percent	Population	Percent	Population	Percent
Hispanic	1,131	44.2	10,855	27.6	1,719,831	19.3
Change (from 2009)	+473	+71.9	+1,369	+14.4	+251,655	+17.1
Mexican	408	16	2,923	7.4	238,309	19.3
Puerto Rican	160	6.3	3,250	8.3	470,954	5.3
Honduran	162	6.3	894	2.3	45,465	0.5
Colombian	75	2.9	520	1.3	116,912	1.3
Peruvian	63	2.5	330	0.8	86,149	1.0
Source: 2009, 2016 ACS						
Note: Percent indicates percent of total population						

The above figure shows the breakdown of origins of Hispanic residents of Ducktown, Atlantic City, and New Jersey. Compared to the State, Ducktown and Atlantic City have a smaller proportional composition of Mexican residents, and a slightly higher proportional composition of Puerto Rican and Honduran residents.

*Income and Financial Characteristics*

Ducktown could be classified as a working-class community. Economic characteristics as measured by the 2016 American Community Survey indicate that the neighborhood’s characteristics are in line with that of the City as a whole. The median family and household incomes (\$31,920 and \$34,167, respectively) are slightly higher and lower than that of the City as a whole (\$31,997 and \$26,969, respectively). Per capita income is significantly lower than that of Atlantic City; in Ducktown it is \$13,900 while it is \$15,402 for Atlantic City residents.

Poverty is more pronounced in Ducktown than it is citywide. Individual and family poverty rates are 41 percent and 44 percent respectively in Ducktown, as opposed to 36.6 percent and 32.7 percent in Atlantic City. Compared to the rest of the City, there are a similarly proportional number of residents using supplemental security income, public assistance, or Supplemental Nutrition Assistance Program (SNAP) benefits in the past 12 months in Ducktown compared to the City.

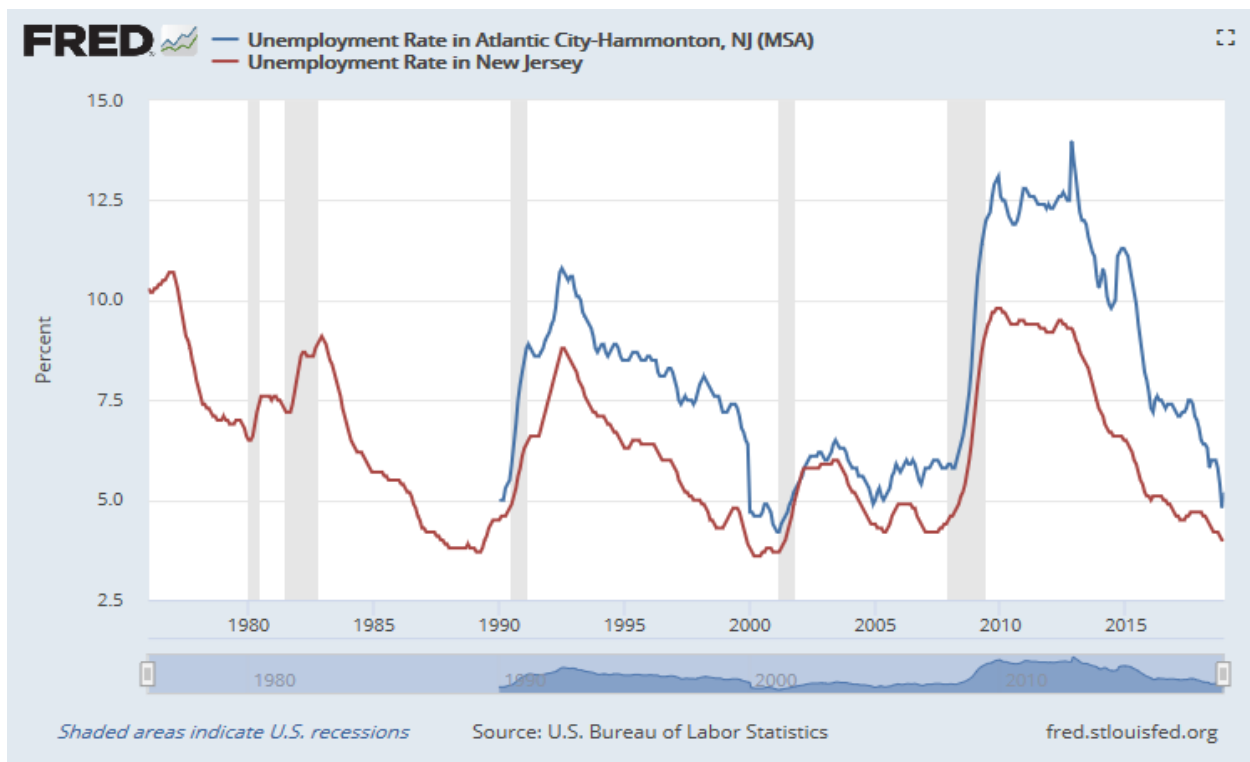


For employed Ducktown residents, those working in the service industry comprise the majority of workers (67.8 percent), whereas those in business/management/science/arts and sales/office professions comprise 12 percent of workers. While Atlantic City also has a higher percentage of workers in service occupations (46.8 percent), in New Jersey these workers represent only 16.7 percent of all workers. Nearly 62 percent of workers are in the arts/entertainment and service industry, compared to 41 percent of Atlantic City workers and 8.4 percent of those working in the state. Nearly all (92.2 percent) of workers are private wage/salary workers, with only 3.4 percent of workers working in government. By comparison, 10.4 percent of Atlantic City workers and 13.6 percent of New Jersey workers are government workers.

Despite Ducktown’s compact, walkable streetscape, commuters living in Ducktown have average travel times that are more in line with that of the State’s average (31 minutes) than Atlantic City’s (20 minutes). Ducktown commuters spend an average of 30 minutes commuting, with approximately 22 percent and 28 percent opting to walk or take mass transit. These numbers are considerably higher than that of New Jersey (11.2 percent and three percent, respectively) and slightly higher than that of Atlantic City (25 percent and 18 percent, respectively). Only 41 percent of workers drove alone, compared to 44 percent of City workers and 71 percent of workers statewide.

On a City wide and regional basis, the employment base is growing. Buoyed by the opening of two new resorts, Atlantic City’s economy added 4,600 jobs in 2018, an increase of 3.6 percent. Last year’s rate of job growth in Atlantic City was its best since the late 1980s.

**Figure 5: Unemployment Rate of the Atlantic City MSA and New Jersey**



## *Education*

Children in Ducktown go to the Texas Avenue School for grades kindergarten through eight, and Atlantic City High School, Atlantic County Vocational School District, or parochial schools for high school.

Educational attainment within the neighborhood remains low when compared to the City and to the State. In New Jersey, 88.9 percent of those 25 years or older have a high school diploma, and 37.5 percent have bachelor's degrees. By comparison, 71.6 percent of Atlantic City residents are high school graduates, and only 16.2 percent have bachelor's degrees. In Ducktown, this figure is even lower with 59.2 percent having high school diplomas and 10 percent having bachelor's degrees or higher.

Total school enrollment in Ducktown represents 27.3 percent of the neighborhood population three years old or older, compared to 25 percent of the State and 25 percent of Atlantic City. Those in nursery school and pre-school account for 10 percent of Ducktown's school enrollees, whereas they represent only 7.5 percent statewide and 5.9 percent city-wide. Those enrolled in high school, however, represent a much smaller percentage (11.4 percent) compared to the State (21.3 percent) and City (21.1 percent).

The Texas Avenue School, located in Ducktown at the intersection of Arctic and North Texas Avenues, is one of nine elementary schools in Atlantic City. The Texas Avenue School is a K-8 school with a 2017-18 enrollment of 560 students, making it one of the smaller schools in the Atlantic City School District. Its district boundaries include all of Ducktown as well as the area of Chelsea between Texas Avenue and California Avenue between Arctic Avenue and the Boardwalk, the blocks between Texas Avenue and Maxwell Avenue between Fairmount and Arctic Avenue, and between California Avenue and Iowa Avenue between Fairmount Ave and Beach Thorofare.

## **Retail/Commercial Analysis**

### Property Analysis

Ducktown is comprised of 1,087 properties valued at \$814.5 million or approximately 7.4 percent of Atlantic City's ratable base according to 2017 property records. The land assessment accounts for \$306.5 million, or 38 percent of the total assessed value of the neighborhood. The building assessment accounts for \$505.5 million, or 62 percent of the neighborhood's value. Approximately 36 percent of the neighborhood's ratable base is the Caesars Casino, and 25.7 percent of the ratable base is the Boardwalk Hall property (owned by both CRDA and the Atlantic County Improvement Authority). Properties owned by CRDA account for approximately 18 percent of the neighborhood's ratable base.

The neighborhood is 184 acres in size, of which 15 acres are barren/vacant land, 165 acres are in some stage of development, and four acres are sand dunes classified as wetlands. Beaches account for approximately 13 acres of the neighborhood. Approximately 73 acres of the neighborhood are road rights-of-way, including neighborhood streets and the Atlantic City Expressway. Readily developable and re-developable properties account for 98 acres of Ducktown.

Land use in the neighborhood is predominantly residential in terms of the number of parcels, but a large portion of the neighborhood’s land area is tax-exempt owing to the Casino Pilot, public land ownership, and lands held by the Casino Reinvestment Development Authority for future redevelopment projects.



Housing stock in the neighborhood is diverse, with only six percent of buildings being single-family detached residences. Most the neighborhood’s housing stock is in townhouses and semi-detached residences, with larger apartment buildings comprising a small fraction of all residential properties. The neighborhood has a strong base of commercial properties, which comprise approximately one-fifth of all properties in the neighborhood. Vacant land comprises approximately nine percent (or 10.9 acres) of

properties in the neighborhood, with the largest areas of vacant land found between South Florida and Bellevue Avenues as well as the former South Jersey Gas site on the bay.

The Casino Reinvestment Development Authority (CRDA) has a significant amount of land holdings in the neighborhood, which total approximately 21 acres or 17 percent of the developable property in the neighborhood. The CRDA properties consist of large portions of entire blocks, or entire blocks. The single largest parcels include The Walk, a parking lot on Fairmount Avenue, Columbus Park, Bass Pro Shops, and the Boardwalk Hall Annex.

**Figure 6: Major Land Uses by Acres - Ducktown**

Land Uses	Acres	Percent
CRDA	21	17.1
Bass Pro Shops	5.23	4.2
The Walk	4.8	3.9
Arts Garage	2.5	2
Caesars/Parking Garage	15.9	12.9
Beaches	12.7	10.3
Expressway Right-of-way	12.6	10.2
Vacant Land	10.9	8.9
Trump Plaza	7.8	6.3
Boardwalk Hall	5.3	4.3
Other	36.8	29.9
Total Acres	123	100
Source: Atlantic County		



The neighborhood core of Ducktown is approximately 37 acres and includes the historical residential and mixed uses areas. The beachfront resorts and tourism amenities, such as Caesars, Boardwalk Hall, The Walk, and Trump Plaza, comprise more than half of the property in the neighborhood.

According to the 2016 ACS, there are 994 housing units in the neighborhood. Approximately 78 percent (or 773 units) are occupied year-round, and approximately 22 percent (or 221 units) are vacant. Of the occupied units in Ducktown, 33 percent are owner-occupied, and 66 percent are renter-occupied. The neighborhood exhibits a lower percentage of owner-occupied housing units than the City as a whole, which has an owner-occupied rate of 28.6 percent.

County 2018 property data indicates that 33.3 percent of residential property owners have their property tax bill sent to property in Ducktown, which indicates that rates of owner-occupied housing reported in the American Community Survey may be consistent. For all properties in Ducktown, most properties (59 percent) have property tax mailing addresses in Atlantic City proper. Just over one-fifth of properties have property tax mailing addresses to adjacent or nearby communities. Properties with Egg Harbor Township mailing addresses are the plurality, comprising five percent (or 54 properties) in Ducktown. Properties with mailing addresses in Ventnor, Horsham, PA, Northfield, Margate, Absecon, Galloway, and Pleasantville comprise the subsequent highest number of properties. (The properties with Horsham mailing addresses are all vacant, comprising a block of the Boardwalk next to Boardwalk Hall.)

**Figure 7: Land Uses by Parcel in Ducktown 2018**

Land Use	Number of Parcels	Percent
Residential	538	49.1
Single-Family Detached	69	6.3
Semi-Detached	107	9.8
Townhouse	198	18.2
2-4 Family Apartments	149	13.7
5+ Family Apartments	15	1.4
Commercial	226	20.8
Mixed Use-Residential	65	6
Industrial	3	0.3
Public Land/School	58	5.3
Churches/Charitable	4	0.4
Other/PILOT/CRDA	88	8.1
Vacant	159	14.6
Total	1,087	100
Source: Atlantic County		

City parcel data and supplemental data from dashboard surveys and Whitepages listings indicates that there are approximately 1,190 housing units in Ducktown, which is approximately 200 more than the number estimated by the Census.

Ducktown is one of the rare neighborhoods in Atlantic City that still retains much of its core building and housing stock from the early 20<sup>th</sup> century. Based on property tax records, most of the housing stock in the neighborhood predates 1910. The neighborhood has seen relatively little new development in the years since the recession though some rebuilding and home elevations have occurred since Superstorm Sandy.

The proliferation of aged housing provides a variety of housing unit typologies available for residents at various income levels. However, the older housing stock presents several issues for residents and property owners. On a regional basis, single-family home prices in the Atlantic City metropolitan area declined by 36 percent between mid-2006 and early 2017. The decline in single-family home prices in Atlantic City was among the largest and most protracted in the nation. Home prices began to stabilize in early 2017. Since then, prices have increased by approximately 7 percent.

**Figure 8: Housing Typologies Ducktown 2018**

Housing Type	Units	Percent
Mixed-Use	248	20.8
Single-Family Detached	83	6.9
Semi-Detached	113	9.5
Row/townhomes	217	18.2
Multi-family	529	44.5
Total	1,190	
Source: NJ MOD-IV, Whitepages.com, dashboard survey		
NOTE: Individual rooms in rooming houses are counted as separate units.		

**Figure 9: Decade Residential Structure Constructed Ducktown (Estimated)**

Decade	Number of Structures	Percent
Pre-1900	148	21.6
1900-1909	366	53.4
1910-1919	54	7.9
1920-1929	74	10.9
1930-1939	16	2.3
1940-1949	0	0
1950-1959	3	0.4
1960-1969	0	0
1970-1979	0	0
1980-1989	0	0
1990-1999	0	0
2000-2009	21	3.1
2010-Present	4	0.4
	686	
Source: NJ MOD-IV Tax Data. Data may represent estimations.		

Single-family homebuilding in Atlantic City region declined significantly beginning in 2006 in tandem with the national housing market downturn. Activity remained largely dormant until mid-2015. Homebuilding began to recover thereafter before slowing markedly again in late 2016 and early 2017. Since early 2017, permit activity has slowly gathered pace. In October 2018, the six-month moving average of single-family permits climbed to 104, consistent with construction levels that have not occurred since early 2007.

## Community Facilities

Ducktown has several prominent community facilities that are used by neighborhood residents, tourists, and residents of adjacent neighborhoods alike. The Boardwalk and beach run through the neighborhood, providing approximately one half-mile of continuous walkway and beach connecting uptown and Downbeach to Chelsea and Ventnor. Between Texas Avenue and Bellevue Avenue, the Boardwalk narrows from approximately 55 feet to 35 feet. Along the Beach Thorofare, a small, approximately 200-foot section of the Sunset Avenue Promenade is found along the bayfront between Texas Avenue and Turnpike Road. The Promenade has a low chain-link fence that prevents water-dependent uses such as fishing or swimming.

Several prominent Atlantic City cultural amenities are also found in the neighborhood. They include:

- Jim Whelan Boardwalk Hall is owned by the CRDA and Atlantic County Improvement Authority. Boardwalk Hall is a multi-purpose arena with a capacity of 18,000 attendees between the main arena and theater. The building, which opened in 1929, hosts trade shows, concerts, sports teams, and other events at the beachfront location. The exterior of the building features a nighttime light show.
- Dante Hall, located inside the former St. Michael's parochial school on Mississippi Avenue, is a 250-seat performing arts center operated by Stockton University. The theater hosts various art and music productions.
- Arts Garage – 2200 Fairmount Avenue. The Arts Garage at The Wave parking deck is home to a gallery of shops, museums, galleries, exhibits, and a multi-functional space where cultural events are held. The Arts Garage provides places for artists to create and sell art and other merchandise. The Arts Garage is the neighborhood's newest community center and is a major anchor of the Ducktown Arts Community.
  - Studio 1: Noyes Museum Gift Shop
  - Studio 2: Noyes 1 Stockton Gallery
  - Studio 3: Art of (Steve) Kuzma (Impressionist brushwork featuring avant-garde layering techniques including watercolor, water-mixable oil, and pastel)
  - Studio 4: Dying Breed Upholstery (Heather Howley)
  - Studio 5: Noyes 2 Stockton Gallery
  - Studio 6: Ron Ross Cohen Sculpture (leatherwork and found art sculpture)
  - Studio 7: Stephanie Segal Miller (watercolor artist)
  - Studio 8: African American Heritage Museum of Southern New Jersey
  - Studio 9: LoveBeach Blvd (Miko Colon)
  - Studio 10: Osprey Gallery: Framing Shop
  - Studio 11: Ocean 1 (retail urban street fashion; collectible designer sneakers)
  - Studio 12: converting to temporary Noyes Art Gallery



- Studio 14: Seashore Photo (Greg Alber)
- Studio 15: Murphy Writing Center

In addition to cultural institutions, Ducktown has important religious buildings. The neighborhood was home to St. Michael’s, a former Catholic Church and school which is now the home of Dante Hall. The Masjid Al-Hera mosque is also located in the neighborhood near the intersection of Atlantic Avenue and South Florida Avenue, serving nearby Muslim residents. The Our Lady Star of the Sea Church in Chelsea is a Catholic church located on the opposite side of Texas Avenue in Chelsea and is the closest operating Ducktown church for Catholic residents. Sree Sree Gita Sangha a Hindi temple is located in Ducktown on North Florida Avenue, near the intersection of Arctic Avenue.

The neighborhood is home to a portion of the Atlantic City Boardwalk Historic District, which is identified as a historic district eligible for listing on the State Register of Historic Places. Two buildings are listed on the National Register of Historic Places: Boardwalk Hall and the Shelburne Hotel. Boardwalk Hall is a National Historic Landmark and is the historic home of the Miss America Pageant as well as the largest musical instrument in the world (a pipe organ). The Shelburne Hotel is listed on the National Register of Historic Places but was demolished following a failed renovation.

In addition to these two structures, Ducktown is or was home to 217 structures identified as eligible for listing on the State Register of Historic Places. This includes much of the neighborhood’s housing stock along with various neighborhood landmarks such as St. Michael’s and the Soltz Paint Warehouse.

### Circulation and Transportation

Ducktown is a neighborhood well served by transportation options and walkability owing to its layout and location. Ducktown’s circulation bones are a traditional urban grid, with Fairmount Avenue, Arctic Avenue, Atlantic Avenue, Pacific Avenue, and the Boardwalk running parallel from the southwest to the northeast. Side streets run perpendicular in a southeast-northwest direction from a portion of Michigan Avenue west to Texas Avenue. Owing to the changing fabric of the neighborhood, Ducktown does not have a perfect grid system, and many smaller streets and alleys cut through the larger blocks and disrupt the grid.



Figure 10: Major Land Uses

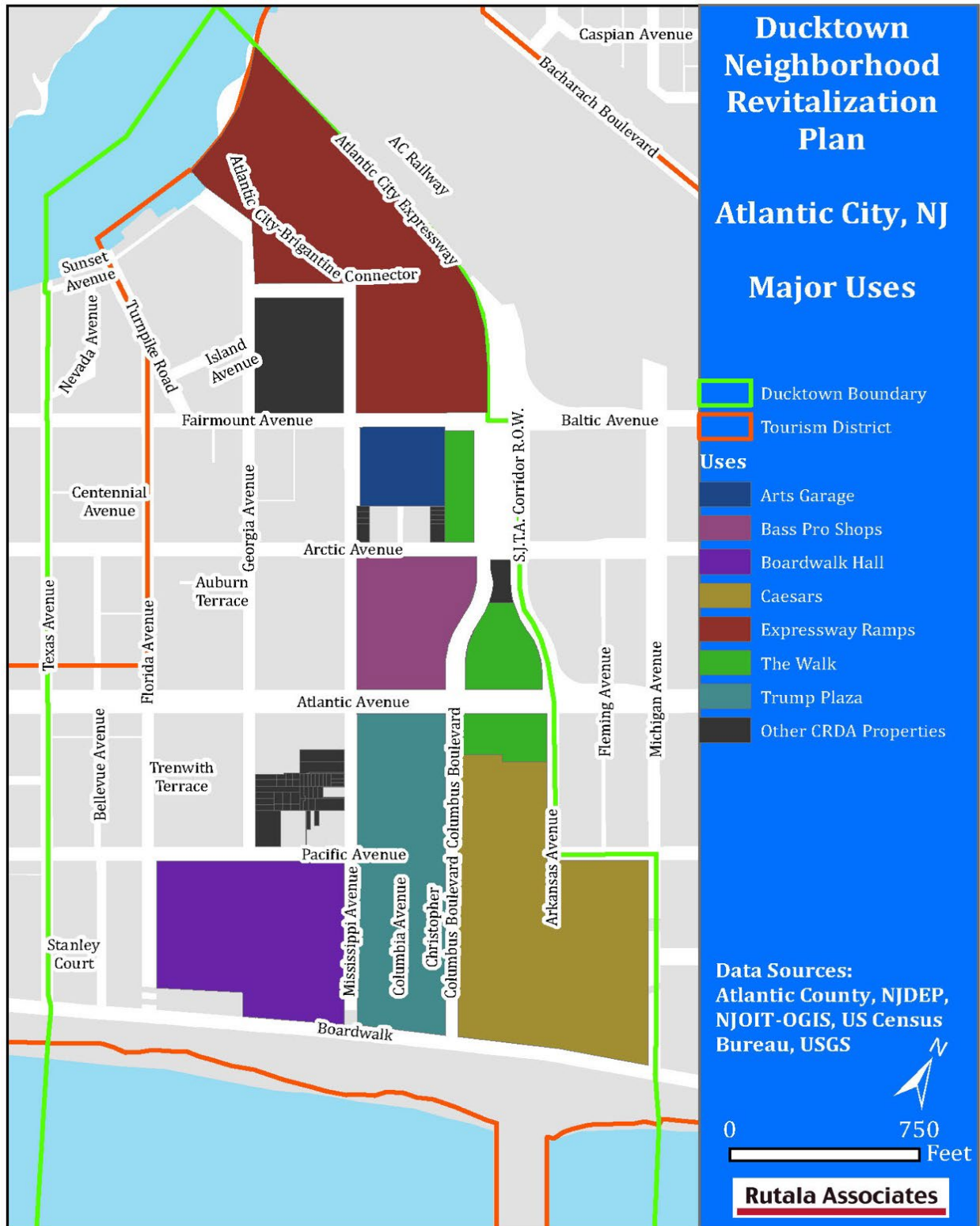


Figure 11: Land Use

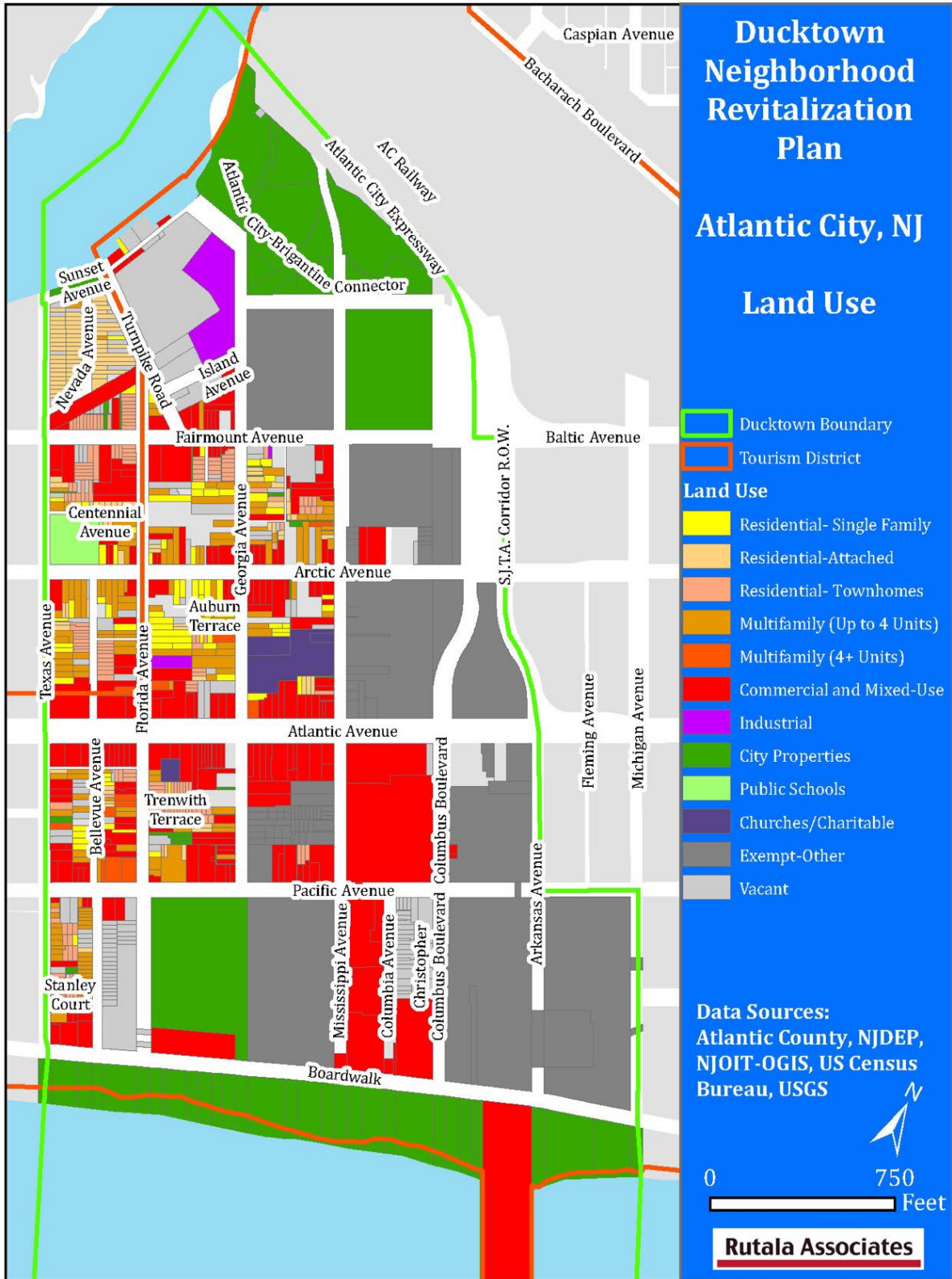




Figure 12: Transit Village



Beachfront blocks can range up to 600 feet long, whereas those between Arctic and Pacific Avenues are 575 feet long, and those between Fairmount and Arctic are 500 feet long. Alleyways, interior sidewalks, and easements allow residents and some vehicles to move between lots to access buildings located at the interior of these blocks. Italy Terrace, Siracusa Terrace, and Blake Street are three such passageways serving the block located across the Mississippi Avenue from the Arts Garage. Other smaller streets include Nevada Avenue (which runs for only 400 feet near the bayfront), Auburn Terrace, Long Terrace, and Aliantro Place.

The larger thoroughfares in the neighborhood are Atlantic and Pacific Avenues (each with four lanes), the Mississippi Avenue on-ramp, and Arkansas Avenue/Christopher Columbus Boulevard (which have nine lanes total). The latter two roads are access ways to the Atlantic City Expressway and Atlantic City-Brigantine Connector, which see considerable motor vehicle traffic. Atlantic and Pacific Avenues are the main thoroughfares for those driving along the City's shoreline.

Arctic Avenue and Fairmount Avenue are each two-lane, one-way streets with Arctic Avenue heading uptown and Fairmount Avenue heading Downbeach. Nearly all of the neighborhood's side streets are one-way streets, with each block alternating in direction.

According to the 2010 census, approximately 2,000 Ducktown residents (or 70 percent of its population) live within a half-mile of the Atlantic City Train Station.

In addition to access to rail transit, the neighborhood has robust access to ground mass transportation. Fifteen separate New Jersey Transit bus lines serve the neighborhood through 25 individual stops; many of these stops are located on Atlantic Avenue, with others located on Pacific, Fairmount, and Arctic Avenue. The Main Jitney Route and Route #3 both serve the neighborhood. The Main Jitney Route runs along Pacific Avenue, while Route #3 passes through The Walk and Arkansas Avenue. The New Jersey Transit bus routes serving the neighborhood include: 319, 502, 504, 505, 507, 508, 509, 511, 514, 515, 551, 552, 553, 554, and 559.

Much of Ducktown meets the criteria for a Transit Village, which is considered by the New Jersey Department of Transportation to be an area within a half-mile radius of a train station. The Atlantic City Rail Terminal provides train service from the Atlantic City Line to Egg Harbor, Hammonton, Absecon, points west to 30<sup>th</sup> Street Station in Atlantic City. The line also has connections to the PATCO and River Lines, which can take passengers to Camden, Center City Philadelphia, and along the Delaware River to Trenton.

It is strongly recommended that the City pursue a Transit Village designation, which will assist in bringing funding for transit-related improvements to the City's transit village (including Ducktown).

Transit Village planning would also encourage higher density development such as multi-story mixed use structures on sites near the rail terminal. A prime site for this type of development is the City block bounded by Fairmount Avenue, N Georgia Avenue, Mediterranean Avenue and N Mississippi Avenue. High density development in this area would be attractive to rail users and provide increased shopping, dining, and energy in the neighborhood.

## Real Estate Market and Trends

Ducktown’s real estate market is distinctive for the large number of non-arms-length transactions, proliferation of older housing stock, and high number of foreclosures. Housing tenure in the neighborhood is predominantly renter-occupied, with many homes and home sales owned by investors from across the tri-state area.

While properties continue to change hands in the past few years, more than they have in prior years, many of these sales are not arms-length transactions, with many property exchanges occurring between families, at sheriff’s sales, or to and from local governments. Of the 2,300 real estate transactions within the neighborhood’s boundaries between 1988 and June 2018, nearly two-thirds (65 percent) have been non-arm’s-length transactions. By comparison, of the 36,268 real estate transactions in Atlantic City between 1987 and June 2018, approximately 63 percent were non-arm’s length transactions. In Ducktown, 15 percent of non-arm’s length transactions occurred between family members, 13 percent occurred with a sales price of less than \$100, 12 percent of sales were by guardians (e.g., by executrix), nine percent involved local governments, and 12 percent of sales were sheriff’s sales.

**Figure 13: Ducktown Real Estimate Quick Facts**

Assessed Value (Land)	\$332,900,350
Assessed Value (Buildings)	\$615,073,050
Total Assessed Value	\$947,973,400
Land Value/Acre	\$1,809,241
Median Residential Building Size	1,254 sq. ft.
Owner Occupancy Rate	33 percent

## Assets & Opportunities

Ducktown, is a great historic neighborhood in Atlantic City. Known for its history, arts influence, diversity, and well-known eateries like White House Sub Shop, Dock’s Oyster House, and Angelo’s Fairmount Tavern. Over the last several years a group of resolute residents and business owners have banded together to form the Ducktown Community Development Corporation (Ducktown CDC), complete a Neighborhood Revitalization Tax Credit Plan, and create a vision for the neighborhood. The NPP award will provide a valuable tool to help the Ducktown CDC and the City of Atlantic City to realize their goal to make Ducktown a better place to live, learn, play, and do business.

The eateries in Ducktown draw from inside and outside the neighborhood. The restaurants cater to a wide variety of tastes and price points. With a sustainable promotional strategy, they can attract more outlet shoppers, hotel patrons, conventioners, and day trippers from other shore towns.



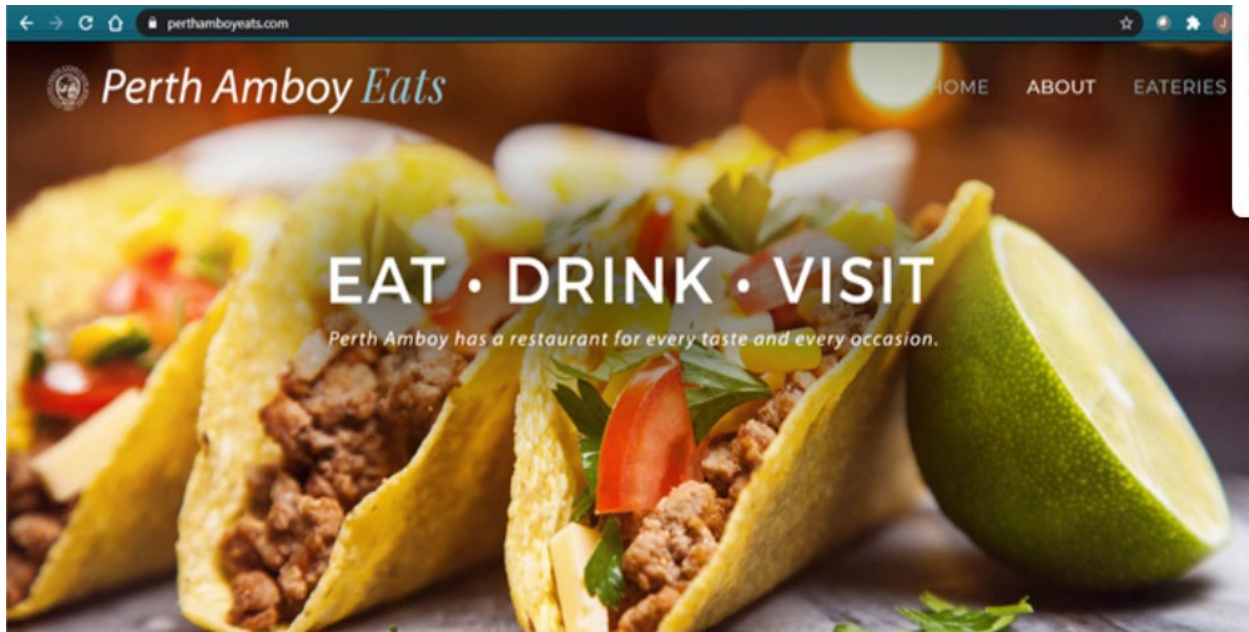


To leverage this asset a neighborhood focused website could be created for the Ducktown dining establishments. This can also be part of the larger website. “Ducktown Eats” could be a one-stop on-line shop for learning about dining options, making reservations and ordering take-out.



An option to be considered is to institute a gift card program that offers a 50% match on the purchase value. Use an electronic gift card program like YIFTEE or go old-school by creating gift certificates that people can purchase and use immediately within the District. The gift certificate approach has been proven to increase foot traffic in other NPP communities.





Façade renovations is another opportunity in the Ducktown neighborhood. Dress up business thoroughfares to make them more inviting. Add flowerpots throughout the district and branded banners that define the neighborhood. Consider ways to diversify the business mix to include options, besides restaurants, which attract people from inside and outside the district. Consider double flag poles that allow you to brand and simultaneously promote events or change messaging seasonally. Have merchants agree to adopt a flowerpot or use self-watering pots.





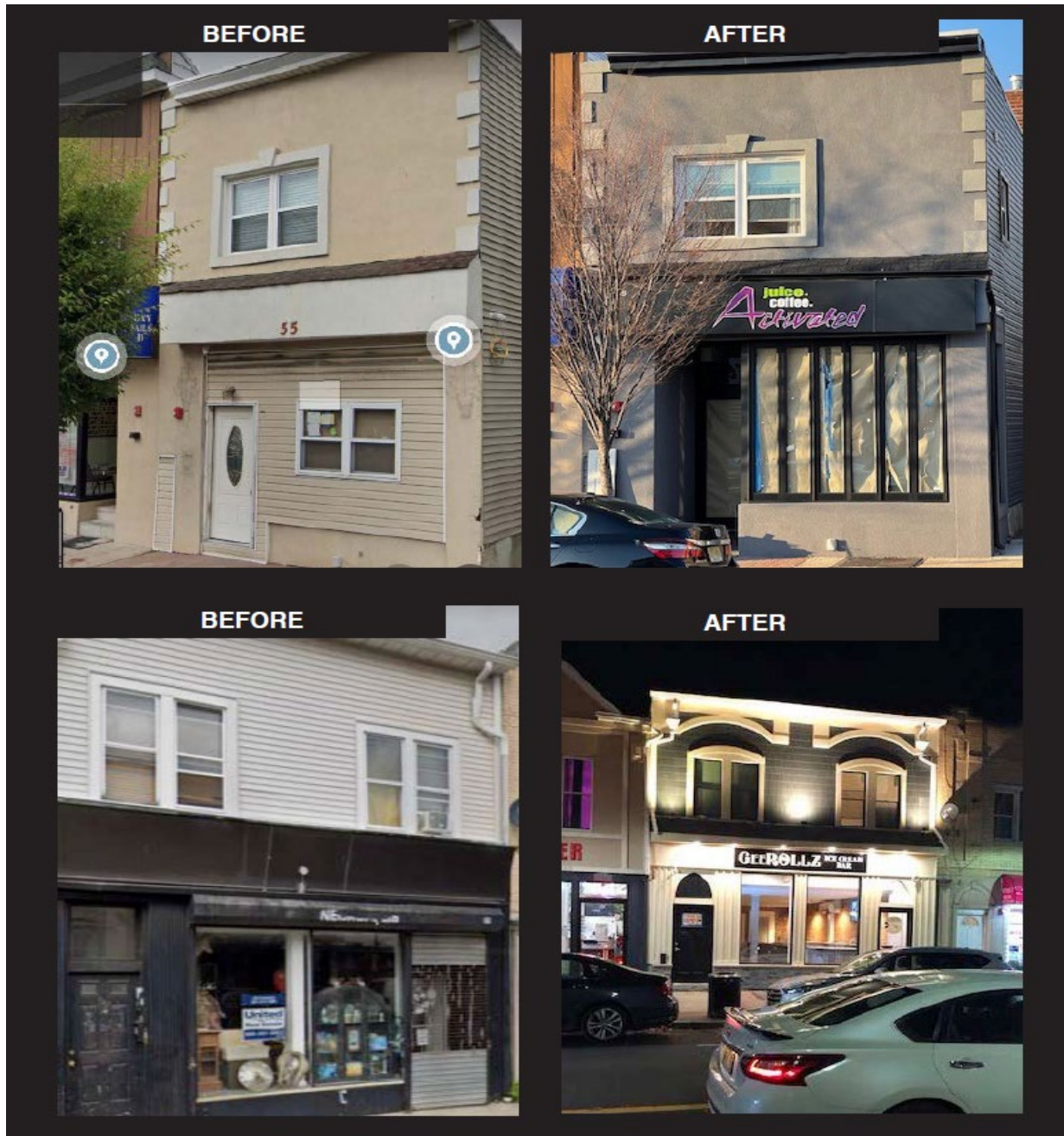


Clean, updated facades send a strong signal of community pride and show that people care about the appearance of the neighborhoods in which they live and conduct business. Provide material or facade grants to business owners for power washing, painting, or facade updates. Consult NPP Storefront & Facade Design Standards for guideline details.



The NPP Storefront Facade Guidelines provide guidelines and recommendations. These Standards will help the district and its businesses make the most of their appearance and become more successful economically. The most successful storefronts are those that:

- Work with and leverage the architecture of the larger building.
- Simply and clearly market the name of the business and the type of services offered.
- Allow potential customers visibility into the store's well-merchandised interior.
- Contribute to a distinctive pedestrian and customer experience.
- Uniquely enhance the overall business district's integrity and identity.





Yet another asset that has already been embraced in Ducktown are murals. Murals are a way to beautify some of the ample, empty wall space throughout the district. Increasing the number of murals within this very walkable neighborhood can draw people visiting Atlantic City and from surrounding towns. Create and promote a walking mural tour that will give people looking for family-friendly things to do a reason to come to Ducktown. Consider developing an APP that allows people to do self-guided tours limiting the resources required for such a project to be successful.

District-branded street level murals create an opportunity for people to engage with the art — rather than just observe it. In this age of social media, people are actively seeking interesting selfie photo ops, and vacationers are looking for opportunities to create memories. Branded murals can also lead to viral exposure as people share their vacation photos.



Make practical use of sidewalks and bus stops. Consider a bus shelter rather than benches that face the street and parked cars. Move benches and turn them to face the businesses where appropriate. Add a bike station to encourage people to traverse the very bike-able city on two wheels.

## Neighborhood Needs

### Economic Development Assessment and Opportunities

The data provided in this economic development assessment has shown that Ducktown is a transitional neighborhood positioned in the middle of a transitioning City and region. As an immigrant community with historically plentiful housing options and its status as one of the City's most visible and visited gateways, the neighborhood's economic landscape is punctuated with the

conflicts of serving a diverse residential community as well as tourists. The highest-value land along the most heavily traveled streets have seen the largest changes over the years, whereas the neighborhood's historic core and side streets look much the same as they have in years past.

The economic conditions described in this section have resulted in the following major findings:

- Ducktown has many components of a true work-live-play community. The access to mass transit is phenomenal, the neighborhood is strikingly diverse, and caters both to residents seeking tight-knit and walkable neighborhoods as well as thousands of tourists partaking in the neighborhood's amenities.
- However, the connection between the tourism amenities and historic neighborhood core is not apparent and perhaps non-existent. With few exceptions, the tourism-oriented and resident-oriented sections of the neighborhood are discrete.
- Ducktown has been seriously impacted by the regional recession, which resulted in hundreds of jobs lost in the neighborhood as well as the loss of major employers which continues through the present day. The neighborhood is inextricably tied to the tourism/gaming industry in Atlantic City. The conditions affecting Ducktown are not unique to the neighborhood, but perhaps are the most visible owing to the neighborhood's provision of housing and jobs.
- Data indicating an increase in jobs throughout the neighborhood is difficult to verify and may not present an accurate picture of the neighborhood's conditions. The neighborhood has experienced several high-profile job losses in recent years. If the numbers are accurate, the increase in employment by neighborhood residents is likely at businesses located outside of the city.
- Neighborhood residents face several structural challenges to seeing gains from economic development, including high rates of poverty, low rates of educational attainment, and disadvantages to attaining secure, stable employment owing to immigration status.
- The neighborhood as a unit struggle with economic development. Large, developable properties are owned by a small number of public and private owners with no apparent plans to develop those properties. Land banking and land speculation, long hallmarks of Atlantic City's development, continue to constrain the neighborhood's growth by withholding properties from developing higher uses. Additionally, neighborhood business continues to be heavily reliant on casino gaming and tourism, which are particularly vulnerable in recessions and has not resulted in the wide availability of stable or upwardly mobile career paths.
- Ducktown's economy is heavily concentrated, with more than three-quarters of workers in the neighborhood and 81 percent of revenue generated at Caesars, The Walk, Bass Pro Shops, or the Playground Pier. Comparatively little wealth is created and retained in the neighborhood. These facilities, while not directly competing with existing neighborhood businesses, are essentially separated from the neighborhood core and have their own parking facilities.

## Community Engagement Results

In 2018, a resident survey was conducted, and the following statistics were reported:

- The majority (52 percent) of respondents have lived in neighborhood for fewer than five years.
- The proportion of male and female respondents was similar to that of the neighborhood's demographics (59 percent/41 percent)
- The residential survey respondents were over-representative of residents between ages of 45-54, and 65 and older.
- The residential survey respondents were under-representative of residents between the ages of 18-24.
- Approximately 46 percent of respondents identified as Hispanic, which is slightly higher than the percent of Hispanic residents in the neighborhood as reported by the American Community Survey. Approximately 42 percent of respondents identified as Asian, which is a similar proportion to the neighborhood's demographic profile. Only two percent of respondents identified as Black, which is proportionately less than the percent of Black residents in the neighborhood.

## Positive Neighborhood Indicators

- 78 percent of respondents believe community will improve in the next three years.
- 82 percent of residents would continue living in Ducktown if they had the choice.
- 86 percent of residents would recommend the neighborhood as a place to live.
- 81 percent of respondents believe that residents would fix something that is wrong in the neighborhood.
- 91 percent of respondents reported satisfaction living in neighborhood.
- The top reasons for living in Ducktown include: 1) proximity to work; 2) proximity to family/friends; and 3) proximity to shopping.
- The majority of respondents have participated in community activities within the past year.
- Nearly three-quarters of respondents rated neighbor friendliness as "good" or "very good."
- 88 percent feel safe walking around during the day, 60 percent feel safe walking around at night.

## Opportunities for Improvement

- Only 29 percent of respondents would consider buying a home in Ducktown.
- Physical conditions of houses, personal finances, and state of economy are the main reasons renting respondents have not yet bought homes in the community.
- Personal finances are the #1 reason respondents would not buy a home in the community.
- Cleanliness, physical conditions of houses, streets, sidewalks, affordability, and access to employment centers received low marks.

The Ducktown CDC has hosted dozens of public meetings since 2018. Revitalize Ducktown, the NRTC Plan, was conceived as a true, community-driven plan that will serve as a unified voice for local residents, business owners, institutions, youth, community leaders, and political representatives, among others. As such, the planning process was designed to not only engage the public, but also help to build a sense of community among the area's diverse constituency.

The public involvement has continued to develop the NPP Plan. On November 30, 2021, a focus group session was held at the Arts Garage on Mississippi Avenue to gain insight from local residents and business owners.

Strengths – location, beach, bay, Boardwalk, easy access via the Expressway; shopping & restaurants; vibrant residential neighborhood; diversity; historical, churches; affordable; arts.

Weaknesses – taxes; security – clean & safe; maintenance/code enforcement; low percentage of home ownership; drugs; sidewalks in disrepair; flooding; homelessness; reputation - lack of branding, lack of marketing.

Opportunities – Airbnb’s; second homes; multicultural activities; cultivate entrepreneurship; attractions; transit village/opportunity zone; Trump Plaza site; waterfront access/

Threats – subsidized housing; crime/drugs; casinos in NY and North Jersey; climate change; infrastructure; dysfunctional government; Route 40 and Route 30 Gateways

#### Ideas

1. Efficient trash collection
2. Brighter, consistent lighting
3. Sidewalk repairs
4. Replace trees with appropriate species
5. Façade grants for residents and businesses
6. Banners
7. Events
8. Remove wires – Comcast & Verizon
9. Beautification projects
10. Community gardens
11. Marketing

A Neighborhood Survey was conducted as part of the Neighborhood Preservation Plan process. Highlights are presented herein. Of those 187 respondents survey, 21% shop, eat, worship, or recreate in Ducktown, 13% live in Atlantic City but not Ducktown, 12% live in Ducktown, 10% work in Ducktown, and 9% own property in Ducktown – so we were fortunate to reach people who are very familiar with the neighborhood.

When asked “How much do you like Ducktown right now?” 6% said it’s amazing, don’t change a thing; 49% said they were satisfied, but the neighborhood could still be improved; 34% said that it is OK, it could use some work; and 9% said that they do not like the neighborhood at all. When breaking down the results of this question by Ducktown residents and people that live outside of Ducktown, it is not surprising that the Ducktown residents had a higher opinion of their neighborhood than outsiders.

When asked “What image best captures the ‘feel’ you would like Ducktown to have in the future?” Artsy & Trendy received the highest percentage, with over 38% of the Ducktown residents selecting this theme. This is not surprising since the Ducktown Neighborhood has been designated an Arts District and significant efforts have been made to create this vibe in the area through the Arts Garage, artist housing, and public art. The neighborhood also is developing a trendy presence as well, since with the art there is also new wave dining options like Setaara which promotes that they offer the world’s first Afghan French fusion menu.







the corner of Arctic and Mississippi Avenues should be used as a model and leveraged by making this area the starting point for the NPP Program. Phase 1 of the NPP Program should concentrate on this intersection and the Mississippi Avenue corridor as the heart of the Arts District where a new mural was just completed. An on-line and on-ground walking mural walking tour should be established.

**Wayfinding Signage.** Millions of tourists pass by Ducktown each year as they enter the City on the Atlantic City Expressway on their way to the beaches, Boardwalk, Airbnb's, and hotels. A goal is to provide for a wayfinding system that will promote the Ducktown Neighborhood and to direct visitors to points of interest. All of this signage will be branded with the new Ducktown logo to provide a visible and consistent message and coordinated with the City to become the state of a wayfinding system throughout the City. Project objectives include:

- Develop a vehicular and pedestrian wayfinding system for destinations throughout Ducktown, with a focus on the Arts District and neighborhood attractions.
- Provide signage that will direct visitors to area offerings and related parking lots, marinas, kayak launches, parks, and beach.
- Reduce visual clutter and increase consistency of local signage.
- Promote walking, bicycling, and use of transit through well-marked trails and visible signs.

**Gateway Improvements.** Gateways draw people into a district and lets you know that you arrived at a special place. Physical gateway arches, roadside sculptures, light beacons, and the like should be considered. An impressive beacon that would provide a sense of place would be to work with the CRDA to install lighting on the Pacific Avenue façade of Boardwalk Hall.

**Marketing and Public Relations Initiatives.** Ducktown has done a good job establishing a logo. The next step is to gain universal use of this logo throughout the neighborhood on flyers, commercials, press, and other advertisements. All business should use the logo to denote that they are located in Ducktown. This is difficult to achieve and it the first step in developing a recognizable brand. Additional steps to be taken include:

- **Brand Discovery.** Distinguishing a neighborhood from the rest is the first step in marketing and branding what it has to offer. Whether offerings include attractions, recreational opportunities, events, dining, shopping, arts/historic/educational experiences, tours, or entertainment venues, initiating a brand discovery process will assist with uncovering all your jewels. Also, consider convenience-oriented amenities including transit, major highway access, schools, parking, and outdoor physical recreation such as walking, running, and biking as well as pet-friendly areas. Successful branding also includes a storytelling narrative that has been properly vetted and will serve as the script across all channels, including the website, social media, newsletters, advertising, and marketing.
- **Websites.** The website should be rich with visuals and information. Maintain a sense of cohesive and robust aesthetics throughout each page. The website design should be mobile friendly (easily view and navigate the website from a phone) and include search engine optimization and key words to describe location, activities, events, restaurants, and other highlights. Some other popular options to consider are mobile apps, blogs, video/photo galleries, FAQs, and event calendars. The website serves as a window to the world and should integrate the brand and highlight all your unique assets. Google Analytics to track website visitors and acquire additional information should be included.

- **Social Media.** Many people now depend on Facebook, Instagram, Twitter, YouTube, TikTok and LinkedIn as their primary source of information every day. Each social media platform maintains a different tone and is used by different demographics. Customize content for each platform, which is continuously maintained will ensure maximum performance for each post. Video is important in developing a robust social media presence.
- **Advertising Campaigns.** With clearly defined objectives, targets, and tactics, an ongoing marketing and advertising campaign will help maintain sustained public messaging. Traditional advertising is combined with online digital marketing, streaming, geofencing and Google AdWords campaigns to achieve the desired impact. Boardwalk electronic signage is also a unique advertising option for Ducktown.

**Create a Clean, Well-Maintained Environment.** During the physical survey, the planning team evaluated the condition of every street in the study area and classified them as good, fair, or poor. Most of the streets were rated as fair with uneven sidewalks and tree grates. A priority would be to work with the City and CRDA to prioritize and fund improvements to streets and sidewalks. New pedestrian level lighting should be included where none exists. Trees that are heaving the sidewalks should be removed and replaced with appropriate trees. This effort should be phased in the following manner:

- Phase 1 – Mississippi Avenue, Arctic Avenue from Georgia to Mississippi
- Phase 2 – Atlantic Avenue
- Phase 3 - Fairmount Avenue
- Phase 4 – Georgia Avenue
- Phase 5 – Florida Avenue

**Undertake façade improvements.** Many of Ducktown’s commercial buildings were built in the early 20<sup>th</sup> century, and have faced over a century of weathering, repairs, and tenant fit-outs. These buildings remain in varying degrees of conditions, ranging from well-kept and decorated buildings to those with apparently damaged wood, masonry, broken/covered windows, and other signs of deterioration. A façade program, which can be funded through the Casino Reinvestment Development Authority, NPP, NRTC, and other economic development funds, would assist property owners in aesthetically improving building facades. Ducktown sees considerable foot and vehicle traffic, and the state of deterioration in its business districts is apparent. A façade program would benefit all users of the neighborhood’s commercial districts, making the districts more desirable as a place to live and spend time and money. This could also have the effect of encouraging new tenants to set up shops in the neighborhood. The façade program should be phase in the same manner as the sidewalk program discussed above.

**Reclaim Vacant Spaces and Unused or Rarely Used Parking Lots.** A great example of this action is the parklet that has been developed at the intersection of Arctic and Mississippi Avenues. A beautiful park and mural have replaced an unkept vacant space in the heart of Ducktown. The Noyes Arts Garage of Stockton University, in partnership with the Ducktown Neighborhood CDC, commissioned local artist Susan Daly to produce, “Ducktown, rolling Into the Future.” Daly is a professional artist, children’s book illustrator, large mural creator, portrait artist and all around anything you want commission collaborator. She describes her commissions as “collaborations” because, “the process truly is a combination of my client’s theme, then they allow me to create the



image as I see it.” She designs and paints her work herself and has many styles from hyper realistic to more graphic faux mosaic. In this mural displayed in Ducktown, she combines both styles.

These spaces can be used to host events, create playgrounds, or pocket parks. The park at Arctic and Mississippi Avenue is currently being renovated by the CRDA in partnership with the Ducktown CDC. A new concrete patio, furnishings including Adirondack chairs and chess tables, planters, and other improvements will be completed by Spring 2022.



**Atlantic Avenue Enhancements.** The City of Atlantic City is embarking on major improvements on Atlantic Avenue. The entire length of Atlantic Avenue from Maine to Albany will be improved with fiber optic cable and traffic signal synchronization, new pedestrian scale lighting when none exists, safety improvements, and paving. Fiber optic technology is a game changer in the infrastructure development of the 21<sup>st</sup> Century. This technology will enable:

- Surveillance & Security - In a time where safety and security are few of the many priorities of a city, the need for video surveillance is growing more than ever. Throughout the years, surveillance systems have proven itself to be an effective crime deterrent all around the world. With fiber optics, Smart Cities are able to provide city-wide surveillance cameras that require high data transmitting speed. Hence, helping them improve the safety and security of its residents.
- Traffic Congestion Control - One of the greatest challenges in Atlantic City which host over 24 million visitors a year is traffic congestion. When the traffic is not controlled immediately, it can affect its citizens' quality of life. That is why it is important to have traffic lights, message signs, and other traffic systems technologies. In Smart Cities, fiber optics enable its citizens to enjoy the aid of complex networks that control the sensors of the mentioned traffic systems. That said, fiber technology is a great help when it comes to traffic control and monitoring.
- The Rise of Smart Buildings - Alongside the rise of technological advancements, is the development of smart buildings all over the world. When you take a look at these buildings,

you will see that they have fiber optic technology installed on its premises. With its help, these smart buildings are able to connect to city facilities such as telecommunications services, climate control, and lighting systems without problems.

The NPP and NRTC funding will enable the Ducktown CDC to coordinate aesthetic improvements on Atlantic Avenue during this construction. Decorative lighting, banner supports and banners, wayfinding, street furnishing, and façade improvements will be timed to leverage the City's improvements on Atlantic Avenue.

**Develop the Neighborhood as a Transit Village.** Using the criteria developed for communities becoming a NJ Department of Transportation-designated Transit Village, development regulations in Ducktown should be modified to encourage high-density mixed-use development on vacant properties close to the rail terminal along with pedestrian, bike, and mass transit amenities. For example, covered bike racks should be required for multi-unit dwellings as well as commercial and institutional establishments.

**Implementation Pedestrian Safety and Bike Network Improvements.** The *Atlantic City Bicycle and Pedestrian Plan, 2013* includes a variety of recommendations to improve pedestrian and bicycle safety and mobility. Collectively, the Plan provides the City with a blueprint to guide the development of a comprehensive network for biking and walking. The Plan includes the following recommendations that effect the Ducktown area:

- Improve pedestrian safety at high crash locations with a focus on the intersections of Atlantic and Michigan Avenues and Atlantic and Missouri Avenues.
- Provide for a bike boulevard on Sunset Avenue from Atlantis to Texas Avenues.
- Engage local artists to design bike racks for the Ducktown neighborhood and place them near parks, commercial areas, and schools.
- Install bike rental kiosks similar to the kiosks located at Showboat and the Claridge within the neighborhood.

**Undertake improvements to the Ducktown streetscape to address the physical aspects of the neighborhood that enable or contribute to crime.** Risk terrain modeling identifies physical aspects of the city landscape that contribute to crime. Rather than targeting people, addressing the landscape may make the neighborhood a less desirable place for crime to occur.

**Encourage pop-up eateries in Ducktown.** Pop-up eateries are a unique way to activate vacant spaces and to attract new visitors to an area. There are local non-profits who are interested in operating pop-up eateries in Atlantic City. Ducktown is an ideal location given its walkability, close proximity to The Walk, The Art Garage, Dante Hall, and Boardwalk Hall.

**Identify potential sites for ARTeriors displays.** In a continuing effort to bring more of the arts to Atlantic City, the Atlantic City Arts Foundation has developed ARTeriors — a program that is hoped to be an ongoing event to “highlight the redevelopment and renewal of Atlantic City by inviting artists to create temporary installations within condemned buildings, properties slated for renovation or sale, and possibly outdoor spaces.” Given that Ducktown area is considered the Arts District of the City, such an event is a perfect fit and will bring additional interest and foot traffic to the neighborhood.

**Maintain an authentic sense of place.** Ducktown has a rich history. Improving the quality of life makes it easier to attract new businesses and new residents. Placemaking speaks to the character, style, and aspirations of the neighborhood. Ducktown has a growing arts district that is anchored with Boardwalk Hall, the Arts Garage and Dante Hall that should be expanded.

**Figure 14: Arts District Graphics**



**Organize events to boost foot traffic and promote businesses.** Community events already help define Ducktown. The Wedding of the Sea Festival and Second Friday Receptions at the Arts Garage have been tremendously successful in bringing people together and marketing the neighborhood. These efforts should be reinforced and expanded. Specifically, local partners should seek to:

- Work in cooperation with Tanger Outlets to provide street concerts and shopping and dining specials with participating merchants.
- Leveraging Jim Whelan Boardwalk Hall by cross marketing the Ducktown eateries with ticket sales for various events.
- Consider a holiday festival around Christmas that would include special, live music and holiday lights.

**Explore opportunities to create live-work units in the neighborhood.** Live-work units can be successful when they develop organically as groups of artists, small scale boutique industry, artisans and other creative individuals in older, non-residential structures who gradually improve them over time. Live-work units can also be successful when developed by a non-profit entity with an interest in ensuring that spaces are used as living and working spaces by





making them affordable to artists and assuming a management role that works to ensure the long-term viability of the project.

**Reexamine landscaping requirements in order to facilitate neighborhood resiliency and safety.** With neighborhood beautification identified as a concern of residents, the types of trees and arrangement of landscaping needs to be comprehensively addressed to promote beautification while ensuring a degree of consistency and safety to pedestrians, residents, and property owners. Low-maintenance plants should be encouraged, particularly in public rights-of-way. Street trees should be selected that are tolerant to salt and that would not cause sidewalk damage owing to its roots.

**Provide business counseling and seed funding.** Ducktown is home to many local established businesses and national chains and franchises. These types of businesses typically have an easier time starting and running a business than new small business owners, particularly those who are immigrants or new to the area. Ducktown or Atlantic City as a whole would benefit from having a business development point-person that would assist new or prospective businesses connect with the City administration, existing business services, and provide information to businesses about incentives and initiatives. Such a position would help new businesses navigate various aspects of development, and potentially provide micro-loans or other seed funding to benefit businesses needing marginal assistance. The organization of local businesses into a hyper-local chamber of commerce or involving them with the Ducktown CDC would further build local support and capacity to advocate for the neighborhood.

**Repetitive Loss Home Elevation** - There are at least fourteen homes in Ducktown that are classified as repetitive loss properties. These properties qualify for a FEMA home elevation grant of at least 75 percent of the cost of elevation as long as they have flood insurance through the National Flood Insurance Program. NRTC funds can be used to pay for NFIP flood insurance for those properties that cannot afford flood insurance and to pay for an elevation certificate if needed. FEMA applications are submitted in the fall of each year with approval expected in the following fall. The Ducktown CDC may develop a short list of experienced elevation contractors to complete the construction. NFIP funds may be used to front the cost of each elevation and to fund the local match which will not exceed 25 percent of the elevation costs. NPP funds can be used to improve the street facing façade of the building if needed. The property owner would be responsible for any non-eligible costs such as interior renovations. The benefits of this program are many. The repetitive loss properties are elevated out of harm's way. The property value will be enhanced, and future flood insurance costs will be reduced. The renovated property will have a positive impact on the entire neighborhood.

**Build on the existing Arts Programs.** The CDC, local leaders, and partners such as Stockton University and the Atlantic City Ballet have long been undertaking an effort to position the neighborhood as an Arts District. These efforts have so far been successful, inclusive of the addition of the Arts Garage with studio/gallery spaces, performances at the renovated Dante Hall, new displays at Boardwalk Hall and public art in locations throughout the neighborhood (perhaps most notably the Pacific Gardens location along Pacific Avenue and the new mural at Mississippi and Arctic Avenues). In addition, several artists reside in Ducktown. The neighborhood can continue to benefit by bringing more attention, visitors, and patrons to support the arts in the neighborhood. The State of New Jersey offers several grants and financing supporting the arts, including for capital facilities, operating, and program support. Non-profits such as the South Jersey Cultural Alliance and the Dodge Foundation as well as private individuals and businesses can also be tapped to provide arts support. Connections to the neighborhood's immigrant communities would greatly enhance Ducktown's status as an art neighborhood and facilitate expression and cultural connections.



**Use Historic Preservation as an Economic Development tool.** Historic preservation has been used as an economic development tool for communities across the world. Neighborhood historic preservation – including the placement of buildings and neighborhoods on the National and State Registers of Historic Places – brings attention to areas with significant, historic, and cultural contributions. Ducktown’s history as a home for Italians and Italian-Americans, and its more recent history as a home for immigrants from all over the world coming to work in Atlantic City contributes to both the City’s and state’s tourism history makes it an ideal candidate for historic preservation efforts. In 1979, a historic resources survey identified many buildings in the neighborhood (particularly between Artie and Pacific Avenues) that could be eligible for listing on the New Jersey Register of Historic Places as part of a neighborhood district.



Atlantic City has established a historic preservation commission and has become a Certified Local Government. Participation in historic preservation activities may provide financing opportunities for building rehabilitations and history projects undertaken by area non-profits.

A Ducktown Historic District, encompassing much of the neighborhood, would facilitate an “opt-in” approach that allows property owners to voluntarily participate in the program while giving structure to community members and associations who wish to underscore the neighborhood’s history.

**Encourage community gardens in existing public space.** The southern half of the state is filled with 92 so-called “food deserts” — areas such as Atlantic City where a substantial number of people with low incomes do not have easy access to supermarkets or large grocery stores. Food deserts, based on U.S. Census Bureau data, are defined as areas where at least 20 percent of families are at or below the federal poverty line, or make 20 percent less than the median family income in surrounding areas, and a third of the families in that area are a mile away from a supermarket in urban areas, or 10 miles away in rural areas. Atlantic City’s food deserts leave about 39,000 residents relying on closer, healthier options found at convenience stores or fast-food restaurants, replacing fresh produce and whole grains with foods high in sugar, fat, and sodium — all of which could lead to obesity and diet-related diseases such as diabetes and heart disease. AtlantiCare, has partnered with the Atlantic City Housing Authority and Urban Redevelopment Agency and the Rutgers Cooperative Extension of Atlantic County, to build six community gardens in Atlantic City. A

community garden in Ducktown, perhaps at the new park site would be a welcomed addition to the neighborhood.

### **Neighborhood Partners/Non-Profits**

Ducktown Community Development Corporation - The Ducktown CDC, originally known as the Ducktown CDC, has a long history of bringing the residents and businesses of Ducktown together. The Ducktown CDC strives to have a stronger voice in decisions being made that impact its community. Undertaking the Revitalize Ducktown Strategy to qualify for Neighborhood Revitalization Tax Credits was a watershed moment for the Ducktown CDC. The planning process offered an unparalleled opportunity for the Ducktown CDC to take a pivotal role in listening to residents and guiding the neighborhood's future through a platform that until now did not exist.

Groups that have been involved in the Ducktown efforts include:

- Atlantic City - Mayor's Office
- Atlantic City - City Council
- Atlantic City Arts Foundation
- Atlantic City Board of Education
- Atlantic City Boys and Girls Club
- Atlantic City Community Fund
- Atlantic City Initiatives Office
- Atlantic City Jitney Association
- Atlantic City Licensing & Inspections Department
- Atlantic City Planning & Development Department
- Atlantic City Police Athletic League
- Atlantic City Police Department
- Atlantic City Public Works Department
- Atlantic Cape Community College
- AtlantiCare Foundation
- Atlantic County Improvement Authority
- Boys & Girls Club of Atlantic City
- Community Foundation of South Jersey
- Creative New Jersey
- Dodge Foundation
- Greater Atlantic City Chamber of Commerce
- Hard Rock Casino Hotel Foundation
- Jewish Family Services
- Metropolitan Business & Citizens Association
- Mud Girls
- New Jersey Casino Reinvestment Development Authority
- New Jersey Department of Community Affairs
- New Jersey Economic Development Authority
- New Jersey Governor's Office of Rebuilding and Recovery
- New Jersey Governor's Office – Atlantic City Special Counsel
- O.C.E.A.N., Inc.
- Parish of Saint Monica
- South Jersey Industries

- Stockton University
- Tanger Outlets – The Walk
- US Army Corps of Engineers
- Volunteers of America



### **Timeline of Visible/Tangible Projects that Address District Goals**

The Neighborhood Preservation Program focuses on Place-Based Revitalization driven by the community. Community-Driven visible and tangible change tends to result in Enhanced Community Value. These values are measured in four ways:

- Place Value - the physical/public realm - the parks, plazas, streets, and stoops - and that connective tissue between public and private
  - Measure: do people feel like they belong there?
  - This value is addressed in the Year 1 NPP Budget in many ways – the wayfinding design, banners, improvements to the park at Mississippi & Arctic are good examples.
- Economic Value - from anchor institutions to mom & pops, to lemonade stand entrepreneurs - the more cross-scale synergy, the stronger the economic value
  - Measure: do people want to spend their money there?
  - This value is addressed in the Year 1 NPP Budget by investing in commercial façade improvements and cooperative marketing.

- Social Value - We are social beings - and our NPP Districts are environments where people feel welcome, will linger, and want to visit repeatedly.
  - Measure: do people connect with one another here?
  - This value is addressed throughout the NPP effort by park improvements, banners, arts district enhancements, wayfinding, etc.
- Civic Value - There is no “They” – nor is there an “NPP Fairy” to GSD. “They” are the engaged community - the stakeholders, the champions, and the stewards.
  - Measure: are people engaged there?
  - Most of the NPP Plan is designed to enhance Civic Value. Hiring local residents to be serve as Neighborhood Ambassadors, creating a sense of place, continuing to involve the community in the NPP planning process are all examples of how Civic Values will be enhanced.

This NPP Plan is designed to address each of these values. The NPP Plan calls for the completion of major projects in the following timeline:

- Wayfinding Design – 2022
- Banners – 2022
- Home Buyer Assistance – 2022
- Art District Enhancement – 2022
- Neighborhood Ambassadors – 2022
- Small Business Assistance – 2022
- Art Influenced Bike Racks - 2023
- Wayfinding Installation – 2023, 2024, 2025, 2026
- Façade Improvements – 2022, 2023, 2024, 2025, 2026
- Marketing Campaign - 2022, 2023, 2024, 2025, 2026
- Mississippi & Arctic Avenue Streetscape Improvements – 2022
- Atlantic Avenue Streetscape Improvements – 2023
- Fairmount Avenue Streetscape Improvements – 2024
- Georgia Avenue Streetscape Improvements – 2025
- Florida Avenue Streetscape Improvements – 2026

The year 1 budget provided below represents a \$125,000 NPP grant and \$25,000 in matching funds. The following actions are planned in 2022.

**Retain Professional to Design Wayfinding System (\$20,000)**

Provide design concepts for wayfinding for the District.

**Install Banners on Mississippi, Atlantic, Arctic, and Fairmount Avenue (\$15,000)**

Banners and brackets to be used to brand Ducktown.

**Upgrade LED Decorative Streetlights on Mississippi Avenue and Arctic Avenues (\$10,000)**

Collaborating with our partners, the CRDA Special Improvement District, the lights in Mississippi Avenue will be painted where needed and a missing streetlight will be replaced. Assuming the City and the Ducktown CDC are successful in securing additional funds, new decorative lighting will be installed on Arctic Avenue from Georgia to Mississippi, enhancing the heart of Ducktown’s business district. The \$10,000 will fund the replacement of the missing light.



Ducktown NNP Budget - 2022-2026				
Actions	NPP Funds	NRTC Funds	Local Match	Total Budget
<b>2022</b>				
Wayfinding Design	\$ 20,000			\$ 20,000
Banners	\$ 15,000			\$ 15,000
Upgrade Streetlights on Mississippi & Arctic Avenues	\$ 10,000	\$ 100,000		\$ 110,000
Mississippi & Arctic Avenue Façade Improvement Program	\$ 10,000	\$ 15,000		\$ 25,000
Texas Avenue Paving - Fairmount to Atlantic Avenue	\$ -	\$ -	\$ 150,000	\$ 150,000
Home Buyer Assistance	\$ 10,000	\$ 10,000		\$ 20,000
Restaurant & Mural Tours	\$ -	\$ 5,000		\$ 5,000
Arts District Enhancements	\$ 10,000	\$ 10,000		\$ 20,000
Neighborhood Ambassadors	\$ 15,000	\$ 15,000		\$ 30,000
Small Business Assistance	\$ 10,000	\$ 10,000		\$ 20,000
Ducktown Marketing Campaign	\$ 5,000	\$ 8,000		\$ 13,000
Administration	\$ 20,000			\$ 20,000
<b>Total</b>	<b>\$ 125,000</b>	<b>\$ 173,000</b>	<b>\$ 150,000</b>	<b>\$ 448,000</b>
<b>2023</b>				
Wayfinding System	\$ 30,000			\$ 30,000
Atlantic Avenue Streetscape Improvements	\$ 25,000			\$ 25,000
Atlantic Avenue Façade Improvement Program	\$ 20,000	\$ 20,000		\$ 40,000
Mississippi Avenue Paving - Fairmount to Arctic Avenue	\$ -		\$ 117,000	\$ 117,000
Install Art Influenced Bike Racks	\$ 10,000			\$ 10,000
New Event	\$ 10,000			\$ 10,000
Marketing Campaign	\$ 15,000			\$ 15,000
Atlantic Avenue Improvements	\$ -		\$ 20,000	\$ 20,000
Administration	\$ 15,000			\$ 15,000
<b>Total</b>	<b>\$ 125,000</b>	<b>\$ 20,000</b>	<b>\$ 137,000</b>	<b>\$ 282,000</b>
<b>2024</b>				
Wayfinding System	\$ 30,000			\$ 30,000
Fairmount Avenue Streetscape Improvements	\$ 50,000	\$ 20,000		\$ 70,000
Fairmount Avenue Façade Improvement Program	\$ 20,000			\$ 20,000
Marketing Campaign	\$ 10,000			\$ 10,000
Atlantic Avenue Improvements	\$ -		\$ 20,000	\$ 20,000
Administration	\$ 15,000			\$ 15,000
<b>Total</b>	<b>\$ 125,000</b>	<b>\$ 20,000</b>	<b>\$ 20,000</b>	<b>\$ 165,000</b>
<b>2025</b>				
Wayfinding System	\$ 35,000			\$ 35,000
Georgia Avenue Streetscaping Improvements	\$ 50,000	\$ 20,000		\$ 70,000
Georgia Avenue Façade Improvement Program	\$ 20,000			\$ 20,000
Marketing Campaign	\$ 5,000			\$ 5,000
Atlantic Avenue Improvements	\$ -		\$ 20,000	\$ 20,000
Administration	\$ 15,000			\$ 15,000
<b>Total</b>	<b>\$ 125,000</b>	<b>\$ 20,000</b>	<b>\$ 20,000</b>	<b>\$ 165,000</b>
<b>2026</b>				
Wayfinding System	\$ 35,000			\$ 35,000
Florida Avenue Streetscaping Improvements	\$ 50,000	\$ 20,000		\$ 70,000
Florida Avenue Façade Improvement Program	\$ 20,000			\$ 20,000
Marketing Campaign	\$ 5,000			\$ 5,000
Atlantic Avenue Improvements	\$ -		\$ 20,000	\$ 20,000
Administration	\$ 15,000			\$ 15,000
<b>Total</b>	<b>\$ 125,000</b>	<b>\$ 20,000</b>	<b>\$ 20,000</b>	<b>\$ 165,000</b>
<b>5 Year Totals</b>	<b>\$ 625,000</b>	<b>\$ 253,000</b>	<b>\$ 347,000</b>	<b>\$ 1,225,000</b>

### **Improvements (\$10,000)**

NPP funding will be used to leverage NRTC funds to offer façade grants to home and business owners on Mississippi and Arctic Avenues.

### **Texas Avenue Paving**

The City has secured a NJDOT grant to pave Texas Avenue from Fairmount Avenue to Atlantic Avenue. This work is scheduled for 2022-2023.

### **Home Buyer Assistance (\$10,000)**

Less than 30 percent of the homes in Ducktown are owner occupied. NPP funding will be used to leverage NRTC funds to start a home buyer assistance program.

### **Restaurant & Mural Tours**

NRTC funds will be used to fund the continuation of the restaurant tours and the create mural tours in Ducktown.

### **Arts District Enhancements (\$10,000)**

NPP funding will be used to leverage NRTC funds to make Arts District enhancements throughout the neighborhood. This will include art improvement such as specially designed bike racks in the neighborhood.

### **Neighborhood Ambassadors (\$15,000)**

NPP funding will be used to leverage CRDA Special Improvement Districts Ambassador program to hire part time neighborhood residents to assist residents and visitors. Their responsibilities will include surveying abandoned homes, code violations, trash accumulation, streetlight outages, and to assist in special events and accommodating visitors.

### **Small Business Assistance (\$10,000)**

NPP funding will be used to leverage NRTC funds to assist small businesses through micro-grants and direct assistance.

### **Ducktown Marketing Campaign (\$5,000)**

NPP funding will be used to leverage NRTC fund to create a robust marketing presence for the Ducktown neighborhood through a new web site, social media, advertising, etc.

### **Administration (\$20,000)**

Preparation of NPP Plan and Grant Administration

### **Other People's Money**

There are several projects that will occur using Other People's Money in addition to the paving of Texas Avenue which is discussed above. The City will also start the design of bulkhead improvements in Ducktown to protect the neighborhood.

The CRDA Special Improvement District has agreed to remove the existing trees on Mississippi Avenue which are overgrown and replace them with new trees. Consistent tree crates will be installed, and the sidewalk will be replaced or repaired as needed.

The CRDA Special Improvement District have begun to enhance the park at the intersection of Mississippi & Arctic with new concrete, landscaping, a retaining wall, and furnishings including Adirondack chairs and chess tables.



## **Funding Opportunities**

### **Bank Contributions**

The Community Reinvestment Act or “CRA” is a federal regulation that was first passed in 1977. It is designed to encourage insured financial institutions (i.e., banks) to help meet the credit and community development needs of all income levels in the communities where they operate. The CRA requires banks to demonstrate their performance in meeting the needs of everyone in their community. All banks are periodically evaluated by their federal banking regulator to ensure that their lending is meeting the needs and is inclusive of all income levels in their markets. Larger banks must also show how they support their communities through community development services and qualified investments. Non-profit organizations are important partners in bank community development. Non-profits understand the areas of need in a community and are on the front line of meeting those needs through their own programs and services. Banks often partner with and support local non-profits as part of their overall CRA strategy. The following banks are located in the Atlantic City area and assist non-profits.

## **OceanFirst Foundation**

[www.oceanfirstfdn.org](http://www.oceanfirstfdn.org)

**OceanFirst Foundation** provides grants that help families, organizations, schools, and communities in southern New Jersey. The project must fit within their four core priority areas: Health and Wellness, Housing, Improving Quality of Life, and Youth Development and Education.

## **Wells Fargo Bank**

Wells Fargo Bank collaborates with community organizations, nongovernmental organizations (NGOs), local governments, and other stakeholders to deliver capital, credit, financial education, and other solutions that meet the needs of our customers and communities and, ultimately, help make our economy stronger. Some of our key initiatives include:

- The Wells Fargo NeighborhoodLIFT program supports sustainable homeownership and help stabilize low- to moderate-income neighborhoods by providing down payment assistance and homebuyer education in collaboration with NeighborWorks® America and local non-profit housing organizations.
- Wells Fargo Works for Small Business® provides a wide range of resources, guidance, and services that help entrepreneurs take the next step toward their goals.
- The Hands on Banking program and its Spanish-language counterpart, El Futuro en tus Manos® is a free and fun money management program that teaches people in different stages of life the basics of responsible money management. Two of our newest programs include Hands-on Banking for Military and Hands-on Banking for Seniors.
- Wells Fargo Community Lending and Investment supports economic development by investing debt and equity capital in low- and moderate-income neighborhoods with limited access to traditional financial services.
- CommunityWINS<sup>SM</sup>Community Wins Opens Dialog (Working/Investing in Neighborhood Stabilization) in collaboration with the U.S. Conference of Mayors provides \$3 million over 3 years to non-profits and cities that support neighborhood revitalization, economic development, and job creation initiatives.
- The Wells Fargo Works for Small Business®: Diverse Community Capital program provides diverse-owned small businesses with access to capital, technical assistance, business planning and other tools and resources.

## **TD Bank**

- Community Sponsorship - Sometimes, communities and the non-profits that serve them need a onetime boost to reach a specific goal. Or they want to offer an educational or entertainment series that enriches their neighborhood and expands their community's connections. From Maine to Florida, TD Bank sponsors events, programs, projects, and activities that make a positive local impact, investing in the places and people.
- Housing for Everyone Competition



- **Non-profit Resource Training Fund** - Non-profit organizations are often the backbone of a community, providing necessary services like job placement, meal delivery and training that would not be available otherwise. Their employees—dedicated to their organization's mission—can spend long hours performing a variety of tasks, sometimes reaching outside of their own professional knowledge and experiences. Through the Non-Profit Resource Training Fund, eligible community-based organizations can receive grants of up to \$1,000 for employees to attend approved classes and receive the education they need to help themselves and their programs succeed.

### **PNC Bank**

PNC Foundation has been supporting non-profit organizations for decades. The Foundation exists to establish partnerships with community-based non-profit organizations in order to enhance educational opportunities for children and to promote the growth of targeted communities through economic development initiatives. PNC Foundation concentrates its charitable giving on non-profit organizations focusing on the following areas:

- Education—the Foundation provides sponsorship to less-fortunate children, ages 0-5; and to programs that focus in the areas of math, science, financial education and also provide direct services to children in their classroom; professional development to teachers; family engagement, etc.
- Economic Development & Community Services— sponsorship is provided to community development initiatives that promote the growth of targeted low-and moderate-income communities and/or provide services to these communities, such as job training programs, early learning, and educational enrichment programs for children in low-and moderate-income families.
- Affordable Housing and Community Development – grants are provided to non-profits that provide transitional housing and/or counseling services; as well as non-profit organizations that provide services for small businesses.
- Revitalization and Stabilization of Low-and Moderate-Income Areas – support is given to organizations that help stabilize communities.
- Arts & Culture – grants are provided for cultural enrichment programs.

### **Bank of America**

In 2019, the Bank of America Charitable Foundation will issue two requests for proposals on the priority focus area of economic mobility:

- The first will focus on the on the needs of individuals and families by investing in workforce development & education and basic needs.
- The second will focus on the needs of the community by addressing economic development and social progress by investing affordable housing, revitalization, arts, and the environment.

### **Reinvestment Fund**

#### *Healthy Food Financing Initiative*

[www.investinginfood.com](http://www.investinginfood.com)

Targeted grants are available for eligible projects or partnerships that seek to improve access to healthy food in underserved areas. Approximately \$1.4 million will be available to fund applications under this program. Grant awards range from \$25,000-\$250,000.

## **USA Today**

*A Community Thrives*

[www.act.usatoday.com](http://www.act.usatoday.com)

A Community Thrives empowers communities to take on local challenges and share the issues important to them around education, wellness, and culture, on a national platform. USA Today does more than just provide grant money to local organizations. They promote ideas and communities.

## **Geraldine Dodge Foundation**

**[www.grdodge.org](http://www.grdodge.org)**

The Geraldine R. Dodge Foundation supports arts, education, environment, informed communities, and poetry to connect communities and influence social change to achieve an equitable New Jersey.

## **New Jersey Community Capital**

**[www.newjerseycommunitycapital.org](http://www.newjerseycommunitycapital.org)**

New Jersey Community Capital is a non-profit community development financial institution that provides innovative financing and technical assistance to foster the creation of quality homes, educational facilities, and employment opportunities in underserved communities of New Jersey.

**NJHPO Historic Preservation Fund Certified Local Government Application** – since Atlantic City is a Certified Local Government, the City qualifies for this State grant program provides up to \$55,000 with no match for surveys, registration, planning and education.

**NEH Public Humanities Projects Grants** – this National Endowment for the Humanities grant supports planning grants (up to \$75,000) and implementation grants (up to \$400,000) for:

- Community Conversations – public programs that are centered on one or more significant humanities resources, such as historic artifacts.
- Exhibitions – permanent exhibitions and single-site temporary exhibitions.
- Historic Places – long term interpretive programs for historic sites, houses, and neighborhoods.

**NJHT - Preserve NJ Historic Preservation Fund** –There are three funding options through this State grant program:

- Historic Site Management Grants - this grant is intended to aid historic property owners and managers to enhance long term planning for operations and programs (up to \$50,000; match \$1 for every \$3 requested)
- Level I Capital Preservation Grants – maximum of \$150,000, match \$2 for every \$3 requested.
- Level II Capital Preservation Grants - maximum of \$750,000, match \$1 for every \$1 requested.

**The 1772 Foundation** – provides annual grants in partnership with the New Jersey Historic Trust for exterior work: painting, surface restoration, fire/security systems, repairs to/restoration of porches, roofs and windows, repairs to foundations and sills, and chimney and masonry repointing. Grants range from \$1,295 to \$15,000. A 1:1 match is required.

**National Endowment for the Arts, Our Town Grant** – this grant provides creative placemaking funds of up to \$200,000 with a 1:1 match required. Supports projects that lay the groundwork for

systemic changes that sustain the integration of arts, culture, and design into the local strategies for strengthening communities.

**IMLS Museums of America** - Supports projects that strengthen the ability of an individual museum to serve its public and has three project categories. Up to \$250,000, a 1:1 match is required.

- Lifelong learning that positions museums as unique teaching and inquiry-focused institutions within today's learning ecosystem.
- Community anchors and catalysts that strengthen a museum's capacity to improve social well-being.
- Collections stewardship and public access to maximize the long-term preservation of collections and/or curatorial proficiency, the development of well-grounded policies, and project-based technical training for museum staff, volunteers, and interns.

**IMLS Inspire! Grants for Small Museums (\$5,000 - \$50,000)** - A special initiative of the Museums for America program designed to help small museums implement projects that address priorities identified in their strategic plans. Applications should focus on providing rich learning experiences for individuals of all ages, backgrounds, and circumstances; supporting partnerships aimed at assessing and addressing the needs of their communities; strengthening the role of museums as trusted stewards of the collections; and/or expanding access to collections and associated resources. No match is required.

**IMLS Museums Empowered (\$5,000 - \$250,000)** - A special initiative of the Museums for America program that supports staff capacity building projects that use professional development to generate systemic change within a museum including museum staff, leadership, and volunteers. The Museums Empowered program has four project categories: (1) digital technology, (2) diversity and inclusion, (3) evaluation, and (4) organizational management. A minimum 1:1 match is required.

**IMLS National Leadership Grants for Museums (\$5,000 - \$1,000,000)** - Supports projects that address critical needs of the museum field and that have the potential to advance practice to improve museum services for the American public. A minimum 1:1 match is required. This program has five project categories:

1. Collection care and public access,
2. Data, analysis, and assessment through qualitative and quantitative approaches to shed new light on museum services,
3. Digital platforms and applications that use technology to further lifelong learning, community collaboration, and public access,
4. Diversity and inclusion that help museums work with community members and organizations as partners to broaden opportunity and access, and
5. Professional development to support skill-building and capacity-expanding programs.

**NEH Infrastructure and Capacity Building (up to \$750,000)** - The National Endowment for the Humanities (NEH) Infrastructure and Capacity Building Challenge Grants program seeks to strengthen the institutional base of the humanities in the United States through matching grants to libraries, museums, archives, colleges and universities, historic sites, scholarly associations, and other cultural institutions for efforts that build institutional capacity or infrastructure for long-term sustainability. Eligible activities include the documentation of cultural heritage materials that are lost or imperiled; the preservation and conservation of humanities materials; and the sustaining of digital scholarly infrastructure. Challenge grants may also support the purchase of equipment and



software; the design, purchase, construction, or renovation of facilities needed for humanities activities; and collections sharing. Up to 10 percent of total grant funds (federal matching funds plus certified gifts) may be used for fundraising costs during the period of performance.

**NJDOT Transportation Alternatives Set-Aside Program** - The Transportation Alternatives Program (TAP) provides federal funds for community based “non-traditional” projects designed to strengthen the cultural, aesthetic, and environmental aspects of the nation’s intermodal system. Construction-ready projects must fall into one the following seven categories to be eligible:

- Provisions of facilities for bicycles and pedestrians.
- Scenic or historic highway programs, including the provision of tourist and welcome center facilities as well as scenic turnouts, overlooks, and viewing areas.
- Landscaping and scenic beautification.
- Historic preservation.
- Rehabilitation of historic transportation buildings, structures, and facilities (including historic railroad facilities and canals).
- Preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian and bicycle trails).
- Environmental mitigation to address water pollution due to highway runoff or reduce vehicle- caused wildlife mortality while maintaining habitat connectivity.

### **Building Momentum: Partnerships and Resource Development**

Throughout the life span of a community development project or organization, it is important to always be focused on partnership and resource (financial and otherwise) development. The following are some contacts and informational resources that may help that process:

#### **Elected Officials Directory and Legislative Information**

<http://www.montclair.edu/newsinfo/findofficial.html>

<http://congress.org/congressorg/officials/state>

These online resources provide information about state and local elected officials and current legislative issues.

#### **New Jersey Economic Development Authority (EDA)**

PO Box 990

Trenton, NJ 08625-0990

Phone (609) 292-1800

<http://www.njeda.com/notforprofits.asp>

This state entity provides low-interest loans and other resources to help businesses and non-profit agencies get the capital they need to invest and expand in New Jersey.

#### **New Jersey Economic Development Directory**

[http://www.ecodevdirectory.com/new\\_jersey.htm](http://www.ecodevdirectory.com/new_jersey.htm)

If your issues are focused on or related to urban or economic revitalization, this site can help you find existing economic development agencies.

State of New Jersey Grant Resources <http://www.state.nj.us/grants.html>

This Web page provides information on types of grant programs offered by the State of New Jersey.

**Council of New Jersey Grantmakers**

315 West State Street (Office)  
101 West State Street (Mailing)  
Trenton, NJ 08608  
Phone 609-341-2022 Fax 609-777-1096

[www.cnjg.org](http://www.cnjg.org)

E-mail: [brambo@tesc.edu](mailto:brambo@tesc.edu)

This is a regional association of Grantmakers in New Jersey. Additional information about the forum can be found at [http://givingforum.org/about/profile\\_newjersey.html](http://givingforum.org/about/profile_newjersey.html)

**Fannie Mae Foundation**

Phone 202-274-8057

[grants@fanniemaefoundation.org](mailto:grants@fanniemaefoundation.org) <http://www.fanniemaefoundation.org/grants/grants.shtml>

The Fannie Mae Foundation awards grants to non-profit organizations that create affordable homeownership and housing opportunities in cities, towns, and rural areas across the United States.

**Ford Foundation**

320 East 43 Street New York, NY 10017

<http://www.fordfound.org/about/guideline.cfm>

One of the areas of interest for this national Grantmaker is its Asset Building and Community Development Program.

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