



FOR IMMEDIATE RELEASE  
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## **NEW CREATIVE PLACEMAKING PROJECT INSTALLED AT ROOSEVELT PLAZA PARK**

*Mayor Dana L. Redd Launches "Pop-Up Park" to Transform Space, Increase Safety, and Promote Public Use of Civic Open Spaces*

Camden, NJ – Today, Mayor Dana L. Redd, Cooper's Ferry Partnership, and the Camden Special Services District launch a new creative placemaking project in Roosevelt Plaza Park. Funded by the William Penn Foundation, the project brings new art, landscaping, lighting, and seating to the plaza – transforming the space into a “pop-up park” that residents, employees and visitors can enjoy until December 2014.

The overall goal of this new creative placemaking project is to encourage city residents, employees, students and visitors to utilize and enjoy safe public spaces in the City of Camden. Additionally, improvements to the park seek to entice more residents, employees, students, and cyclists along the Camden GreenWay – part of The Circuit, the region's developing trail network aiming to connect 750 miles of trails across Greater Philadelphia and New Jersey – to visit and use the city's civic spaces.

Some of the new enhanced features in Roosevelt Plaza Park include: colorful tables and chairs, shade structures, an outdoor piano, enhanced landscaping and new lighting units that double as public art.

Group Melvin Design, a planning and urban design firm based in the City of Camden and Sikora Wells Appel, a landscape architecture firm based in Haddonfield, NJ led the design and implementation of the "pop-up park". The project team commissioned New American Public Art, a Philadelphia-based art collective, to create the lighting units for the space.

Intermediate bulk container (IBC) totes, which are used to store mass quantities of liquid, have been repurposed by Camden-based Kelly Drums and are being used as planters and lighting units around the park space. The lighting units utilize motion sensors to produce an interactive and colorful experience for visitors at night. Lighting features are programmed to activate at sundown to ensure a safe and enjoyable user experience at night.

An extensive data collection process will evaluate how park users are interacting with the new amenities and space. This effort will include user surveys, time-lapse imagery, and mapping, which will guide future park improvements.



The Camden Special Services District cleans, maintains, and staffs Roosevelt Plaza Park Monday to Saturday from 6:30 a.m. to 6:30 p.m. and Sunday from 12:00 p.m. to 4 p.m. The park is also patrolled throughout the evening by the Camden County Metro Police Department and Allied Barton officers.

To follow the progress of the Roosevelt Plaza Park project, visit the park's Facebook page at Roosevelt Plaza Park, or follow #RooseveltPlazaPark on Twitter and Instagram.

**About Cooper's Ferry Partnership:**

Cooper's Ferry Partnership is a nonprofit economic development corporation that facilitates long-range policy, real estate and infrastructure projects in Camden, NJ to revitalize the City as a great place to work, live and invest. For more information on Cooper's Ferry Partnership, visit [www.coopersferry.com](http://www.coopersferry.com), follow on Twitter @Coopersferry and on Facebook at Cooper's Ferry Partnership.

**About Group Melvin Design:**

Group Melvin Design specializes in planning, urban design and community development and redevelopment. The firm advances the practice of building and maintaining healthy, vibrant, enduring communities by offering both planning and implementation solutions to public and private sector clients that share a commitment to smart growth and to social, economic and environmental sustainability. Group Melvin Design is located on the Camden Waterfront. For more information, visit [www.groupmelvindesign.com](http://www.groupmelvindesign.com).

**About Sikora Wells Appel:**

Building over three decades of experience in landscape architecture and following the guiding principles of the firm's predecessors, Roger Wells and Stuart Appel, Sikora Wells Appel has found fresh vision and direction. Sensitive to context and history, the special qualities of place, and the functions of landscapes, they aim to create meaningful places that are beautiful and compelling. Sikora Wells Appel offices are located in Haddonfield, NJ. For more information, visit [www.sikora-wa.com](http://www.sikora-wa.com).

**About New American Public Art:**

New American Public Art is a Philadelphia-based interdisciplinary design and build firm that brings knowledge, beauty, and unique experiences to the public realm. The firm provides interactive public art, collaborative creative events and placemaking consulting to its clients. For more information, visit [www.newamericanpublicart.com](http://www.newamericanpublicart.com).

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