



Ducktown Revitalization Plan

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The Ducktown Revitalization Plan was completed in 2019 as a resident driven framework for improving quality of life, strengthening neighborhood identity, supporting housing and businesses, and creating a more connected, welcoming community. Now in 2026, revisiting that plan gives us a chance to look at what has been implemented, what has grown beyond the original recommendations, and where funding has made a visible difference. It also helps us better understand how today's work builds on the plan's original goals around reinvestment, beautification, community outreach, and long term neighborhood stability (Rutala Associates, 2019).

Home buying remains one of the clearest ways to turn revitalization into something lasting for residents. The 2019 plan emphasized the importance of expanding access to homeownership, reducing vacancy, and helping working families remain rooted in the neighborhood, and that goal still holds strong today (Rutala Associates, 2019). Through the Welcome Home Initiative, qualified buyers may receive up to \$20,000 in down payment and closing cost assistance through a 0% interest deferred loan, helping make ownership realistic for people who want to invest in Atlantic City and live here long term.

The plan spoke directly to the need for rehab of vacant, damaged, and aging housing, especially in a neighborhood shaped by disinvestment, foreclosure, and storm related impacts (Rutala Associates, 2019). Our Residential Repair Program continues that work by helping owner occupied homes address important repairs that support safe and healthy living conditions. Funding may include up to \$25,000 through ACIA as a 0% interest deferred loan, along with up to \$20,000 as a Ducktown CDC grant, which allows homes to be improved both structurally and visually.

Neighborhood appearance mattered throughout the revitalization plan because curb appeal shapes how residents feel and how visitors experience Ducktown (Rutala Associates, 2019). The Visible Impact Program helps homeowners complete exterior

These signs were supported by the NJ Neighborhood Preservation Program!



Fulton Bank **PARKEBANK** **ACEA** **STOCKTON UNIVERSITY**
A Return on Better Banking™ Atlantic County Economic Alliance
Visit our office Located in the Noyes Arts Garage 2200 Fairmount Ave. **DUCKTOWN**
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Signs in Jul. 2025 supported by the [NJ Neighborhood Preservation Program](#). Pak Boba & Ice Cream, Pak Pizza, Chicken, & Grill, and Osprey International on AC Boardwalk.



[Pancho's Mexican Taqueria](#) sign in Feb. 2025. Provided by Ducktown CDC's Visible Impact Grant (formerly Façade Improvement Grant) and supported by the [New Jersey Neighborhood Preservation Program](#) and [Neighborhood Revitalization Tax Credit](#) programs.

improvements that make a noticeable difference, with up to \$9,000 available for residential façade work. Projects may include paint, porches, siding, windows, landscaping, and other visible upgrades that help a home look cared for and contribute to a stronger block overall.

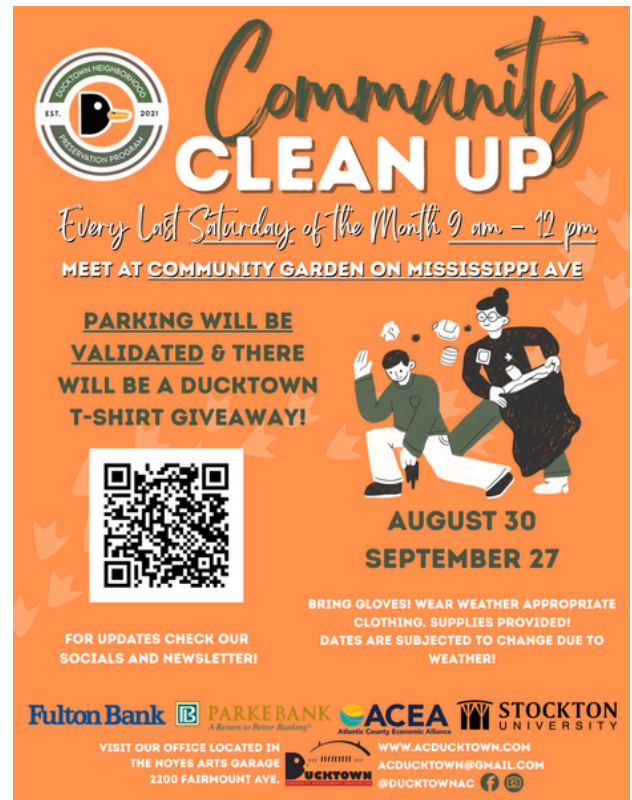
The plan recognized that thriving commercial corridors are part of what makes Ducktown feel active, walkable, and worth exploring (Rutala Associates, 2019). Our business façade efforts reflect that goal by helping local storefronts become more welcoming and visually strong. Through the Visible Impact Program, commercial properties may receive up to \$14,000 for exterior improvements, while the Design Improvement Grant helps with smaller targeted upgrades such as signage, lighting, awnings, landscaping, and accessibility improvements.

Economic development in the plan was never just about attracting outside attention. It was also about supporting the businesses and ideas already taking shape within the neighborhood (Rutala Associates, 2019). A good example is the \$8,000 grant provided to CROPS for hydroponics, which supports both small business growth and broader community goals like sustainability and fresh food access. Investments like this help show that local funding can support projects that are practical, visible, and community minded at the same time.

The revitalization plan placed a strong emphasis on outreach, newsletters, resident engagement, and building a stronger neighborhood network, even specifically noting that a block captain system could be

a valuable way to organize the community and get more people involved (Rutala Associates, 2019). That vision has become very real in the work Block Captains do today. The role includes neighborhood communication, newsletter distribution, event support, grant outreach, garden care, cleanup coordination, and helping residents stay connected to resources. It is one of the most direct ways the plan's community engagement goals have taken shape on the ground.

The plan called for creating pathways to opportunity and making sure residents had access to the tools and information needed to benefit from revitalization, not just watch it happen around them (Rutala Associates, 2019). Home buying workshops support that goal by breaking the process down into something practical and approachable. These sessions help residents understand mortgage pre approval, income requirements, credit readiness, and the financial assistance available through the Welcome Home Initiative.



The flyer is orange with white and black text. At the top left is a circular logo for 'Ducktown Revitalization' with 'EST. 2021' and 'PRESERVATION PROGRAM'. The main title 'Community CLEAN UP' is in a large, stylized font. Below it, the text reads 'Every Last Saturday of the Month 9 am - 12 pm' and 'MEET AT COMMUNITY GARDEN ON MISSISSIPPI AVE'. A central graphic shows two people, one holding a trash bag. To the left, a QR code is provided. Text below the QR code says 'FOR UPDATES CHECK OUR SOCIALS AND NEWSLETTER!'. To the right, it says 'PARKING WILL BE VALIDATED & THERE WILL BE A DUCKTOWN T-SHIRT GIVEAWAY!'. The dates 'AUGUST 30' and 'SEPTEMBER 27' are listed. At the bottom, it says 'BRING GLOVES! WEAR WEATHER APPROPRIATE CLOTHING. SUPPLIES PROVIDED! DATES ARE SUBJECT TO CHANGE DUE TO WEATHER!'. Logos for Fulton Bank, ParkeBank, ACEA, and Stockton University are at the bottom. Contact information for the Noyes Arts Garage is also included.

2025 Community Clean Up flyer. Occurs every last Saturday of the month from April to October season.



Ducktown Community Garden next to the [Noyes Arts Garage of Stockton University](#) on Mississippi Ave.

Streetscape improvements are one of the most visible ways funding has translated into everyday quality of life. The plan highlighted neighborhood enhancement, walkability, safety, and physical improvements that would help Ducktown feel cleaner, more connected, and more inviting for residents and visitors alike (Rutala Associates, 2019). Additions such as bike racks, banners, street lights, concrete planters, and trash cans may seem simple on



Bike rack in Ducktown Park located on 2253 Arctic Ave.

their own, but together they help shape a stronger sense of place and make the neighborhood feel actively cared for.

Arts and culture were treated in the plan as more than decoration. They were seen as part of Ducktown’s identity, heritage, and potential as a destination (Rutala Associates, 2019). Completing two murals reflects that vision in a very visible way. Public art brings color, energy, and local character into everyday spaces, and it helps tell the story of a neighborhood that values both creativity and pride of place.

The plan’s transportation and neighborhood identity sections both pointed toward the importance of helping people move through Ducktown more easily and experience more of what it has to offer (Rutala Associates, 2019). Wayfinding signs support that goal by directing residents and visitors to key

destinations, businesses, and cultural points of interest. Wayfinding signage is an upcoming investment that will help guide residents and visitors through Ducktown while highlighting key destinations, businesses, and cultural locations. The current plan includes approximately 10 double-sided directional signs to be installed throughout the neighborhood which will support walkability, strengthen neighborhood identity, and make it easier for people to explore and engage with Ducktown.

The arts and culture section of the plan also encouraged heritage tourism as a way to celebrate Ducktown while creating new opportunities for engagement (Rutala Associates, 2019). Mural and history tours bring that idea to life by helping people experience the

neighborhood in a different way. They showcase public art, local landmarks, and the neighborhood's evolving identity while encouraging community engagement. They also help position Ducktown as a destination within Atlantic City (Rutala Associates, 2019).

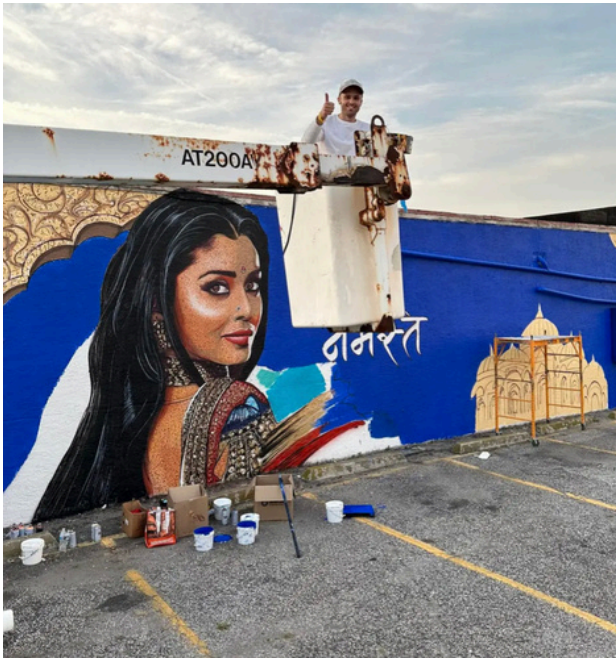


Photo provided by Michael Cagno. "India" by [Julien Ripert \(RAST\) \(IG: @artisterast\)](#), in 2023 on Mississippi and Atlantic Ave rear parking lot and side building.

Building on the foundation of the 2019 revitalization plan, Ducktown continues to expand through new and upcoming initiatives. A Ducktown Cooling Corridor Pop-Up Oasis, supported by \$50,000 in funding, is designed to reduce urban heat and improve outdoor comfort along key areas of the neighborhood. Projects such as the Bellevue Garden and planned food forest reflect an increased focus on sustainability, food security, and green space, while ongoing efforts including Ducktown Walks, monthly cleanups, the Ducktown Garden, a new on-site period pantry, and participation in local events and parades continue to strengthen community engagement, visibility, and hope.

Overall, the 2019 revitalization plan still reads as a strong foundation, but what stands out most in 2026 is how that vision is being carried forward into tangible outcomes. Housing support, façade improvements, business assistance, public art, beautification, and community outreach all reflect the plan's original priorities while also evolving to meet current needs. Looking ahead, ongoing community based projects continue to build on that momentum. Thank you for choosing Ducktown, the heART of Atlantic City.



Photo provided by Michael Cagno. "Seaside Symmetry" by [Erika Matyok \(IG: erikamatyok\)](#) in 2023 for [Cozy Cohost \(IG: thecozylifeac\)](#) on 2531 Fairmount Ave. Funded by Ducktown CDC.

References

Atlantic City Ducktown Community Development Corporation. (2026). Community resources. <https://www.acducktown.com/communityresources>.

Rutala Associates. (2019). Revitalize Ducktown: The Ducktown neighborhood revitalization plan.

<https://static1.squarespace.com/static/5773dd3b59cc68b348670d8c/t/5c9d06f3e2c483a97f593f42/1553794823508/Revitalize+Ducktown+Final+Report+20190326.pdf>.