

# Key Stakeholders

## Likely

- Local government officials
- Public Sector & Civic Institutions
- BIDS
- Private Sector – businesses/employers
- Non profits & Community Groups
- Funders
- Professionals

## Unlikely



# STEP 2: EVALUATE SPACE / IDENTIFY OPPORTUNITIES



# Assess: Opportunities & Challenges

WHAT MAKES A GREAT PLACE?



# Plan & Host Placemaking Workshop



# Consider other engagement options



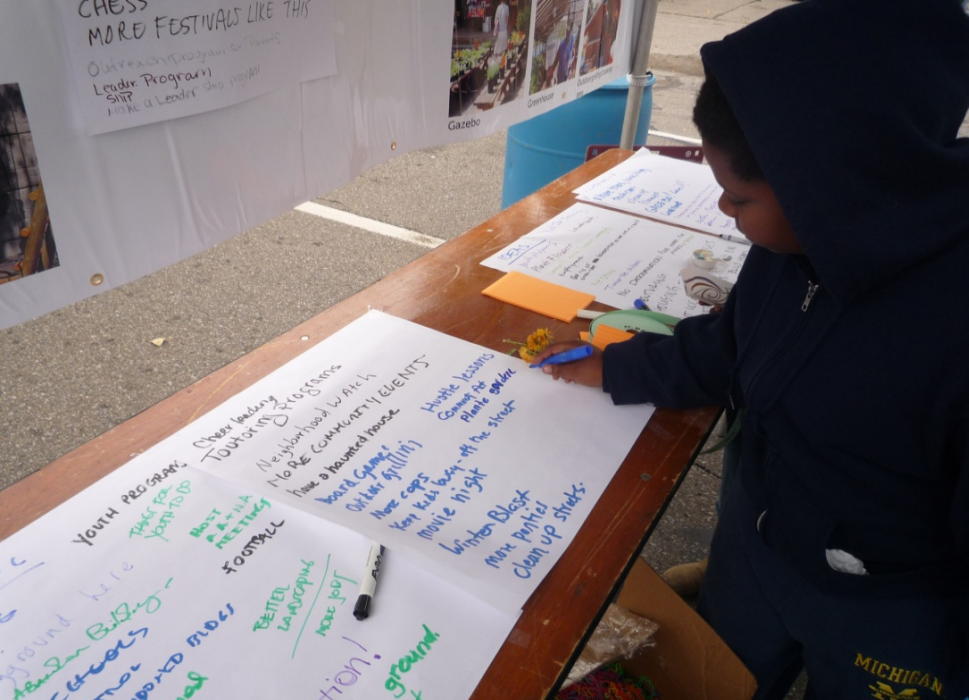
**Topical Focus Groups**



**Pop-up Workshops: Dot Preference Surveys**



**Placemaking Events**





# STEP 3: CREATE A PLACE VISION



# Vision = Values + Desires

1. Children's playground
2. Farmers' market
3. Outdoor fitness classes
4. Complete Street
5. Community garden
6. Flexible Seating for eating and socialization
7. Adult exercise equipment
8. Healthy meal classes
9. Dance Nights under the stars
10. Learn to Bike children's event
11. Bike Rental



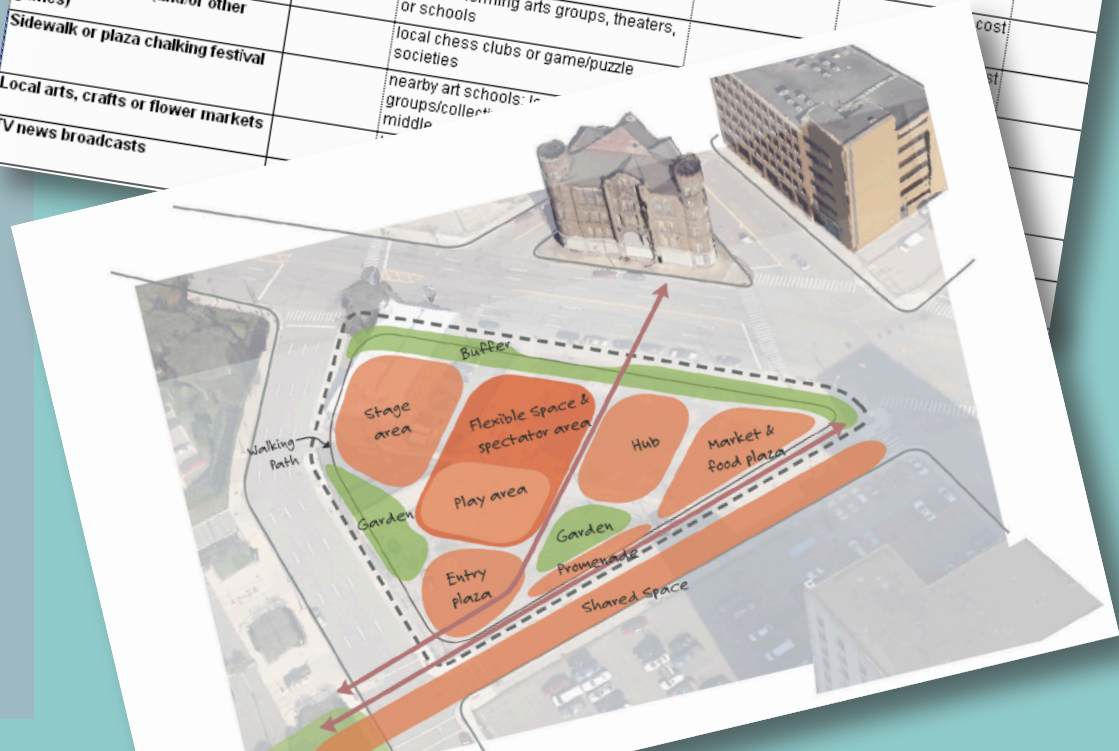
# STEP 4: IMPLEMENT SHORT-TERM EXPERIMENTS



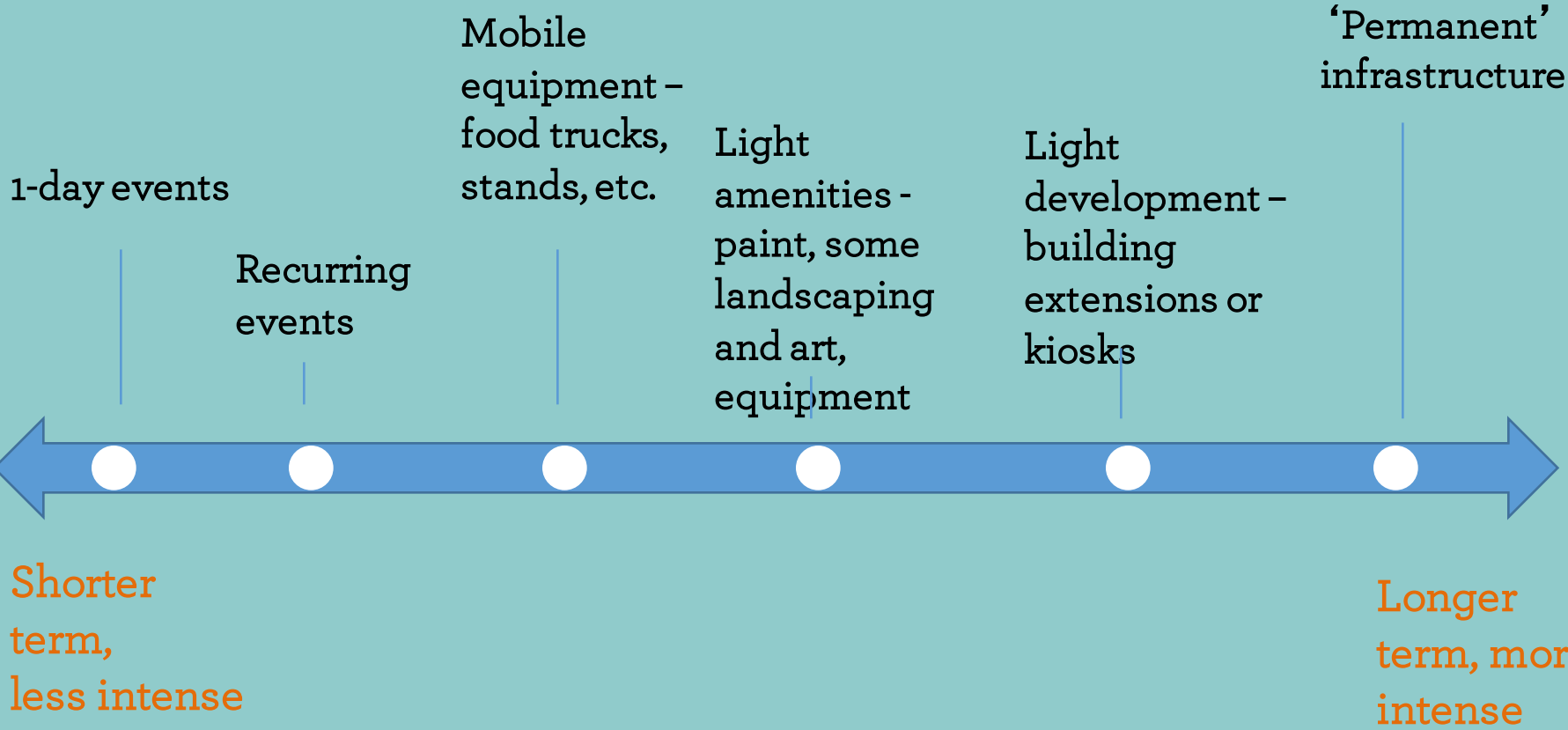
# LQC Activation & Concept Plan

1. ACTIVATION PLAN
2. CONCEPT PLAN
3. KIT OF PARTS
4. FUNDING and
5. TIMELINE
6. PERMITTING
7. SOCIAL MEDIA CAMPAIGN
8. BUILD IT
9. THROW A PARTY

ACTIVITIES & EVENTS	Contact Person from Working Group	Implementing Partner(s) or Organization(s)	Status (updates on progress with partners, funding, deadline, etc.)	Funding Estimate	Deadline for completion next action
Children's art exhibits					
Lunchtime concerts		local school districts/boards; children's museum; museum educators			
Bloodmobile, bookmobile, mobile post office		Nearby high schools and colleges; local chamber music group or jazz combos		no cost - \$500 for display materials	
Cultural Presentations; displays or activities based around local public issues		local libraries, hospitals, civic groups or nonprofits		no cost - \$2000	
Weekly farmers market		theaters, schools, community/cultural orgs		goods and services provided by organizer	
Theatre/dance/band rehearsals		city permitting office or EDC; local farmers and growers			
Giant chessboard (and/or other games)		local performing arts groups, theaters, or schools			
Sidewalk or plaza chalking festival		local chess clubs or game/puzzle societies			
Local arts, crafts or flower markets		nearby art schools: "groups/colle" "middle"			
TV news broadcasts					

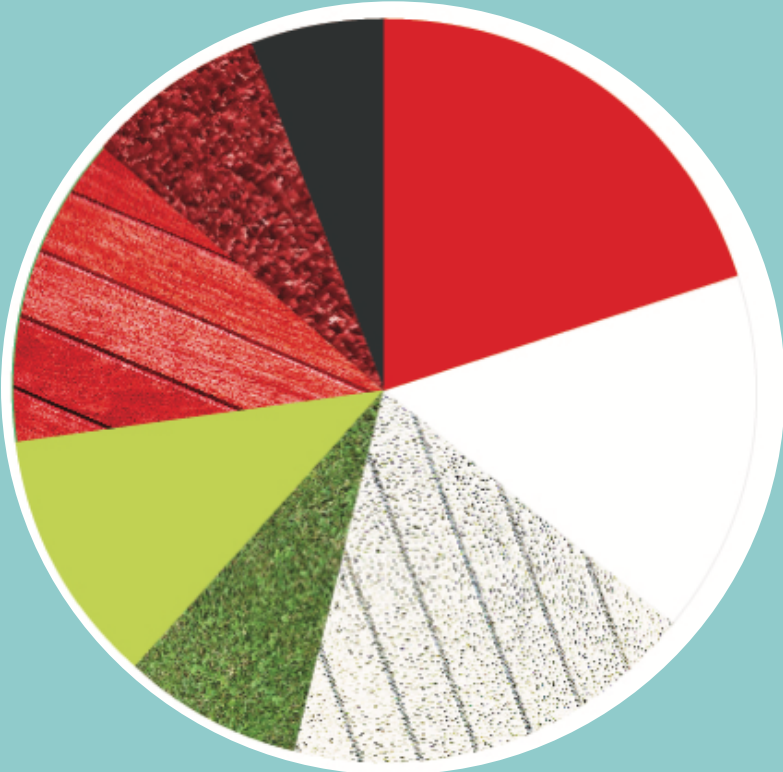


# LQC: From "Test" to "Invest"



# Kit of Parts

Building a  
Place,  
Building an  
Experience



# Seating



Fermob - Luxembourg BISTRO

# Shade



9ft Outdoor Patio Umbrella  
Aluminum with Tilt Crank



EZ Pop-Up Tents



# Planters & Surface Cover



Large Square Tree Planter



Artificial Grass



Planter with Solar LED Lights

# STEP 5: ONGOING RE-EVALUATION & LONG TERM IMPROVEMENTS







**Bring back the dots and post-its!**

# Develop a long term plan

- 1 CENTER LAWN
- 2 TREE PLATFORM
- 3 BACKYARD LOUNGE
- 4 FOCAL POINT/ART
- 5 MONUMENT AREA
- 6 MONUMENT PARTERRES
- 7 FOOD KIOSK
- 8 PICNIC / KIOSK TERRACE
- 9 STATE CAPITOL MODEL
- 10 DOG WALK
- 11 GARDEN AREA
- 12 GARDEN FOCAL POINT
- 13 DINING TERRACES
- 14 BEER GARDEN
- 15 CO-WORK/STUDY HUB



Power of 10+!

# Expanding your efforts

- What other places in the community need to be improved?
- Who will fund?
- How will stakeholders be involved?
- How can you combine efforts with other similar groups or projects in the region

*When they say it can't be done, it  
doesn't always work out that way.*

*- Yogi Berra*

# PEER to PEER Power of 10

- **Candace Lee**, Executive Director, ValleyArts District  
- Orange
- **Marta Lefsky**, Director of Planning & Development,  
Woodbridge - Rahway to Woodbridge Center
- **Joe Barris**, Assistant Director, Monmouth County  
Division of Planning - Monmouth County Arts





# Valley Arts District: Project Overview

- Valley We Design: Art from the Heart of the Community
  - Urban Design Framework and Streetscape Guidelines
- Power of 10 in the Valley Arts District, Orange

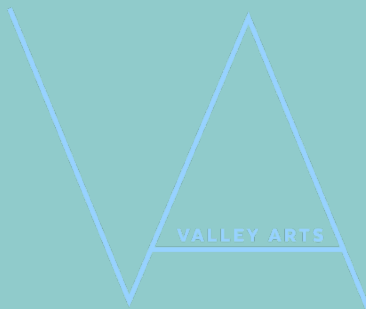
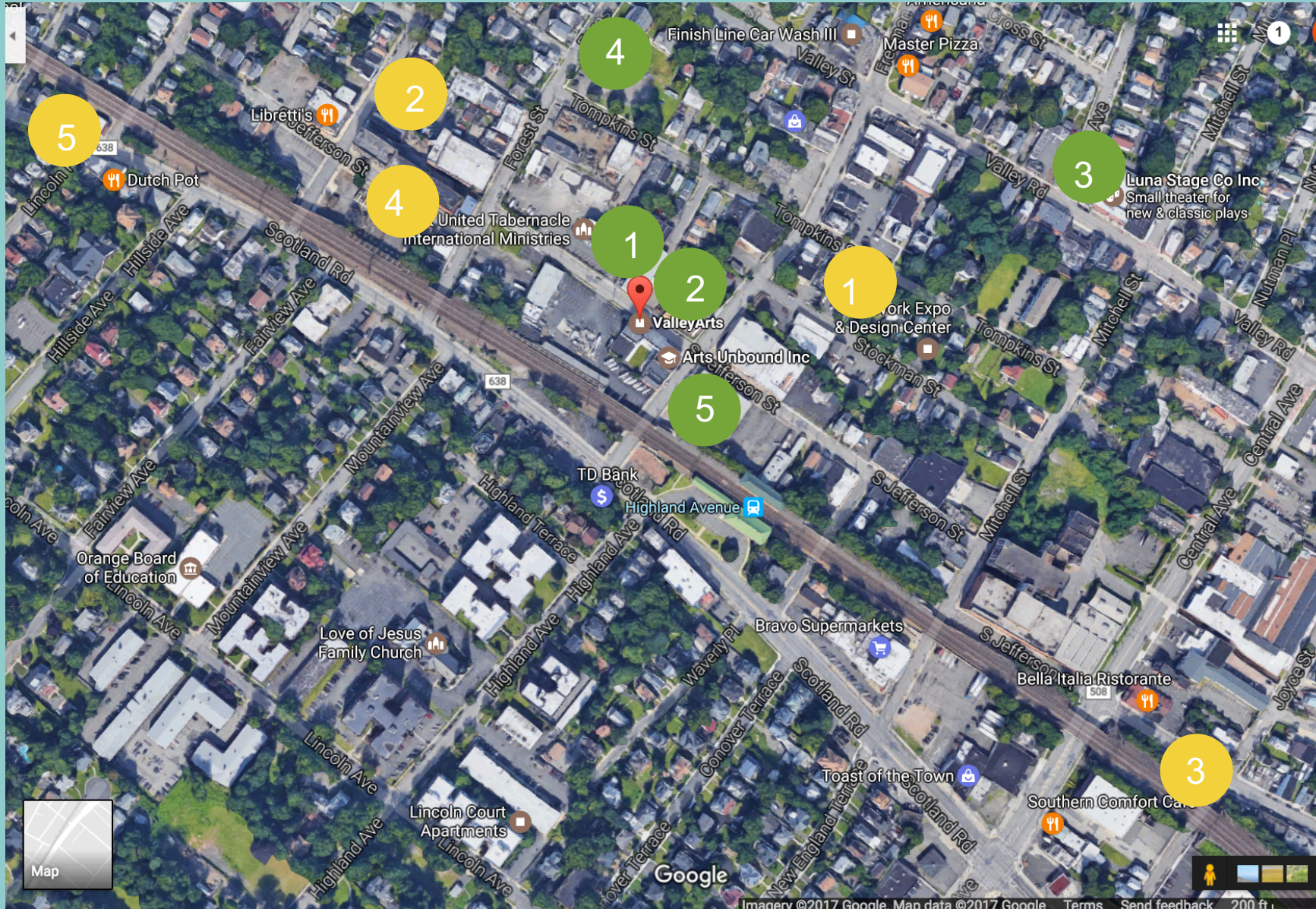


Photo: Together North Jersey

# POWER OF 10: VALLEY ARTS DISTRICT



Best



Most Potential

# POWER OF 10: VALLEY ARTS DISTRICT

*List 5 best places. For each place provide 3-5 reasons why it is the best.*

1. artfullbean: boutique artisan café- entrepreneur incubator
2. Community Gallery: monthly curated art shows and community events
3. Luna Stage: equity theater nurturing new and innovative projects
4. Hat City Kitchen: lively music and food
5. Arts Unbound: gallery and classes serving people with disabilities and seniors

*List 5 places with the most potential.*

1. Iron Works: coming soon- commercial kitchen incubator-Garden State Kitchen
2. Presence: work place and retails for innovative fashion designer
3. Southern Comfort Cafe: southernn cooking and event space
4. Hat City Lofts: commercial/residential space
5. Our Lady of the Valley: community outreach oriented church

## POWER OF 10: VALLEY ARTS DISTRICT

*Choose 1 of your five best places. List 5 things you can do or experience in this place that make it great. Artfullbean-artisan boutique cafe*

1. Enjoy artisan coffee and locally baked pastry and free WiFi
2. Events every Thursday
3. Participate with ValleyD Radio- internet radio station
4. Artisan store featuring local and Haitian artisans/local art available
5. Sunday acoustic brunch featuring local musicians and poets

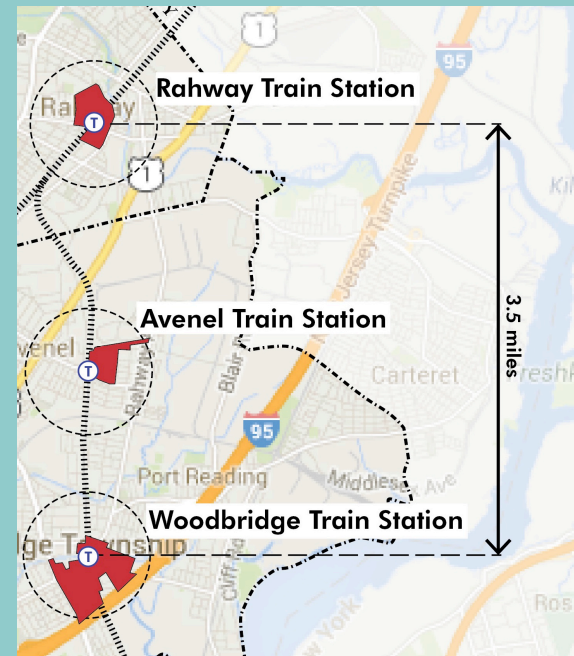
*Choose 1 of your five places with the most potential. List 2 things you can do in this place, and 3 additional things to do or experience that would improve it. IronWorks-Garden State Kitchen*

1. Local catering
2. Entrepreneur opportunities

- 
1. Commercial kitchen rental for small caterers
  2. Tastings events
  3. Local Farmers Market

# Rahway to Woodbridge: Project Overview

- A Day of Art by Train!
  - The Big Idea:
    - Art Walk and Breakfast in Rahway
    - Lunch in Avenel – visit Arts Center
    - Dinner and Gallery Visit in Woodbridge
- Power of 10 at Avenel Arts Center and Downtown Woodbridge



# POWER OF 10: AVENEL ARTS CENTER DOWNTOWN WOODBRIDGE



Best

Most Potential

# POWER OF 10: AVENEL ARTS CENTER DOWNTOWN WOODBRIDGE

*List 5 best places. For each place provide 3-5 reasons why it is the best.*

1. Parker Press - Festivals, Open Space, History
2. Barron Arts Center – Culture, Art, Community Events ( historic - first free public library in MC)
3. Woodbridge Gallery – Downtown Art Presence, Events “Brushes and Beer”, Local artist showcase.
4. Eric LeGrand Park – Open Space, Play Area, Connectivity to Downtown Avenel. Renovated and Rededicated park named after Avenel resident.

*List 5 places with the most potential.*

1. Avenel Arts Village (construction in progress)
2. Tanzman Park (Downtown Woodbridge) (possible gateway to train station)
3. Heards Brook Park (Downtown Woodbridge) (pinned in, possible festival grounds)
4. Berkeley College (Downtown Woodbridge)
5. Main Street/Rahway Avenue Shopping Center (Downtown Woodbridge)

# POWER OF 10: AVENEL ARTS CENTER DOWNTOWN WOODBRIDGE

*Choose 1 of your five best places. List 5 things you can do or experience in this place that make it great. [Parker Press ]*

1. Concert
2. Farmers Market
3. Barron Fest
4. Holiday Themed Events – Ghost Tour, Easter Egg Hunt, Beer Festival
5. Dine Downtown

*Choose 1 of your five places with the most potential. List 2 things you can do in this place, and 3 additional things to do or experience that would improve it. [AVENEL ARTS CENTER – UNDER CONSTRUCTION]*

1. Attend Community Events at the new 13,150 SF Arts Center
2. Dine and Shop at the Retail Building
3. Listen to music from the Arts Center, while sitting outside the building
4. Passive Recreation – Stroll downtown Avenel and the adjacent EL Park
5. Live here. Mostly Residential Site with approximately 95% of the development apartments and townhomes for rent.



## MoCo Arts: Project Evolution

- *MC Bayshore Region Plan (2006):* First conversation of arts in a County Plan
- *MC Coastal Monmouth plan (2010):* Introduces arts corridor concept & ACEs
- *Creative Monmouth (2012):* Creative NJ Convening (pre Sandy)
- *Creative MoCo (2013) :* Help MoCo Arts Partnership to make Monmouth County (MoCo) a regional arts destination of choice (post Sandy)
- MoCo Arts Corridor Partnership was cited as a case study in a presentation at the United Nations' 52<sup>nd</sup> Session Commission of the Commission for Social Development
- *Creative Industries Report (2015)*
- *Monmouth County Master Plan (2016)*
  - Formalized the MoCo Corridor concept into a policy document
  - Expand the MoCo Arts Corridor to western Monmouth County (Freehold)
  - Recommendations support creative placemaking and cultural planning
  - Adopted the Monmouth Arts Cultural Arts Plan as a component of the Master Plan
  - Develop cultural-scenic byway network throughout the county

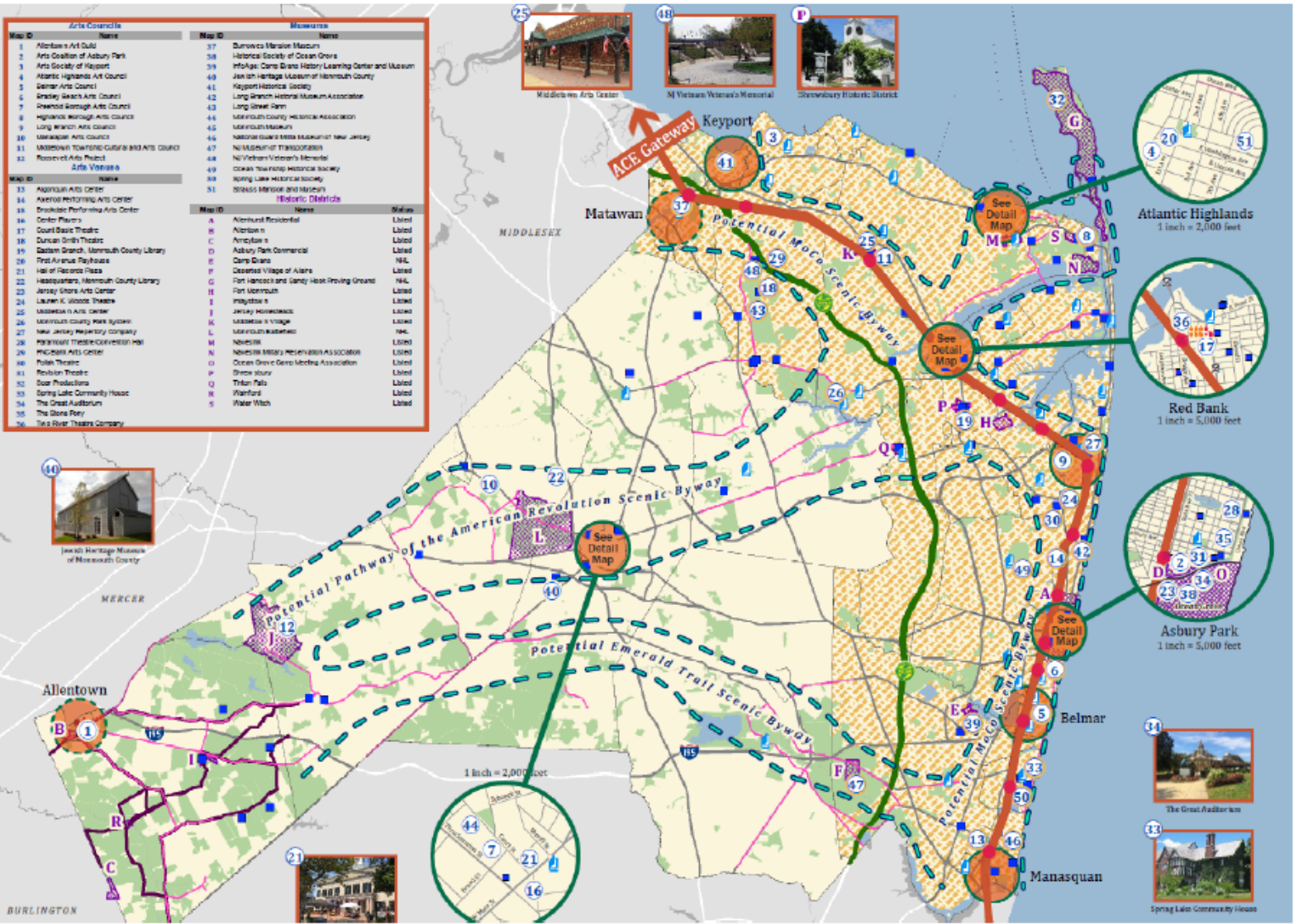
# POWER OF 10: MoCo Arts

## Arts, Historic, Cultural Resources Map



**FIGURE 6.2**  
Arts, Historic, and Cultural Resources  
Monmouth County Master Plan  
May 2016

Arts Councils		Museums	
Map ID	Name	Map ID	Name
1	Allentown Art Guild	37	Dunwoody Mansion Museum
2	Arts Coalition of Asbury Park	38	Historical Society of Ocean Grove
3	Arts Society of Freeport	39	Holmes Camp Grand History Learning Center and Museum
4	Atlantic Highlands Art Council	40	JFK Jr. Heritage Museum of Monmouth County
5	Belmar Arts Council	41	Keyport Historical Society
6	Bradley Beach Arts Council	42	Long Branch Historical Museum Association
7	Overlook Borough Arts Council	43	Long Jewell Barn
8	Highlands Borough Arts Council	44	Monmouth County Historical Association
9	Long Branch Arts Council	45	Monmouth Museum
10	Manasquan Arts Council	46	National Coast State Museum of New Jersey
11	Middletown Touring Culture and Arts Council	47	NJ Museum of Transportation
12	Reservoir Arts Project	48	NJ Veterans Veteran's Memorial
<b>Arts Venues</b>			
33	Agriculture Arts Center	49	Cohan Township Historical Society
34	Asbury Performing Arts Center	50	Spring Lake Historical Society
35	Brookside Performing Arts Center	51	Stoncks Mill and Historic Historic District
36	Center Players	<b>Historic Districts</b>	
37	Coast Basic Theatrical	A	Northwest Residential
38	Dunbar Smith Theatre	B	Allentown
39	Eastern Branch, Monmouth County Library	C	Asbury Park Commercial
40	First Avenue Playhouses	D	Asbury Park Commercial
41	Hall of Records Plaza	E	Camp Diaro
42	Highlands, Monmouth County Library	F	Deserted Village of Allentown
43	Henry Adams Arts Center	G	Fort Hancock and Sandy Hook Proving Ground
44	Laura K. Wood Theatre	H	Port Monmouth
45	Madison Arts Center	I	Imajoy's
46	Monmouth County Park System	J	Jersey Homesteads
47	New Jersey Keyway Company	K	Madison Village
48	Marshall Theatre/Convention Hall	L	Monmouth Business
49	MCCB Arts Center	M	Neversite
50	Park Theatre	N	Neversite Military Reservation Association
51	Recreation Theatre	O	Ocean Grove Germo Medica Association
52	Sea Productions	P	Shore House
53	Spring Lake Community House	Q	Thimble Falls
54	The Great Auditorium	R	Warford
55	The Stone Barn	S	Water Watch
56	The River Theatre Company		



- Monmouth County Arts Council
- Arts Organizations
- Train Station
- NJ Transit North Jersey Coast Line
- Library
- New Jersey and/or National Historic Site
- Ferry Routes
- Potential Scenic Byway
- Scenic Roadway
- Upper Freehold Historic Farmland
- Garden State Parkway
- New Jersey and/or National Historic District
- Open Space
- Arts, Culture, Entertainment (ACE) Hub
- Emerging ACE Hub
- MoCo Arts Corridor Communities

This map was developed using Monmouth County Digital Data from the Monmouth County Division of Planning GIS Section, New Jersey Office of GIS, and the NJDEP. Municipal open space was mapped using parcels and the NJDEP Green Acres Recreation and Open Space Inventory (ROSI) list. The municipal open space dataset is for planning purposes and may be missing properties or contain inaccuracies. The list of art centers and organizations was developed using information from the State of New Jersey website, Monmouth County Arts Council, and Jersey Arts.



This map was created using GIS digital data supplied by county and external resources. Data accuracy is limited by the accuracy and scale of the original source. The digital data herein is for consultative and deliberative purposes only. Site specific conditions should be verified.

# POWER OF 10: MoCo Arts Freehold Borough ACE Example

## *Experiencing Place*

Freehold Borough is.....

- Historic Town (1683)
- Battle of Monmouth (1778)
- Western Monmouth Co.
- County Seat
- Arts, Culture, Entertainment (ACE) Hub
- Urban/Regional Center
- M.C. American Crossroads Byway



Photo: Freehold Borough Arts Council

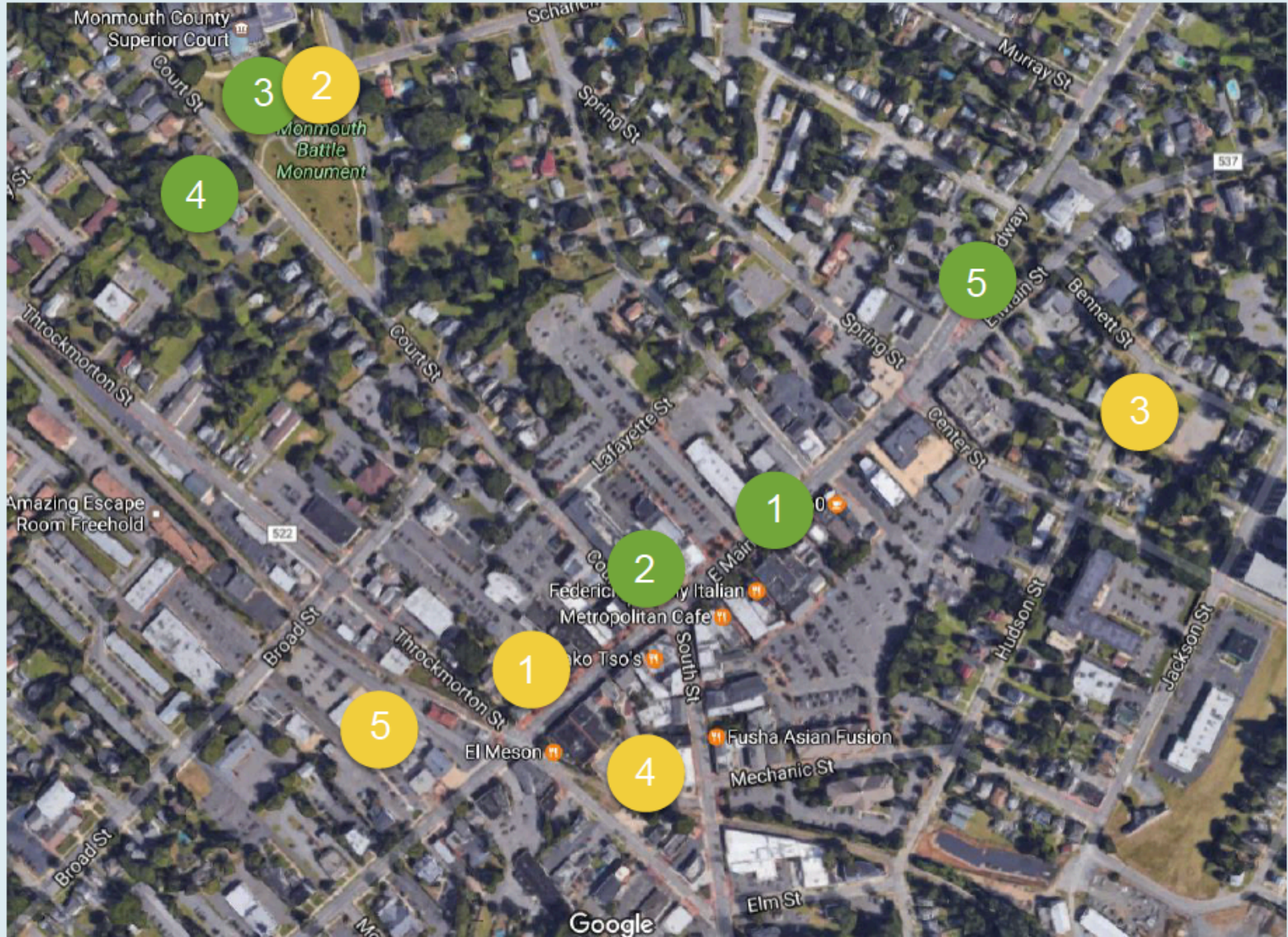
# POWER OF 10: MoCo Arts Freehold Borough ACE Example



Best



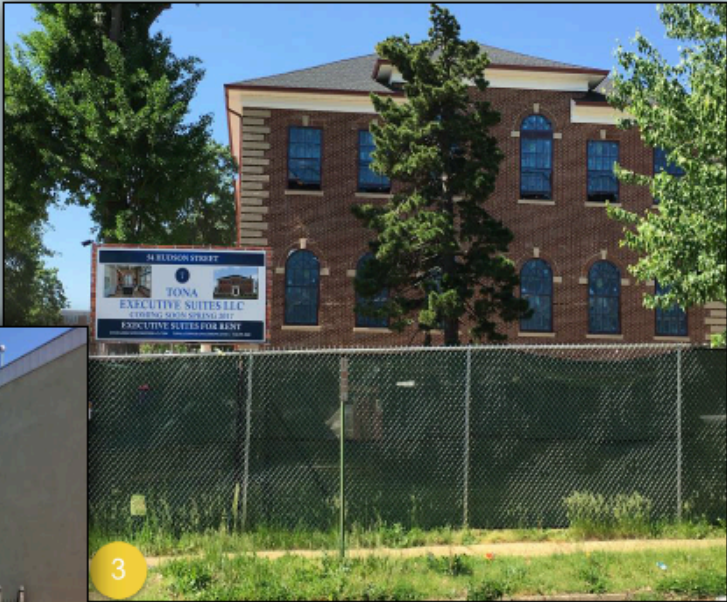
Most Potential



# POWER OF 10: MoCo Arts Freehold Borough Best



# POWER OF 10: MoCo Arts Freehold Borough Most Potential



## POWER OF 10: MoCo ARTS

*List 5 best places. For each place provide 3-5 reasons why it is the best.*

1. Main Street: Restaurants, entertainment, walkable, historic, people
2. Hall of Records: Focal point, classic look, “Town square”, meeting place
3. Monument Park: Open space, verdant, enclosed, charming
4. M.C. Historic Association: Exhibits, archives, learning, art, history
5. Veteran’s Memorial: Commemorative, respectful, visible, landmark

*List 5 places with the most potential.*

1. West Main Street Pocket Park
2. Monument Park
3. Bennett Street School
4. South Street Triangle
5. Bus Depot/parking lots behind town hall

## POWER OF 10: MoCo ARTS

*Choose 1 of your five best places. List 5 things you can do or experience in this place that make it great. [PLACE: Main Street]*

1. Outdoor café dining
2. Center Street Players
3. Freehold Idol/Free Concerts
4. Carnegie Library
5. People watching

*Choose 1 of your five places with the most potential. List 2 things you can do in this place, and 3 additional things to do or experience that would improve it. [PLACE: Monument Park]*

1. Stroll
2. Sit and relax

- 
1. Outdoor entertainment venue
  2. Wayfinding to downtown (connectivity)
  3. Pop up or on-site vendors in the park



# GROUP EXERCISE

- **VALLEY ARTS DISTRICT:** *IronWorks-Garden State Kitchen*
- **RAHWAY TO WOODBRIDGE:** *Avenel Arts Center*
- **MoCo ARTS:** *Monument Park*

# GROUP EXERCISE

- What additional **uses and activities** could be clustered with or added ?
- What **social** or group activities could be supported here?
- What physical enhancements would make it more **comfortable**?
- Are there ways to improve **connections** to other places nearby?



# PEER to PEER Q&A

- **Candace Lee**, Executive Director, ValleyArts District  
- Orange
- **Marta Lefsky**, Director of Planning & Development,  
Woodbridge - Rahway to Woodbridge Center
- **Joe Barris**, Assistant Director, Monmouth County  
Division of Planning - Monmouth County Arts



# PLACEMAKING GUIDE *for* MAIN STREET MANAGERS

## PLACE GAME

PLACE PERFORMANCE EVALUATION  
FOR MAIN STREET

*A Tool for Initiating the Placemaking Process*



# RESOURCES



MAKING YOUR  
MARKET A DYNAMIC  
COMMUNITY PLACE

Healthy Hubs: How Markets Create a  
New Sense of Community



A Citizen's Guide  
to Better Streets

HOW TO ENGAGE YOUR TRANSPORTATION AGENCY



## A Citizen's Guide to Better Streets

HOW TO ENGAGE YOUR TRANSPORTATION AGENCY

Project for Public Spaces, Inc.

Gary Toth

Director of Transportation Initiatives

Project for Public Spaces

609-397-3885

[Gtoth@pps.org](mailto:Gtoth@pps.org)

# UPCOMING CONFERENCES & TRAINING

## **PLACEMAKING: MAKING IT HAPPEN**

MAY 10-12TH | NEW YORK CITY

Bring your spaces from ordinary to extraordinary with this intensive two and a half-day training (registration open 1/15). [Learn more...](#)

## **HOW TO CREATE SUCCESSFUL MARKETS**

JUNE 16-17TH | NEW YORK CITY

Learn how to create or grow a thriving public market in your city and join us on a tour learning from the markets of NYC (registration open 1/15). [Learn More...](#)

## **PLACEMAKING WEEK**

OCT 11-14TH | AMSTERDAM, NETHERLANDS

Join activists and leaders from around the world to envision a place-led future for cities. [Learn More...](#)



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*Placemaking Leadership Council*



**LAURA TORCHIO**

Deputy Director - Transportation

[ltorchio@pps.org](mailto:ltorchio@pps.org)