



### COUNTY INVESTMENT AREA MAP

**Growth Areas**  
 POLICY GOAL 1: Promote growth, development, and redevelopment activities in suburban and urban communities that contain existing or planned infrastructure, existing population and employment clusters, and dense settlement patterns.

- Priority Growth Investment Area (PGIA)
- Alternate Growth Investment Area (AGIA)

**Conservation/Preservation Areas**  
 POLICY GOAL 2: Encourage limited growth, conservation, or preservation activities in areas that do not contain existing or planned infrastructure supportive of large-scale growth and development, and contain a majority of resources that are important to the environmental, scenic, and agricultural qualities of the County.

- Limited Growth Investment Area (LGIA)
- Priority Preservation Investment Area (PPIA)

### COMMUNITY VISION OVERLAY

- Metropolitan Core**  
 POLICY GOAL 3: Support and promote the vitality and revitalization of the City of Camden.
- Innovation Hub**  
 POLICY GOAL 4: Leverage the synergy of educational, business, institutional uses and regional attractions to spur a regional mixed-use hub in downtown Camden.
- Transit Centers**  
 POLICY GOAL 5: Encourage active transit corridors by clustering growth, development, and a vibrant mix of uses within a walkable distance of transit stations.
- Suburban Centers**  
 POLICY GOAL 6: Evolve suburban centers to become not just hubs of commerce, but also walkable, mixed-use focal points of the community.
- Main Streets**  
 POLICY GOAL 7: Support the vitality of neighborhood main streets as anchors of the local community.
- Arterial Corridors**  
 POLICY GOAL 8: Improve multi-modal conditions and land use quality along aging strip arterial corridors.
- Active Waterfronts**  
 POLICY GOAL 9: Harness the economic and cultural potential of the County's signature destination parks, riverfronts, and open spaces.
- Resilient Landscapes**  
 POLICY GOAL 10: Ensure that the County's green and grey infrastructure systems work to reduce the impacts of natural disasters, create viable alternatives for non-motorized forms of transportation, and promote sustainable forms of land use development.

1. Market Street (City of Camden)
2. Broadway (City of Camden)
3. Yorkship Square / Fairview (City of Camden)
4. Mt. Ephraim Avenue (City of Camden)
5. Haddon Avenue (City of Camden)
6. Federal Street (City of Camden)
7. River Road (Pennsauken)
8. Merchantville (Merchantville)
9. PATCO Corridor (Collingswood, Haddon Township, Haddonfield)
10. Route 30 Corridor (Oaklyn, Audubon, Haddon Heights)
11. Kings Highway Corridor (Mt. Ephraim Borough)
12. Broadway (Gloucester City)
13. Black Horse Pike (Runnemede Borough)
14. Black Horse Pike / Church St. (Gloucester Township)
15. White Horse Pike (Berlin)

