

TOGETHER
**NORTH
JERSEY.**



DEMAREST PLACE COMMUNITY VISION PLAN

July 2020

Together North Jersey Local Technical Assistance

Acknowledgements

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About Together North Jersey

TNJ was created in 2011 to develop the first comprehensive plan for the future of North Jersey. Funded by a \$5 million federal Sustainable Communities grant and nearly \$5 million in leveraged funds from members, the TNJ planning effort brought together a coalition of nearly 100 diverse partners – counties, municipalities, educational institutions, nonprofits, businesses and other stakeholders – to develop the TNJ regional plan.

The TNJ planning process identified a shared vision for a prosperous future for North Jersey consisting of four themes: Competitive, Efficient, Livable, and Resilient. The Plan was issued in November 2015. Since then, TNJ partners have reconvened for further implementation of the Plan. NJTPA and the Alan M. Voorhees Transportation Center at Rutgers University (VTC) currently coordinate the TNJ Forum and Task Forces, with each of the four Task Forces dedicated to furthering one of the Plan's four themes.

The TNJ planning region consists of the 13 counties in the NJTPA planning area: Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren.

TNJ Local Technical Assistance Program

Funded by the NJTPA, the TNJ Local Technical Assistance Program provides VTC staff support and technical assistance to advance local initiatives that align with the vision of the Together North Jersey Plan. Eligible applicants for the program include municipal and county governments or non-governmental organizations.

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Project Overview

Project Background

This report presents recommendations to transform Demarest Place, a pedestrian walkway in the heart of downtown Hackensack, into an arts destination that reflects the character of the local community. The walkway will serve as an inviting gateway into the downtown area and create a lively and engaging pedestrian connection between downtown transportation facilities and the Hackensack Performing Arts Center (HACPAC). Through creative placemaking, the city aims to encourage walking, biking and transit ridership; to transform the downtown into a cultural, shopping and dining destination; and to advance ongoing redevelopment and revitalization efforts.

In 2019, Together North Jersey (TNJ) awarded Hackensack and the Northern New Jersey Community Foundation (NNJCF) assistance to develop a community-based vision for Demarest Place. This TNJ assistance builds on previous work completed by the city and local partners to beautify and enhance the area. Over the last four years ArtsBergen, an initiative of the NNJCF, has led Hackensack's creative placemaking initiatives in partnership with Hackensack, the Hackensack Main Street Business Alliance (the MSBA), and the Hackensack Creative Arts Team (CAT).

In 2017, the city and local partners held a walking tour of Demarest Place and the surrounding area to gather community input on potential activation strategies. These activities and resulting recommendations were documented in the 2017 Activating Demarest Place Report. In 2019, ArtsBergen and CAT conducted surveys at three different events through the "Hactivate" interactive arts installation, as well as intercept interviews at the downtown NJ TRANSIT bus terminal to determine preferences for arts and culture activities.

Demarest Place and the TNJ Plan

TNJ's assistance to the City of Hackensack and NNJCF demonstrates an effective approach for other North Jersey communities to implement sustainable development at the local level. Activating public spaces through the arts advances the four themes of the Together North Jersey Plan.



COMPETITIVE

Attract visitors to the downtown and its shopping and dining options and advance the city's redevelopment and revitalization efforts



LIVABLE

Provide a vibrant and inviting space where community members and visitors can enjoy the arts



EFFICIENT

Encourage walking, biking, and use of public transit



RESILIENT

Educate the public on stormwater management issues and practices

Project Objectives

TNJ, the City of Hackensack and NNJCF/ArtsBergen established the following objectives for the effort:

- » Conduct case example research to learn how other communities have used the arts in similar contexts;
- » Explore community character, themes, preferences, needs and concerns by compiling and analyzing results from past public outreach and conducting additional public outreach activities;
- » Identify creative and innovative activation concepts by engaging the local arts community;
- » Ensure Demarest Place activation and design enhances the downtown as a place to shop and dine by conducting outreach to local businesses and the MSBA;
- » Ensure Demarest Place activation and design considers and advances local redevelopment efforts by reviewing redevelopment plans and holding discussions with city officials and developers;
- » Compile a set of recommended activities and design features to guide the decisions of the city and partners;
- » Help the public, local officials, and other stakeholders envision the potential of Demarest Place by providing conceptual design renderings.



Recommendations

The project activities were carried out from January to June 2020. The city, community members, visitors to the downtown, local businesses and other local stakeholders identified several major themes that should inform the re-design and activation of Demarest Place. Most notably, the theme of community, inclusion and diversity emerged. Community members voiced a desire for Demarest Place to serve as a space for artistic expression that reflects the rich diversity and local culture of the Hackensack community. As the redevelopment process attracts new residents to the area, a thoughtfully designed and activated walkway can help ensure both new and existing Hackensack residents and visitors of all backgrounds can enjoy the downtown area.

The successful activation of Demarest Place will require buy-in from the public and local business owners, as well as extensive and continuing collaboration and partnerships between diverse local actors. This report attempts to demonstrate Demarest Place's tremendous potential and clarify a path to implementation. The report presents the results of research and public and stakeholder outreach activities, conceptual designs developed by TNJ based on community feedback, a set of recommended arts and culture-based activities, and concepts for seasonal events. Finally, the report provides recommendations for implementation.





About the Project Area

Existing Conditions

Demarest Place is an existing pedestrian walkway located in the heart of downtown Hackensack. The downtown area is home to the Hackensack Performing Arts Center (HACPAC), Bergen Community College, and various state, county and municipal buildings. The NJ TRANSIT Hackensack Bus Terminal is also located in the immediate vicinity of Demarest Place. This active terminal provides regional service to locations in northern New Jersey, as well as George Washington Bridge Station in Upper Manhattan. Figure 1 shows the location of Demarest Place in the downtown area.

Main Street, running north-south through the downtown, is the city's historic commercial corridor, boasting numerous locally-owned shops and casual dining options. The Hackensack University Medical Center lies a little over a half mile to the west of the Main Street area. The Hackensack River lies several blocks to the east.

Demarest Place consists of two sections. One (hereafter referred to as Demarest East) is a municipal-owned right-of-way that extends in a general east-west direction from Moore Street to Main Street. Demarest East is currently paved with brick pavers, and is lit by pedestrian-scale lampposts. Surface parking and the side-facades of commercial buildings line Demarest East on either side.

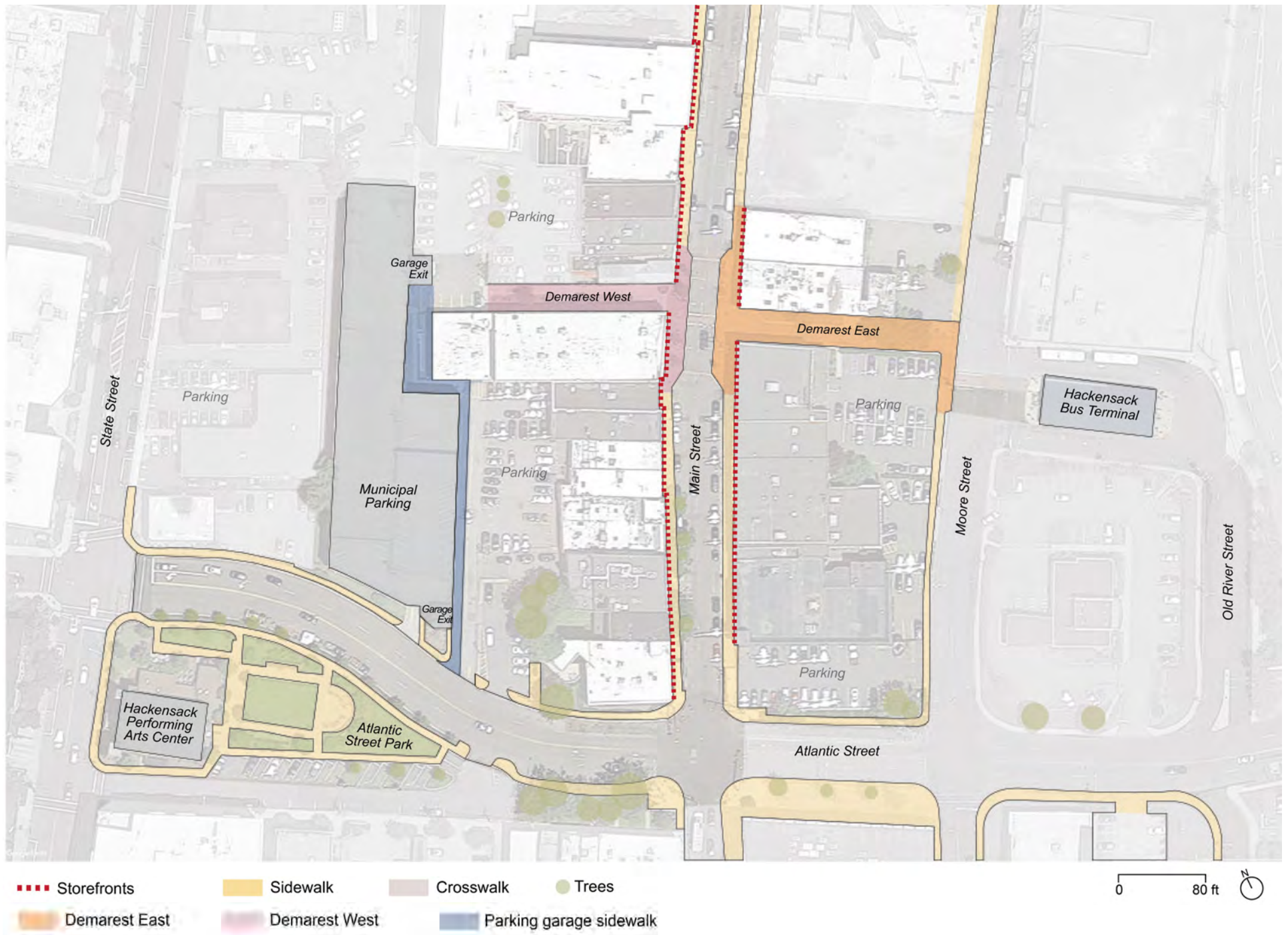
The other section (hereafter referred to as Demarest West) extends westward from Main Street. Demarest West is an alley between two commercial buildings with pedestrian-scale lampposts and planters running along the middle. On one half of the northern side of Demarest West, a brick wall separates the alleyway from surface parking. Demarest West terminates at a surface parking lot and adjacent municipal, public parking garage. The alley is part of a municipal-owned parcel that includes the parking garage.

The two sections of Demarest Place are offset, with the entrance to Demarest West further to the north. Both sections of Demarest Place currently have moderate foot traffic. Demarest East provides access to the NJ TRANSIT Hackensack Bus Terminal, and Demarest West provides access to the municipal parking garage. Visitors who park at the garage can use a narrow sidewalk running along the southern length of the garage to access Atlantic Street directly (where HACPAC is located), bypassing Main Street.

Demarest East is roughly 220 feet long (from curb to curb) and roughly 29 feet wide. Demarest West is roughly 185 feet long and 22 feet wide. Both segments are too narrow for use as a conventional plaza, but are sufficiently spacious to function as an activated walkway.

The city plans to excavate Demarest East in order to install subsurface stormwater infrastructure. The walkway will then be temporarily covered with asphalt. The city will work with the developer of an adjacent property to rebuild Demarest East, providing an opportunity for a complete redesign of the walkway that reflects local culture, themes and preferences.

Figure 1: Map of Downtown Main Street Area and Demarest Place, Hackensack, NJ





View of Demarest East, looking west toward Main Street



View of Demarest East, looking east toward Moore Street



View of Demarest West, looking west toward the municipal garage



View of the municipal parking garage and adjacent sidewalk, looking south toward Atlantic Street

A Changing Downtown

Since 2011, the City of Hackensack has been pursuing downtown redevelopment that takes advantage of the presence of medical, educational, and government institutions in the area, as well access to regional bus service.

Redevelopment plans for the area call for building multi-family residential and mixed-used projects, enhancing the pedestrian realm and access to transit, better accommodating all modes of transportation, and creating memorable spaces activated by public art. Plans also encourage environmental and sustainable design, such as green roofs, planter boxes, permeable pavers, and stormwater management systems. (See Appendix E Hackensack Plan Review.)

Public space recommendations and standards established in redevelopment plans include creating and enhancing parks and plazas, implementing streetscape improvements, increasing the width of sidewalks along Main Street, and providing outdoor dining. Redevelopment plans encourage public art that is “tied to the history of Hackensack and created by a local source”. In order to improve circulation, the city intends to convert Main Street from a one-way to a two-way street with on-street parking and remove bus routes from Main Street.

The Main Street Business Alliance manages a Special Improvement District (SID) that extends along Main Street from Clinton Place to Atlantic Street. Within the SID, the MSBA works to revitalize and promote the Main Street area and support local businesses and property owners. The organization has undertaken a number of arts-related initiatives in recent years, including utility box painting and a mural on a building façade along Demarest West.

In 2015, Hackensack completed construction of the Atlantic Street Park, which features an outdoor stage that hosts concerts and movie nights. In 2017, the city and partners completed renovation of a disused Masonic Lodge, adjacent to the Atlantic Street Park, turning it into the Hackensack Performing Arts Center (HACPAC). HACPAC features musical and theatrical performances and an art gallery.

According to city officials, more than \$1 billion in redevelopment projects within the Hackensack’s downtown area have either been recently constructed, are under construction or have approved site plans for construction. The city estimates the projects will bring 4,500 new residential units and 100,000 square feet of new retail space to the downtown area.

Redevelopment projects in the vicinity of Demarest Place (as shown in Figure 2) will result in an enhanced pedestrian realm and new and improved public space. This transformation will enhance the potential of Demarest Place as a vibrant public space and venue for the arts and community activities. While providing an amenity for new residents, Demarest Place can also serve as a welcoming place of community and cultural expression for existing and new residents alike.

A new building under construction at 150-170 Main Street, to the north of Demarest Place, will consist of 12 stories of residential units, ground floor retail along Main Street, and two stories of parking. The second phase of the project, 148 Main Street, directly abuts Demarest East to the north. Proposals for the property consist of a mixed-use building with multi-family residential and ground floor retail. Developers of the property suggest a grocery store use in the ground floor retail space, with entrances onto Main Street and Demarest Place. Both phases of the project will result in widened sidewalks along Main Street, creating opportunities for outdoor dining.

In addition, Bergen County has proposed development of a mixed-use building and transit center at 133 River Street (the Probation Site), which is to the west of Demarest Place, just to the north of the existing bus station. The building, as proposed, will include workforce and veterans housing and county administration office space, along with rooftop amenities for

residents and county employees. A new NJ TRANSIT bus station with additional capacity and enhanced amenities would occupy the first floor of the building, and a level of parking would occupy the second floor. The existing bus station would be removed.

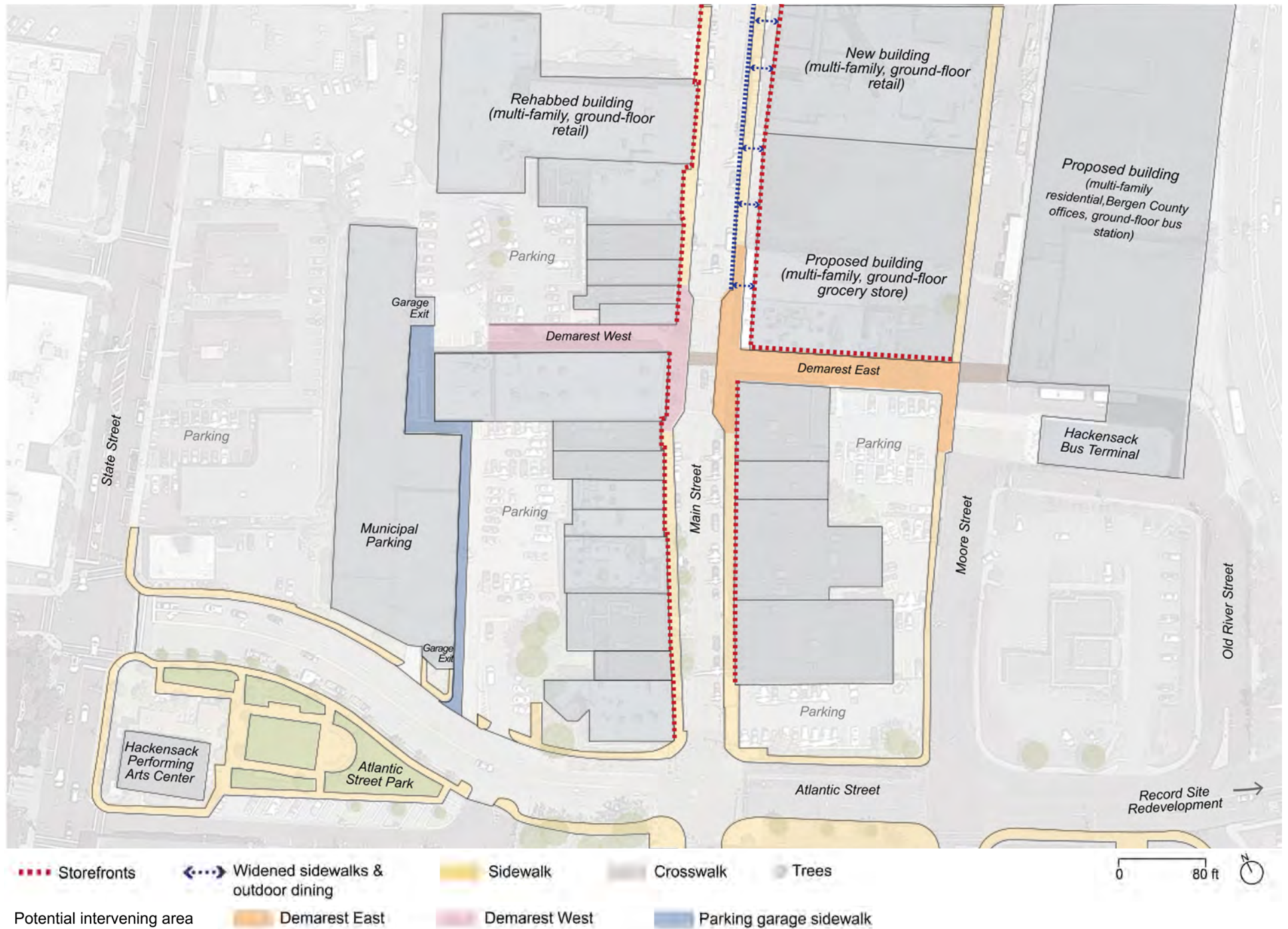


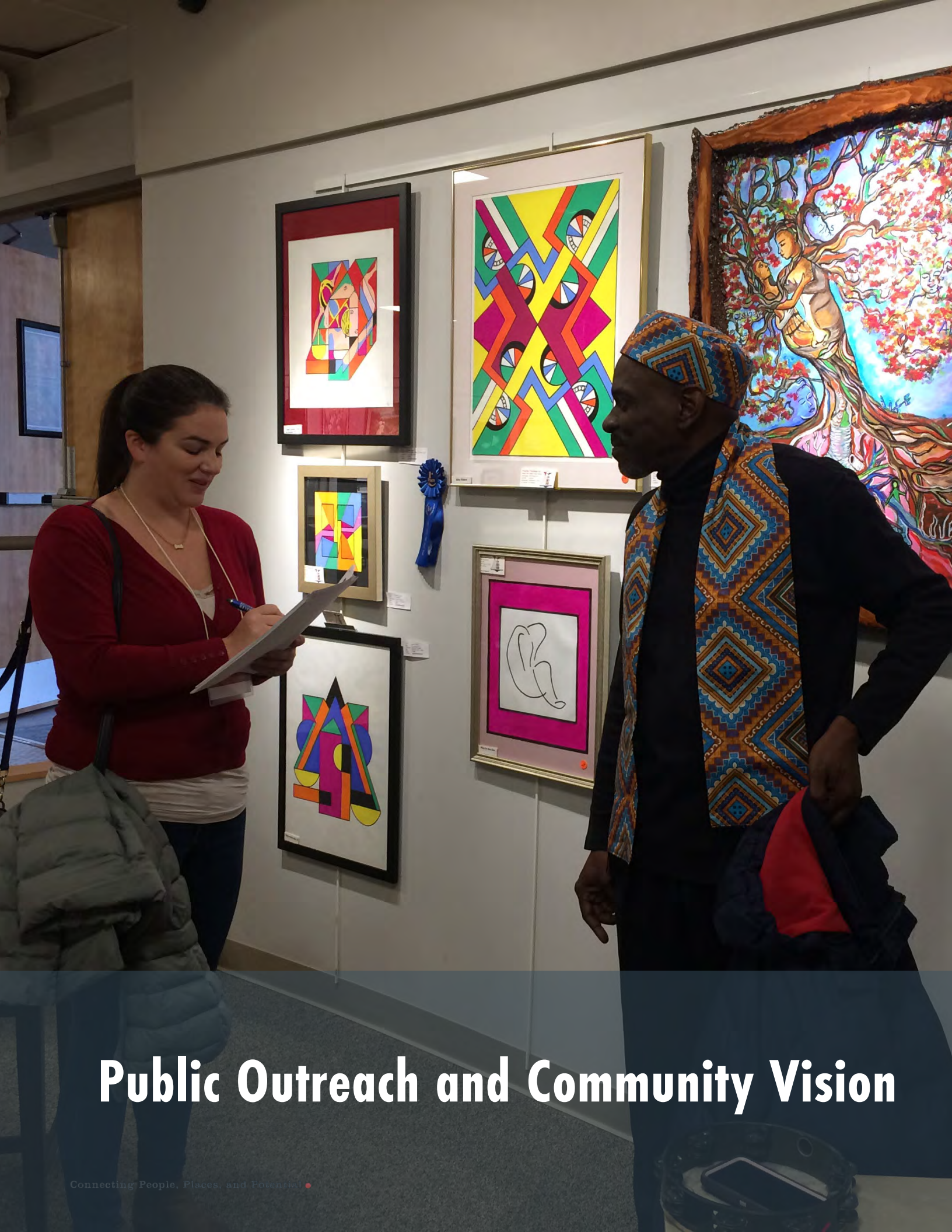
A mixed-use building under construction at 150-170 Main Street

A proposed development at 150 River Street (the Record Site) consists of about 17 acres of riverfront property. The proposed project would result in about 650 apartments and retail. The project would introduce retail along River Street, along with streetscape improvements. The project would also create an Atlantic Street extension, which would transform Atlantic Street into a major downtown retail corridor and connect the Main Street area to the waterfront and a new waterfront promenade. The project also creates opportunities for significant new public space and outdoor dining.

An existing five-story building at 149 Main Street has been converted into 72 residential units on four floors above retail, with parking in the rear on two levels. The original Woolworth's façade was maintained.

Figure 2: Map of Downtown Main Street Area and Proposed Development, Hackensack, NJ





Public Outreach and Community Vision

Public Outreach

The TNJ team developed an outreach strategy to gauge the public and other stakeholders' perceptions of Demarest Place and downtown Hackensack, as well as what changes they hoped to see in the future. The outreach strategy aimed to reach a range of interested individuals, including residents, students, commuters, developers, local artists, and business owners. The outreach strategy built on previous engagement efforts conducted by the CAT, NNJCF/ArtsBergen and the city. TNJ compiled and analyzed the results from these past outreach efforts prior to implementing additional outreach. Beginning in February 2020, TNJ conducted in-person intercepts and interviews, developed an online survey, and facilitated a stakeholder meeting with the CAT. The original outreach strategy included additional in-person intercepts, but the survey was conducted online due to COVID-19 and Governor Murphy's Executive Order No. 107, which required residents to stay at home. Appendix C contains more detailed information on the project's public outreach activities.

Prior Outreach

Prior to TNJ assistance, the CAT and NNJCF/ArtsBergen conducted surveys at three different events that took place from October 2019 through December 2019. The events included the MAIN Festival (a block party along downtown's Main Street), the Hactivator Pop-up (an interactive art installation at the Hackensack Bus Terminal), and Hackensack's tree lighting ceremony. Each survey was designed to gather ideas on how to turn Demarest Place into a more inviting gateway to downtown Hackensack. TNJ analyzed and developed a summary of these outreach responses (see Appendix B), using the information to guide the development of more detailed intercept survey questions.

In-person Intercept Survey

Before social distancing and stay-at-home orders, TNJ conducted in-person intercept surveys at Bergen Community College and HACPAC. The outreach team varied the days of the week and times of day of events in order to reach a variety of people. The questions gauged how respondents used Hackensack's Main Street and Demarest Place, and what they would like to see there in the future. The TNJ outreach staff used a poster board featuring an aerial map of Demarest Place and Main Street so participants could reference it during the questionnaire. These intercepts were conducted in both English and Spanish by a bilingual staff member.



Public outreach at the MAIN Festival in October 2019.

Online Survey

In March, TNJ transitioned its outreach strategy to a virtual model to accommodate the COVID-19 stay-at-home orders. Staff developed a public survey and press release about activating Demarest Place. Based on previous trips to Hackensack, TNJ staff identified businesses, apartment buildings and organizations near Demarest Place and the downtown, and conducted online research to identify media outlets and social media groups. The project team called and emailed individuals and groups to publicize the project and distribute the online survey, and posted a link to the survey on social media. The public survey was distributed and available for a month, from April 1 to April 30, 2020, and was available in English and in Spanish.

Developer Interviews

The Main Street area around Demarest Place falls within the city's designated rehabilitation area. TNJ staff researched the Hackensack's redevelopment plans and development activity and conducted phone interviews with three developers working in the immediate vicinity of Demarest Place. TNJ staff also disseminated an online questionnaire to other developers working in the downtown area to gather information on their projects' impacts on public space, perceptions of downtown Hackensack and Demarest Place, and their preferences for public spaces in the downtown including Demarest Place (see Appendix D).

Virtual Stakeholder Meeting

On April 22, 2020, TNJ hosted a virtual stakeholder meeting in partnership with CAT to discuss the Demarest Place project. The purpose of the meeting was to solicit feedback from the Hackensack arts community about specific installation and activation ideas that incorporate the arts. The TNJ team also presented findings from research, community outreach and developer interviews about the walkway and potential future use. The virtual meeting attracted 22 attendees, including Hackensack and HACPAC employees, community members and local artists.



In-person intercept surveys at Bergen Community College.



Hacktivist pop-up activity at the Hackensack Bus Terminal

Community Vision for Demarest Place

Several themes emerged from TNJ’s extensive outreach to public, the arts and culture community, and other local stakeholders. These themes constitute a community-driven vision for Demarest Place and the Main Street area as a space of community, inclusivity, diversity, and artistic expression. The walkway is also a means of attracting people to the downtown to shop and dine and an opportunity to express the community’s commitment to environmental sustainability.

Community, Inclusivity and Diversity

Public outreach participants expressed a vision for Demarest Place as an inviting community space for people of all backgrounds (see the Hackensack, NJ Community Profile text box below). Demarest Place should be a place for individual and community artistic and cultural expression and a place where friends and families can gather and socialize. While the ongoing redevelopment nearby will bring higher-end housing into the area, along with workforce housing, a thoughtfully designed and activated pedestrian walkway can help ensure new and existing Hackensack residents and visitors of all backgrounds can enjoy the downtown area.

To create a place of inclusivity and cultural expression, outreach participants suggested activities that celebrate Hackensack’s diverse cultures, such as food festivals and street fairs. Other ideas included multi-lingual signs and storyboards that tell the story of Hackensack residents. Other participants expressed a desire for family- and children-oriented activities, like poetry readings, puppet shows, musical performances and sidewalk chalk art.

Participants also expressed interest in design elements that would transform Demarest into a community hang-out spot, such as permanent benches and temporary tables and chairs. Residents also suggested hosting outdoor yoga or workout classes, something which HACPAC has done during the summer at the Atlantic Street Park.

“

Hackensack should have more fairs and parade events that unite people. Something with food, like with a lot of food trucks lined up one night.

More cultural events representing people of color. More attractions for younger people.

”

Hackensack, NJ Community Profile

Hackensack is home to diverse racial and ethnic groups that represent numerous cultures, customs, and languages. Of Hackensack’s 44,381 residents, 38 percent identify as Hispanic, 23 percent as Black or African American, and 11 percent as Asian. Hackensack is home to a large immigrant population, with 39 percent of residents foreign born. In fact, 48 percent of residents speak a language other than English at home, including 32 percent who speak Spanish. Other spoken languages include Tagalog, Arabic, Korean, Hindi, and many more. A substantial portion of households in Hackensack, 23 percent, contain children under 18 years of age. Hackensack contains households of varying financial means. In 2018, 13 percent of Hackensack households had an annual income that fell below the federal poverty line. In an activated Demarest Place, people of all backgrounds and financial means should be able to enjoy the cultural, entertainment, and educational benefits of public art installations, performances, and other activities. For more a more detailed community profile of Hackensack, see Appendix A.

The Arts

Many outreach participants expressed interest in seeing arts-related festivals, live performances, and public art along Main Street and in downtown Hackensack. The Hackensack arts community has a strong presence in the area. Maintaining interest in Demarest Place among community members will require rotating art installations, events, or regular live performances. HACPAC, the Northern New Jersey Community Foundation's ArtsBergen initiative and the Hackensack Creative Arts Team work individually and collaboratively to promote the arts and creative placemaking. These organizations could help bring outreach participants' vision for creative placemaking to life.

Suggestions from outreach participants ranged from live performances to interactive art installations to reutilizing vacant storefronts as art galleries. Suggestions for public art included interactive murals, wind chimes and seasonal light displays. Some participants wish to see a more active nightlife scene in downtown Hackensack, which could be supported through evening concerts, theatrical performances, or story slams at Demarest Place. Since many commuters pass through Demarest Place or Main Street, hosting art and culture events during commuting hours or in the evening may help entice people to stay in the area.

Shopping and Dining

Members of the public and local stakeholders see Demarest Place as an opportunity to encourage residents and visitors, including HACPAC patrons, to shop and dine downtown. The downtown is home to numerous popular eateries, and many outreach participants reported visiting Main Street to shop, buy food at markets or grocers or eat at restaurants. However, participants also pointed out that the area has lost the status it enjoyed decades ago as a popular shopping and dining destination. Attendees of HACPAC performances tend to leave the area directly after attending a show, due to the lack of nightlife in the surrounding area.

Outreach participants reported that more retail shops and places to eat would encourage them to spend time in the downtown. Participants suggested hosting vendors, such as coffee carts or pop-up shops, in Demarest Place and Main Street. Vendor events would provide economic opportunity for local residents. Keeping shops and restaurants in the area open late and providing outdoor dining along Demarest or Main Street would help foster a vibrant nightlife. Since many people pass through Demarest Place on their way to work, having dining options or vendors along the walkway during the morning and evening would encourage commuters to linger in the area.

“

We need murals created by artists who live here.

I remember it all the way back to the seventies. I think a permit for local musicians maybe on the weekends would be nice. Better seats, plantings. Constantly refreshed murals. Outdoor readings and poetry. Fix up all the brick in the street and sidewalks!

”

“

Need more restaurants that can be open late to create night life.

Pop-up shops would be great in this space. It would be an opportunity for entrepreneurs to get their items out there especially if they are unable to afford a retail space.

”

Green Space

Outreach participants indicated a desire for more green space in the downtown area. During the virtual stakeholder meeting, one participant mentioned that Demarest currently has a lot of “hard surfaces.” Many outreach participants requested more landscaping, flowers, planters, or even a vertical green wall along the walkway to make the space more inviting and aesthetically pleasing.

Introducing landscaping at Demarest Place is also an opportunity to express Hackensack’s commitment to environmental sustainability. As a riverfront community, Hackensack regularly deals with the impacts of flooding. The city also has a combined sewer system that collects both wastewater and stormwater in the same pipe. When flooding or rainwater overwhelms the sewer system, contaminated water can overflow into the streets and bodies of water. The redesign of Demarest Place could serve as an opportunity to educate the public on stormwater management issues and to demonstrate green infrastructure, which is an effective and sustainable strategy for managing stormwater runoff and flooding.

“

Add flower, plants, outdoor piano, and study outdoor and tables.

Something to attract the birds, so we can sit-down and watch the birds.

Plants, better drainage, more pleasant atmosphere, more lights.

”

Green Infrastructure

Green infrastructure mimics natural processes to capture rain water directly or as runoff from impervious surfaces and slowly release it back into the environment. Reducing runoff into storm sewer systems reduces water pollution and local flooding, and in Hackensack could help prevent combined sewer overflows. There are many types of green infrastructure treatments, including rain gardens, bioretention and biofiltration systems, downspout planters, permeable pavement, street tree trenches and green roofs. Green infrastructure also helps create inviting public spaces by introducing attractive landscaping.



Green infrastructure helps reduce stormwater runoff and enhances public spaces with greenery



Design Recommendations

Design Objectives

The TNJ team prepared conceptual designs to help the public and stakeholders envision a redesigned and activated Demarest Place. The suggested design elements shown in the following sections are based on the themes and preferences heard from the public and local stakeholders.

Demarest Place is a unique space, with both great potential and constraints. As TNJ considered the space and spoke with the public and stakeholders, several objectives emerged for the physical design of Demarest Place.

- » **Express local identity and diversity:** The physical design of Demarest Place should reflect the themes, preferences and needs uncovered in conversations with the public, the arts community, and other local stakeholders. Demarest Place should be a space of community, inclusivity and diversity, arts and culture, greenery and environmental sustainability, and shopping and dining.
- » **Accommodate varied activities:** The physical design of Demarest Place should provide a flexible space and lively backdrop for various pop-up activities, performances, and art installations. The design itself should include artistic and cultural elements. Both segments of Demarest Place should also function as a plaza-like space for more passive uses, such as seating.
- » **Preserve existing function as a pedestrian thoroughfare:** As downtown redevelopment and revitalization continues, pedestrian activity in the downtown will likely increase considerably. The activation of Demarest Place should recognize the constraints of the space, most notably the narrow dimensions of both Demarest East and West, and both segments' important function as a pedestrian thoroughfare. Demarest Place should serve as a lively backdrop for pop-up events, while leaving a clear path for pedestrians and bicyclists, including pedestrians entering or leaving any future retail space along Demarest East.
- » **Create inviting gateways to Main Street:** Arts-based activation could be used to lead pedestrians through Demarest East and West, to Main Street, and then along Main Street to Atlantic Street and HACPAC. As residents and visitors enjoy the displays, performances, and activities, they will also discover the downtown's many shops and restaurants. Some users of the Atlantic Street municipal parking garage exit the garage and walk along the adjacent sidewalk to Atlantic Street and HACPAC. There is limited potential for the area along the garage to be fully activated. In addition, when parking garage users follow this route, they bypass Main Street. Transforming Demarest West into an inviting gateway will encourage garage users to discover the downtown, and return after a show to dine and enjoy the local nightlife. Wayfinding signage can help direct visitors along specific routes.
- » **Create a downtown green space:** Vegetation and greenery are an important part of creating a welcoming environment for pedestrians, residents and other visitors. Not only does greenery provide beautification, it provides shade and a cooling effect that makes the environment more comfortable for visitors. Green infrastructure elements can reduce stormwater runoff and flooding, while also contributing to beautification of the walkway.

Demarest Place East

Demarest East is envisioned as a place of movement and activity, as well as a place to relax and people-watch. The conceptual designs for Demarest Place East, shown in Figure 3 and Figure 4, envision planters and green infrastructure that provide landscaping and effectively manage stormwater runoff. Pervious pavers run through the center of the walkway; the winding shape is reminiscent of the Hackensack River and expresses the importance of environmental sustainability to the Hackensack community.

Planter benches and temporary tables and chairs provide seating. The center of the walkway is kept clear of obstruction to allow for the movement of pedestrians and bicyclists through the space. Overhead pedestrian lighting replaces the existing lampposts to maximize space for pedestrians and activities. Pedestrians will use the walkway to enter any future commercial space along Demarest East and to move between Main Street and the NJ TRANSIT Bus Terminal and any future residential and retail development along River Street. Multi-lingual wayfinding signage points pedestrians toward downtown amenities and transportation facilities.

To better connect the two, offset segments of Demarest Place and enhance pedestrian safety, a widened crosswalk spans the width of both Demarest East and West on Main Street.



Figure 3: Demarest East Conceptual Design



Figure 4: Demarest East Conceptual Design Rendering

Demarest Place West

Demarest Place West is envisioned as an outdoor art gallery and performance space. The physical design features of Demarest East extend into Demarest West, as shown in Figure 5 and Figure 6. However, this “arts alley” would serve as a space for more passive activities, such as pop-up art installations, poetry readings, and permanent and temporary seating that allows people to sit, relax, and take it all in. Features such as a marquee-style sign and uplighting (lighting fixtures are placed on the ground and pointed up) create a theatrical ambiance. Demarest West also serves as an inviting pedestrian walkway that encourages users of the adjacent parking facilities to walk toward Main Street.

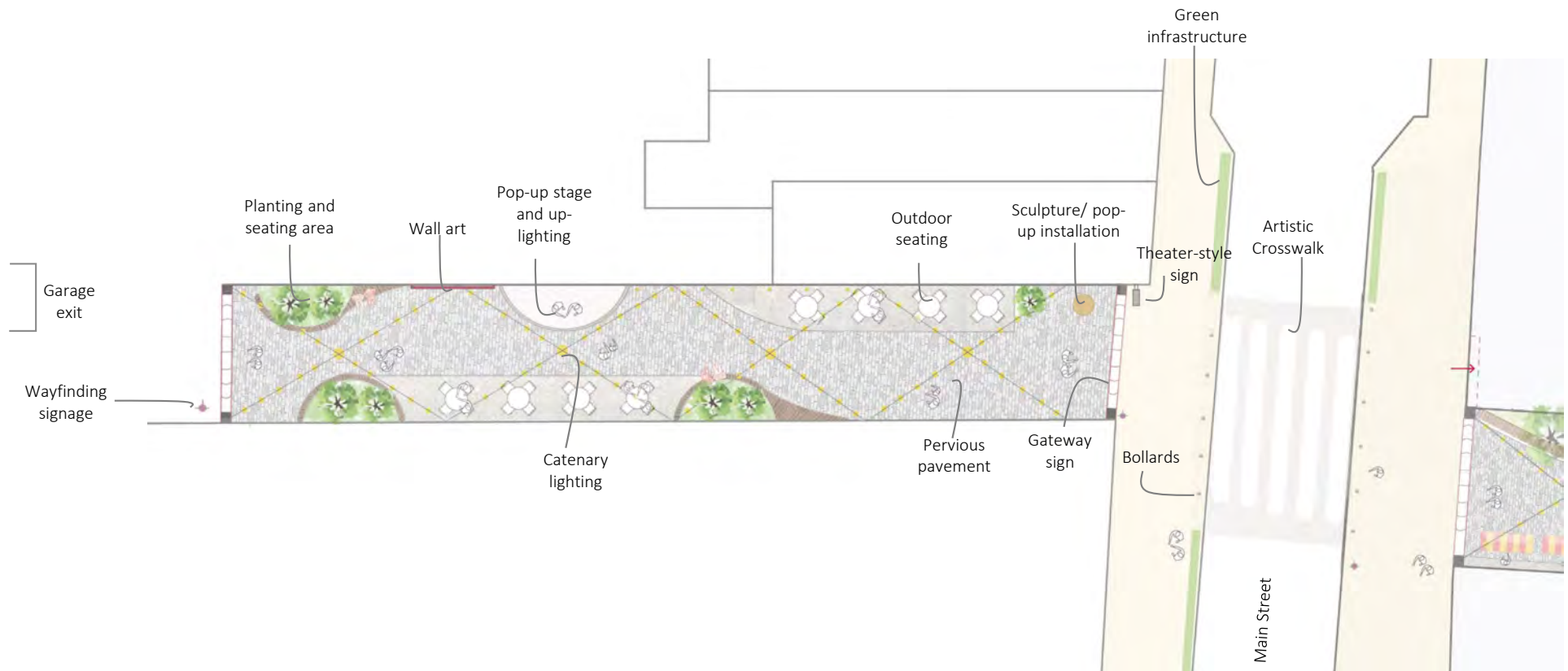


Figure 5: Demarest West Conceptual Design



Figure 6: Demarest West Conceptual Design Rendering

THE HACKTIVATOR

ACTIVATING HACKENSACK WITH THE ARTS



Activity Recommendations

Activity Recommendations

An activated Demarest Place would serve as an inviting, vibrant space where Hackensack residents, downtown employees, and visitors can enjoy the arts, express themselves, relax, and spend time with family, friends, and co-workers. Activities planned for the space must be appropriate for an active pedestrian thoroughfare and the relatively narrow dimensions of both Demarest East and West. Organizers should also be sure to coordinate activities with use of the space by any future retail business along Demarest East.

While not a suitable location for hosting large events, Demarest Place is ideally situated to accommodate pop-up activities, pop-up art installations, vendor stalls and seasonal displays. Through regular programming, local partners can create a space where visitors and passers-by can always expect something new and intriguing.

Hackensack and its partners should also consider how the arts can extend beyond Demarest Place to activate the entire Main Street area. Through the arts, the city and partners can create an artistic and cultural, experiential and participatory experience that guide visitors among all key assets of Hackensack's downtown, including the riverfront, HACPAC, the bus terminal, Demarest Place and Main Street. Deploying the arts throughout the Main Street area will draw visitors to downtown shops and restaurants and reinforce the downtown as an arts destination.

Performances: Demarest Place can be used for a variety of performances that will enliven the downtown. Events geared toward families can take place during the day or in the early evening. Evening events could be geared toward post-dinner entertainment or enliven the local nightlife by creating an ambiance for outdoor dining, strolling or relaxing. Performances could include live music, theatrical performances, outdoor dancing, or spoken word. Demarest Place could also include a large display board to promote upcoming outdoor events. Some performance suggestions gathered throughout the project include:

- » Live music
- » Theatrical performances
- » Shakespeare scenes on the street
- » Puppet shows and performances for kids
- » Poetry readings and story slams

Activities and classes: Though the space is somewhat limited, Demarest Place could be used as an outdoor venue for small events and outdoor classes. Local businesses could use Demarest Place to conduct outdoor demonstrations of services and offerings, such as fitness centers, martial arts studios, dance schools or art schools. Drop-in programming is a great way to promote local businesses, activate outdoor spaces and generate interest in new hobbies or activities. Some activity suggestions gathered throughout the project include:

- » Outdoor yoga and workout classes
- » Dancing or outdoor dance lessons
- » Outdoor art classes for kids or adults

Festivals: Festivals can play a key role in a city's cultural expression. They provide opportunities to express a city's heritage, culture and traditions, and can evoke a sense of community pride. They are also a great way to connect newer residents with a city's longtime residents, bringing everyone together to enjoy a shared experience and sense of place. Festivals can also provide an important economic benefit to a community, bringing visitors and tourists to downtown Hackensack who can patronize local businesses and restaurants. Some suggested festivals include:

- » Arts shows and festivals, featuring local artists
- » Cultural festivals that celebrate Hackensack's diverse communities

History of Hackensack Celebrations: Demarest Place's central location downtown makes it an ideal location for events and activities that celebrate Hackensack. Some suggested activities gathered through public and stakeholder outreach include:

- » Lectures or storytelling events about the city's rich history
- » Posters/artistic displays that capture life stories of long-time Hackensack residents

Hang-out space: An important element of activating Demarest Place will be creating a comfortable and inviting space for residents and visitor to relax and spend time together. This could include comfortable benches, tables, and chairs for eating, relaxing, and socializing. It could also include an engaging play area for kids to enjoy while parents/caretakers sit nearby and watch. Tech-friendly amenities, such as free outdoor Wifi or charging stations, would give the space a modern, updated edge. Suggestions related to creating a hang-out space include:

- » Outdoor dining areas
- » Comfortable seating for reading and relaxing
- » Pop-up free library
- » Play area for kids to explore and run around
- » Outdoor games, such as chess tables or corn hole
- » Free WiFi and charging stations for mobile devices

Public art: Public art will play an important role in creating a unique and inviting atmosphere at Demarest Place. Public art had nearly universal appeal among all the groups engaged during this process. Nearly everyone wanted to see some additional artistic installations to bring color, life and vibrancy to the walkway. In addition, Hackensack has a strong arts community and a robust arts presence in the community. Public art reflects the unique cultural and social characteristics of the community, reinforcing a community identity and activating the imagination of all who pass by. Suggested activities relating to public art for Demarest place include:

- » Additional murals or story boarding along the buildings
- » Chalk paints or buckets for children to use on the sidewalks
- » Vacant storefronts reutilized as art galleries
- » Interactive art installations, like wind chimes, natural sounds or hanging paper airplanes, or other designs that use elements of Hackensack's climate
- » Artistic crosswalks that represent Hackensack's diversity and other characteristics

Lighting: Improved lighting along Demarest Place will not only provide aesthetic, decorative value, it will also enhance security and safety of pedestrians and visitors. Decorative lighting can also be used to create ambiance and mood, making Demarest Place a desirable place to visit in the evening for outdoor dining or a stroll. Lighting can also be used to highlight other attributes of Demarest Place, such as up-lighting to showcase landscape features or other art installations. In addition, seasonal lighting can bring Demarest Place to life during the winter months, with light shows, displays and festive decoration during the darkest months of the year.

- » Improved lighting to enhance safety
- » Decorative lighting to create ambiance and festive mood

Vendors: One of the most important components of activating Demarest Place is providing residents and visitors with a reason to visit the location. Additional shopping and dining opportunities can increase foot traffic, bringing energy and vitality to the area. Many residents and visitors engaged during this project shared a strong desire for additional markets, shops, and restaurants in the area. Demarest Place can be used as an ideal central location for pop-up shops, markets, or festivals, including:

- » Sidewalk sales or flea markets
- » Food festivals or food carts
- » Craft sales



Seasonal Concepts

Seasonal Concepts

As an outdoor space, the ambiance of Demarest Place will change with the seasons. For each of the four seasons, local partners can host unique and memorable events at Demarest Place that, with time, turn into cherished community traditions. A set of suggested activities for each season is described below.

Hackensack Winter Walk (Winter)



Demarest East conceptual winter view design

During winter months, from November through February, days are short. With sunsets as early as 5:00pm, there is ample time during the evening for residents and visitors to enjoy an outdoor light display. Demarest Place, featuring a fairly narrow pathway, would be an ideal location for a “Winter Walk” light display. This Winter Walk could be either holiday-themed or focus on attributes of the season (snowmen, snowflakes, penguins, etc.) and more abstract light displays. The Winter Walk could also feature ample string lighting overhead, creating a tunnel-like effect, light-shows, or colorful up-lighting on the buildings that enclose Demarest Place. Hackensack could use the Winter Walk display to hold winter or holiday-themed events along Demarest and Main Street, including winter concerts, visits with characters for kids (Santa, Frosty the Snowman, Fairytale characters, etc.), New Year’s Eve celebrations or a winter market with artisan foods and crafts. The Winter Walk could also feature image projections of historic buildings, old family photos from long-time residents, or images of famous Hackensack residents of the past. The lighting display will attract visitors and residents throughout the City, offering an exciting and visually-appealing destination for a stroll downtown.

Potential partners include:

- » The Hackensack Regional Chamber of Commerce
- » The Main Street Business Alliance
- » The Hackensack Creative Arts Team
- » Northern New Jersey Community Foundation/ArtsBergen
- » The Bergen County Historical Society

Spring out to Demarest (Spring)



Demarest West conceptual spring view design

As soon as the weather warms slightly and the sun peeks out after the long dark winter months, kids are ready to get outside and play. They are bursting with energy and the eager for fresh air and sunshine! Demarest Place would be a perfect location for a spring-time pop-up play area for kids (with some comfortable seating for parents to relax while the kids play, of course). “Spring out to Demarest” could become an annual event in downtown Hackensack that encourages families to head over to main street to shop, dine, and give their kids some unstructured play time. Friends and families could meet for afternoon outings, or simply drop by to see who might also be passing by. “Spring out to Demarest” could include engaging and creative activities for kids. Organized activities could be scheduled periodically, such as weekly Saturday afternoon or Sunday afternoon events (musical performances, guest artists for kids, structured games, etc.), and some activities could be self-guided and left for kids to freely explore (sidewalk chalk murals, open play with building blocks, over-sized board games, hop-scotch, even recycled tires!). Bringing kids to downtown Hackensack for “Spring out to Demarest” will create energy and vibrancy in the area and encourage parents and caretakers to stay and explore shops and restaurants.

Potential partners include:

- » Hackensack Community Recreational Center
- » Hackensack Art Club
- » The Main Street Business Alliance
- » City of Hackensack, Department of Recreation
- » NNJCF/ArtsBergen
- » The YMCA of Greater Bergen County
- » The Hackensack Creative Arts Team
- » Hackensack UMC Fitness & Wellness Center
- » Johnson Public Library

Go Green on Demarest (Summer)



Demarest East conceptual summer view design

Summer is a time for green trees, lazy afternoons, and farm fresh produce. A great way to celebrate summer would be to bring all of these things together on Demarest Place. The pedestrian walkway could be transformed into a vibrant (and green!) summer farmers market and pop-up park, complete with streetscape elements that provide cooling and shade for visitors and vendors to sell locally-grown, fresh vegetables, flowers and other produce or natural products. The "green"-themed event would also provide the city with an opportunity to educate residents and visitors about important environmental issues, and even showcase some innovative green infrastructure techniques that help prevent flooding. The city could also provide amenities like lounge or Adirondack chairs or hammocks with overhead canopies for shade or an artistic installation of wind chimes hanging across the walkway to evoke a peaceful, relaxing atmosphere of a lazy summer day!

Potential partners include:

- » Hackensack River Keeper
- » Hackensack Environmental Commission
- » Bergen County Department of Parks and Recreation
- » Hackensack Public Schools
- » Main Street Business Alliance
- » NNJCF/ArtsBergen

Poetry Outdoors (Autumn)



Demarest West conceptual autumn view design

The autumn months are a great time for outdoor events – the temperature has begun to cool, the leaves have begun to change, and that back-to-school vibe is in the air. It is the perfect time of year for an outdoor poetry reading. Demarest Place would be an ideal location for an outdoor poetry event. The pedestrian walkway is located in the heart of downtown, just a few blocks from the Johnson Public Library and Bergen Community College, and would serve as a unique gathering place. With a small stage and some limited seating, the space could be transformed into a performance venue (including space for passersby). The readings could take place over one day, or over the course of a week. The city could invite guest authors, local students, or other local writers to read their work, and invite participants to join a discussion. The events could also include an “open mic” component where audience members join spontaneously and share their own work. In addition, Demarest Place could be decorated with poetry posters that feature art students’ visual interpretation of poems (see Takoma Park, Maryland’s “Spring for Poetry” initiative in Appendix F).

Potential partners include:

- » Johnson Public Library
- » Hackensack Performing Arts Center
- » The Hackensack Creative Arts Team
- » Local book stores
- » Hackensack High School
- » Bergen Community College, Department of Composition & Literature
- » Bergen Community College, Department of Graphic Design and Computer Graphics.
- » NNJCF/ArtsBergen



Implementation

Implementation

Activating Demarest Place will require committed participation from numerous stakeholders and a concerted and sustained effort to maintain regular programming. The recommended activities and designs presented in this report are a starting point and resource to guide the city and its partners' future efforts. To bring the Demarest Place vision to life, the city and partners should consider pursuing the following activities:

- » **Establish a coordinating committee:** The TNJ assistance brought together city officials, the MSBA, local arts and culture organizations, and other local stakeholders to envision an activated and redesigned Demarest Place. These local actors should build on the momentum of the planning effort by forming a standing committee dedicated to Demarest Place. This coordinating body should work to build support among the community and stakeholders, provide input and guidance on implementation of the rebuild of Demarest Place, and meet regularly to plan and coordinate Demarest Place activities.
- » **Promote proposed activation of Demarest Place:** Hackensack and partners should build on the public and stakeholder outreach carried out during the course of TNJ assistance to foster support for the identified vision. The coordinating committee should work to promote the recommended activation and conceptual designs among elected officials, the public, local businesses, developers, and the local arts and culture community
- » **Develop a year-round schedule of activities:** Activating Demarest Place will require close coordination between the city, arts and culture organizations, local artists, local businesses and others. The coordinating committee should establish an annual schedule of events with funding, sponsors, and participants identified. Partners should also identify and recruit local artists to create temporary art installations.
- » **Secure funding:** The city and partners should identify external funding sources to support implementation. Appendix G of this report displays a list of relevant funding sources. In particular, Demarest Place partners are now well-positioned to pursue a National Endowment of the Arts (NEA) Our Towns grant. The NEA program supports projects that “integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes”. The program encourages cross-sector partnerships and requires a cost share/matching grants range from \$25,000 to \$150,000, with a minimum cost share/match equal to the grant amount. Hackensack and NNJCF applied unsuccessfully to the Our Town grant in 2018. Partners are now better-positioned to apply to the program after having carried out extensive, meaningful, and inclusive public and stakeholder outreach that inform the recommendations of this report.
- » **Identify and recruit activity sponsors:** Partners should pursue sponsorships from local businesses, area employers, and cultural institutions to support Demarest Place activities.
- » **Work with development community to implement rebuild of Demarest East:** The recommendations of this report can serve as a starting point for conversations and negotiations with the development community concerning Demarest Place. Hackensack plans to excavate Demarest East to install stormwater infrastructure improvements. This presents an opportunity to work with the adjacent developer at 149 Main Street to rebuild the space to reflect community input. Using this report as a guide, the city and partners can help ensure that more specific design proposals for Demarest Place reflect a community vision.

- » **Consider opportunities for rebuilding Demarest West:** Hackensack currently has no plans to rebuild Demarest West. City officials and stakeholders should consider future opportunities to implement the recommended conceptual designs by identifying local or external funding sources. The city may also consider including the rebuild as part of a redevelopment agreement with a designated redeveloper in the surrounding area. The successful implementation of a redesigned and activated Demarest East may help encourage Hackensack to invest in a physical rebuild of Demarest West. In the interim, many of the recommendations of the report may be implemented through “tactical urbanism” treatments, such as temporary seating, sidewalk art, or pop-up art installations.

Final Thoughts: COVID-19

At the time of writing this report, the United States is in the midst of the COVID-19 pandemic. While there is hope that life may soon return to normal, any activation or installations at Demarest Place in the near term should be implemented in accordance with current health and safety guidelines. Many of the recommendations contained in this report can be safely done with social distancing guidelines in place. However, the City of Hackensack should carefully monitor the rapidly changing situation in order to make sure that gatherings and events do not exceed safe limits on crowds while the pandemic is still prevalent in our communities.



Appendices

Appendix A: Hackensack, NJ Community Profile

The re-design and activation of Demarest Place is an opportunity to create a space that reflects the rich diversity of the local community and serves people from all walks of life. Figure 3 shows the racial and ethnic composition of the approximately 44,381 people residing in Hackensack in 2018. These racial and ethnic categories represent numerous and diverse cultures, customs, and languages. In fact, 48 percent of people (of at least 5 years of age) in Hackensack speak a language other than English at home, including 32 percent who speak Spanish. Figure 4 shows the top ten most common languages spoken at home, other than English and Spanish.

A substantial portion of households in Hackensack, 23 percent, contain children under 18 years of age, and people under the age of 18 make up 18 percent of the Hackensack population. Hackensack contains households of varying financial means. In 2018, 12.9 percent of Hackensack households had an annual income that fell below the federal poverty line, compared to 9.5 percent in New Jersey as a whole. The median household income in Hackensack is \$67,188 compared to \$79,363 in New Jersey. In an activated Demarest Place, all Hackensack residents, regardless of financial means, should be able to enjoy the cultural, entertainment, and educational benefits of public art installations, performances, and other activities.

Figure 3: Race and Ethnicity, Hackensack, NJ, 2018

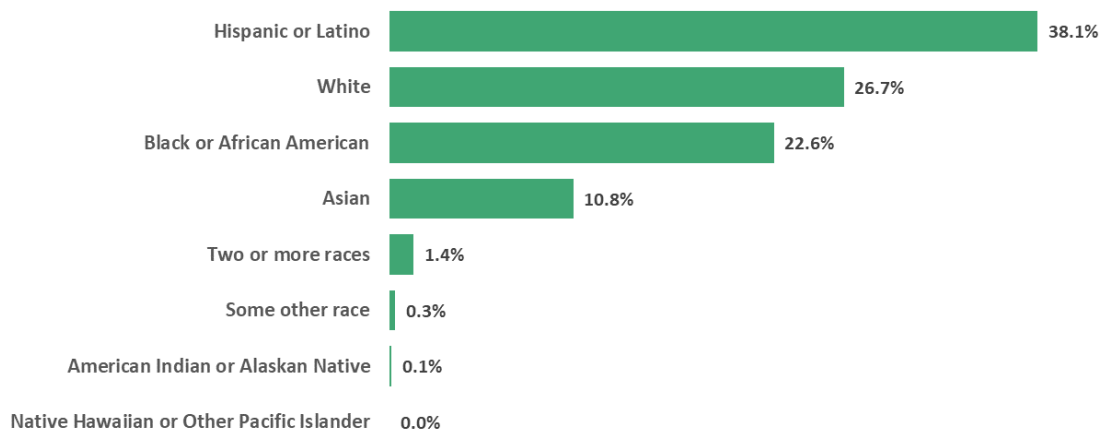
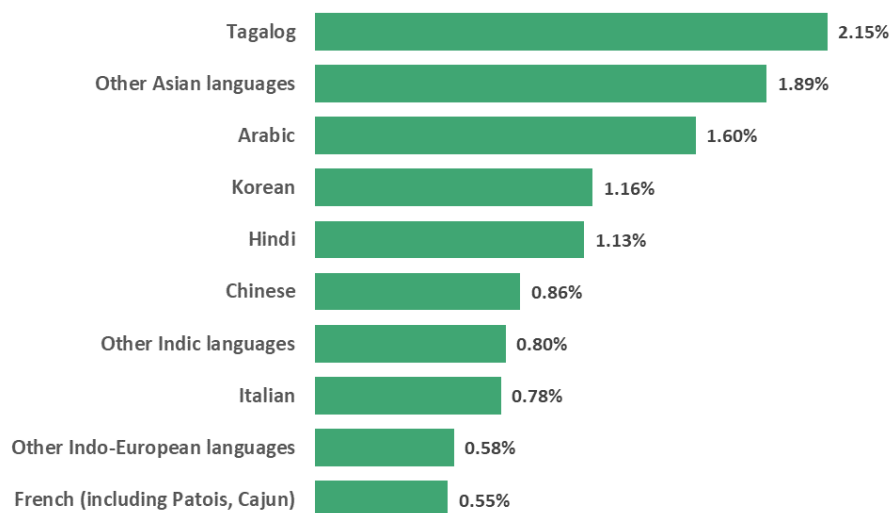


Figure 4: Top Ten Languages Spoken at Home (other than English and Spanish), Hackensack, NJ, 2015



Appendix B: Summary of Previous Public Engagement Findings



ACTIVATING DEMAREST PLACE THROUGH THE ARTS.

Summary of 2019 Public Engagement

February 2020



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Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

Background

Together North Jersey's (TNJ) Local Technical Assistance program, funded by the North Jersey Transportation Planning Authority (NJTPA), is working with the City of Hackensack (Hackensack), its diverse communities, Northern NJ Community Foundation (NNJCF)/ArtsBergen, the Main Street Business Alliance and the Hackensack Creative Arts Team (CAT) to reimagine how the pedestrian walkway at Demarest Place can be renovated into a multi-use public space.

As part of this work, Together North Jersey summarized and analyzed results for three outreach events developed by NNJCF/ArtsBergen and sponsored by the Main Street Alliance and CAT between October 2019 and December 2019 (prior to TNJ's involvement in the project). Though slightly different, each survey/questionnaire at these events was geared toward gathering ideas on how to turn Demarest Place into a more inviting gateway to downtown Hackensack. Surveys were available in Spanish and English. The events included:

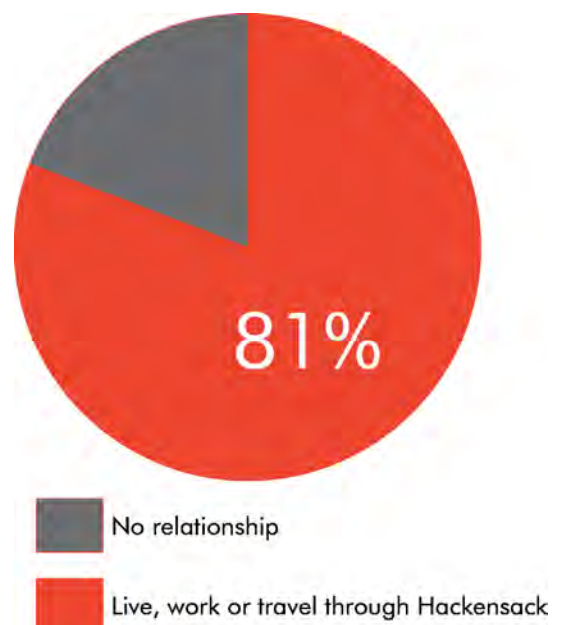
- MAIN Festival
- Hactivator Pop Up event at the New Jersey Transit Bus Terminal
- Tree Lighting Ceremony

Overall Survey Results Summary

Though the three surveys employed differing formats and questions, the collective results reveal several collective insights:

- At least 81 percent of those who participated in the surveys distributed at the MAIN Festival and tree lighting ceremony had some connection to Hackensack, whether they lived, worked or traveled through the city.
- Seventy-five percent of respondents indicated that they

Figure 1: Summary of Respondents' Relationship to Hackensack



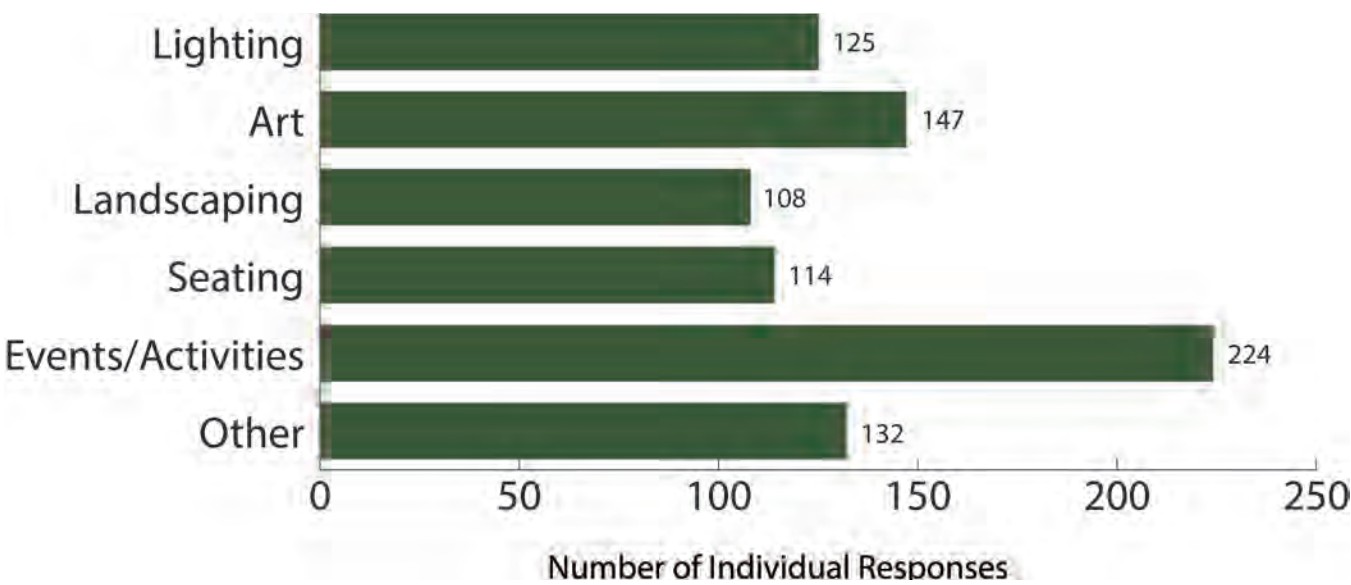
Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

were either familiar with Demarest Place or used the corridor to access the bus terminal.

- Many participants referenced community and the arts as elements they would like to see added to the walkway. One popular response in the surveys was lighting, which can be an arts and safety amenity in the walkway. Many responses also referenced community events, whether participants would like to see events and programs offered along the walkway or see notices for community events.

Figure 2: Summary of Responses Across Surveys*



*excludes 9 blank responses

Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

MAIN Festival

The first event the survey team attended was the MAIN Festival, hosted by the Hackensack Main Street Business Alliance and Hackensack on October 5, 2019 on Atlantic Street. As part of this event, ArtsBergen and the CAT hosted a live arts event along with the Hackticator Press, a group of three comedic actors who surveyed festival participants. The event attracted both Hackensack residents and people from the surrounding area. According to the official Facebook event site, nearly 1,200 people planned to attend.

NNJCF/ArtsBergen created the Hackticator Press survey and actors surveyed participants and collected responses. The paper surveys included the following three questions:

1. Do you live in Hackensack?
2. Are you familiar with the pedestrian walkway along Demarest Place?
 - a. Yes
 - b. No
3. If YES, what would it take for you to spend time at Demarest Place?
 - a. Lighting
 - b. Art (Murals, sculpture, installations)
 - c. Landscaping
 - d. Seating
 - e. Events/Activities/Programs
 - f. Other

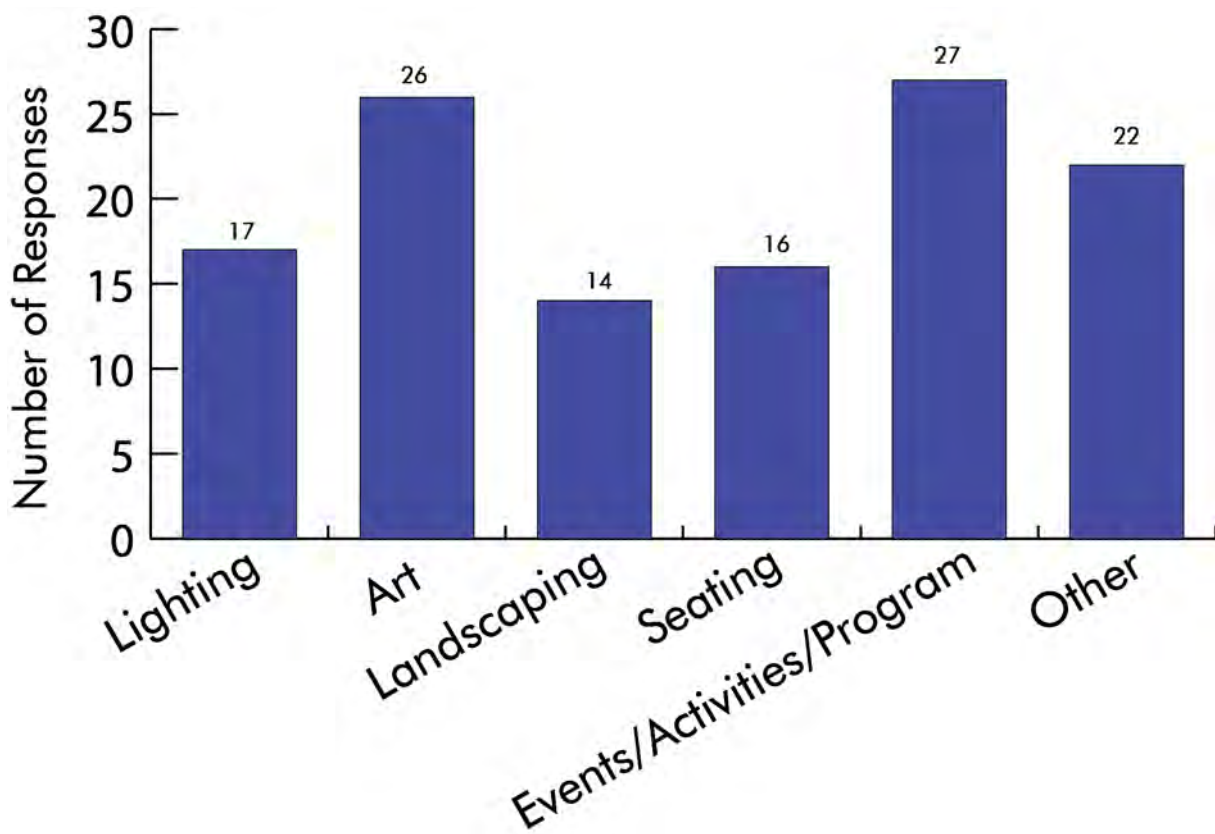
Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

Summary

The survey yielded 95 responses, many of which included multiple answers for the third question regarding improvements to Demarest Place. The top three answers for this question were events/activities/program (27), art (26) and other (22). For “other” responses, most people wrote in their own ideas, some of which aligned with existing options but many that fell outside of the presented categories. Of those “other” responses, the most common related to food/drink (12), music and dance (9) and safety (4).

Figure 3: Summary of Individual Responses from MAIN Festival



Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

Question #1: Do you live in Hackensack?

Because this question was an open-ended format, most answers were yes, no or left blank, though a couple people wrote in that they worked or traveled through Hackensack.

- Yes (47)
- No/Blank (48)
 - Work in Hackensack (1)
 - Travel through Hackensack (1)

Question #2: Are you familiar with the pedestrian walkway along Demarest Place?

- Yes (32)
- No (60)
 - Blank (4)

Question #3: If YES, what would it take for you to spend time at Demarest Place?

- Lighting (17)
- Art (26)
- Landscaping (14)
- Seating (16)
- Events/Activities/Programs (27)
- Other (22)
 - Food/drink (12)
 - Music/dance (7)
 - Safety, security cameras (4)
 - Upcoming events (2)
 - Coffee/café (2)
 - Garbage cans (1)
 - TV screen (1)

Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

Hackticator

The Hackticator project was a pop-up interactive art installation outside of the NJ TRANSIT Bus Station in Hackensack, near the Demarest Place walkway. The installation featured three actors to engage with and survey commuters at the Hackensack NJ TRANSIT Bus Terminal. There were five separate Hackticator events at various peak commuting hours on November 4, 5, 7 and 8.

The survey as conducted via the Hackticator asked the following three questions:

1. Do you (circle all that apply):
 - a. Live in Hackensack
 - b. Work in Hackensack
 - c. Travel through Hackensack

2. Do you ever use this walkway up to Main Street from the Bus Terminal?
 - a. If YES, is it because you:
 - Buy food/drink
 - Park
 - Walk home
 - Shop/run errands
 - Other
 - b. If NO, is it because:
 - Don't have time while waiting for bus
 - There's nothing to do/visit
 - I don't like walking on this walk way: Why?
 - Other

Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

3. What would make walking on this walkway better?
 - a. Lighting
 - b. Art (Murals, sculpture, installations)
 - c. Landscaping
 - d. Seating
 - e. Events/Activities
 - f. Other

Summary

This survey yielded 174 responses from attendees, the majority of whom were from Hackensack, or worked or traveled through the city. Accordingly, most respondents (85%) also reported that they had used the Demarest Place walkway to access the bus terminal, often to access retail, restaurants or parking on Main Street. Most of those who did not use the walkway indicated that they did not have enough time while waiting for another bus. When asked about what would improve the walkway, the most frequent response was lighting (105), followed by public art installations (101) and seating (93). Many people (57) also wrote in various answers.

Some respondents selected more than one option as their response, hence there are often more total answers than participants.

Question #1: Do you live/work/travel in Hackensack?

- Live in Hackensack (50)
- Work in Hackensack (43)
- Travel through Hackensack (97)
- No response (3)

Question #2: Do you ever use this walkway up to Main Street from the Bus Terminal?

- Yes (144)
- No (25)
- No response (5)

Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

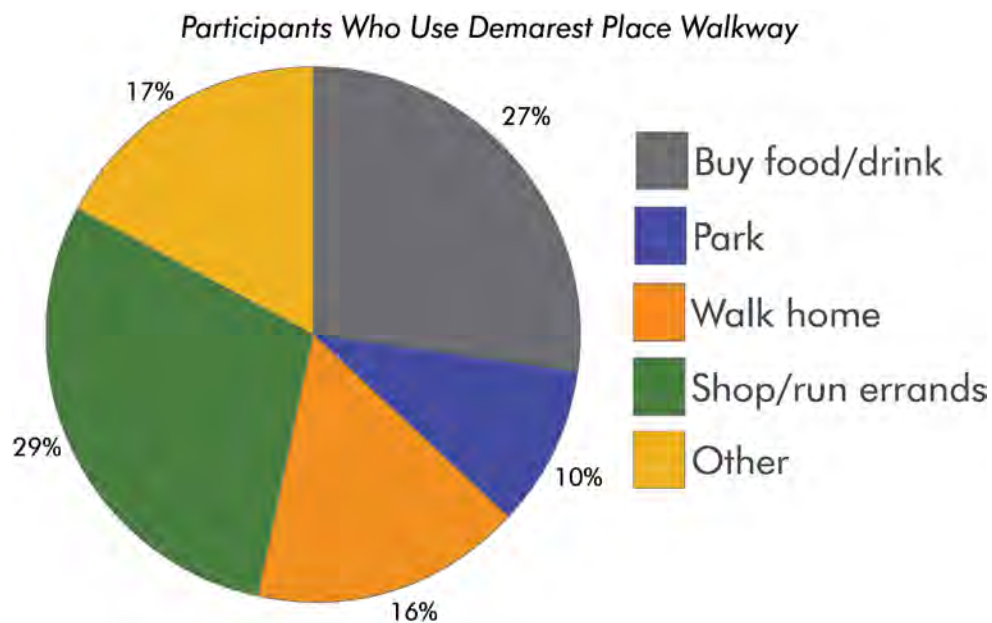
Question #2.1: If YES, is it because you:

- Buy food/drink (69)
- Park (23)
- Walk home (43)
- Shop/run errands (75)
- Other (46)
 - Get to another bus (14)
 - Leisure (7)
 - Walk to work (5)
 - Library (4)
 - Hospital (3)
 - Bank (3)
 - Ride bike (1)
 - Gym (1)
 - Shortcut (1)

Question #2.2: If NO, is it because you:

- Don't have time while waiting for bus (11)
- There's nothing to do/visit (2)
- Don't like walking on this walkway (2)
- Other (9)
 - Traveling in the opposite direction (3)
 - Take another bus (1)
 - Always take a cab (1)
 - Not from here (1)

Figure 3: Summary of Responses to Question 2 from Hacktivator



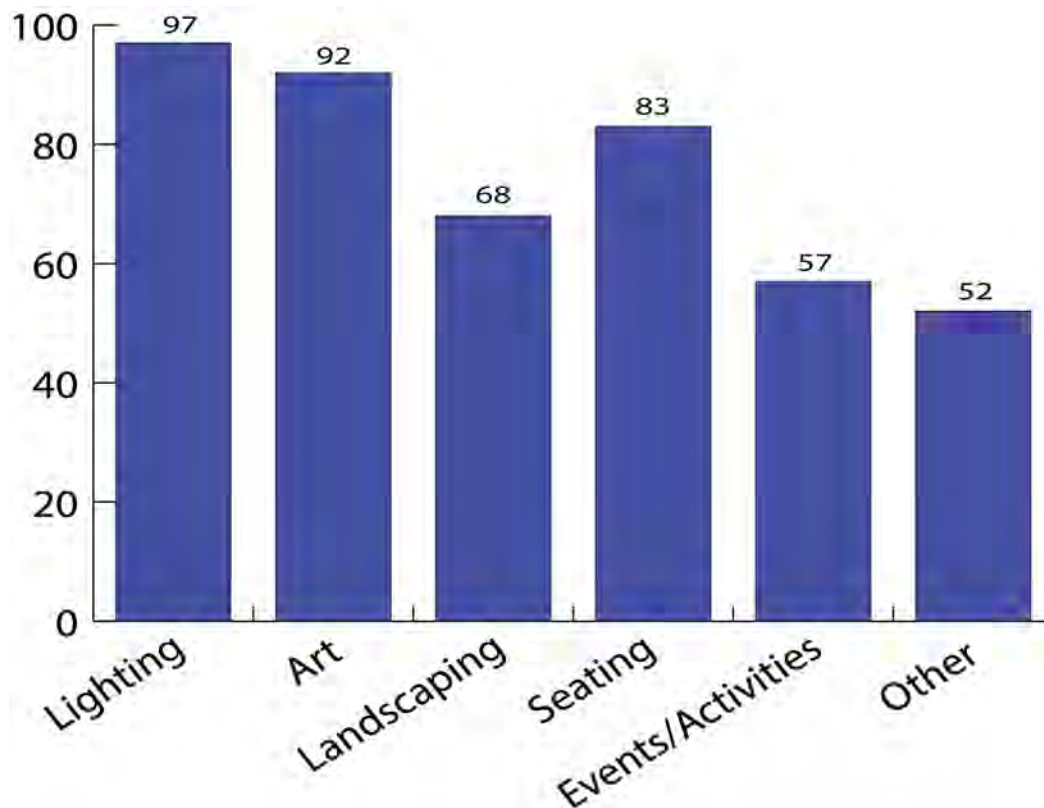
Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

Question #3: What would make walking on this walkway better?

- Lighting (97)
- Art (Murals, sculpture, installations) (92)
- Landscaping (68)
- Seating (83)
- Events/Activities (57)
- Other (52)
 - Music (14)
 - More retail/restaurants (12)
 - Restoration/fix it up (8)
 - Event/programs/posters (6)
 - Expand bus terminal (4)
 - Safety (4)
 - Arts (3)
 - Clean up (3)
 - More trees/green space (2)
 - Bathrooms (2)
 - Phone chargers (2)
 - Wifi (1)
 - Too much construction (1)
 - Light it on fire (1)
 - Nicer people (1)
 - Quieter (1)

Figure 4: Summary of Responses to Question 3 from Hacktivator



Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

“What Brings You Back to Life?”: Tree Lighting Ceremony and Hackticator

The following survey was distributed at both the Hackticator and the annual tree lighting ceremony. The response results are presented cumulatively below.

Hackensack’s tree lighting ceremony took place on Thursday, December 12, 2019. This event was originally scheduled for December 9, but had to be rescheduled due to inclement weather. This could have affected the number of people who attended the event. According to the official Facebook event page, 128 people indicated they were interested and 41 reported they had attended.

The Hackticator project was a pop-up interactive art installation outside of the NJ TRANSIT Bus Station in Hackensack, near the Demarest Place walkway. The installation featured three actors to engage with and survey commuters at the Hackensack Bus Terminal. There were five separate Hackticator events at various peak commuting hours on November 4, 5, 7 and 8.

The survey asked a single, open-ended question:

1. What brings you back to life?

Summary

Eighty (80) responses were collected during the Hackticator and Tree Lighting Ceremony, offering 171 different answers to the question posed. An estimated 60 responses were gathered from Tree Lighting, and the remaining 20 from the Hackticator events.

Many people provided responses relating to cultural, family and community event and activities (78), followed by food and drink (20) and general activities, events and programs (20). Many answers within these responses were more specific, and a detailed breakdown can be found on the next page.

Activating Demarest Place through the Arts

Summary of 2019 Public Engagement

Because the question was open ended, the answers varied significantly in topic and format. Responses are summarized below.

- Cultural/family/community (78):
 - Family & friends (32)
 - Happiness, laughter (13)
 - Holidays (11)
 - Religion (6)
 - Seeing people do good things (4)
 - Community pride & service (3)
 - New people, places or ideas (3)
 - Money (2)
 - Life itself (2)
 - Keeping out of trouble (1)
 - Fun times in Hackensack (1)
 - Mickey Mouse (1)
- Music/dance (21):
 - Music (14)
 - Dancing (6)
 - Singing (1)
- Food/drink (20):
 - Food (12)
 - Coffee (3)
 - Alcohol (5)
- Events/activities/programs (20):
 - Staying active, running, biking, sports (5)
 - Games & video games (4)
 - Math (2)
 - Youth clubs & activities (2)
 - Reading (1)
 - Sleep (1)
 - Slime (1)
 - Trolley (1)
- Events/activities/programs (cont.):
 - Community events (1)
 - Achieving my goals (1)
 - Movies (1)
- Nature/travel (15):
 - Being outside/nature (7)
 - Pets/animals (4)
 - Traveling to different countries (3)
 - Walking around Hackensack (1)
- Arts/lighting (12):
 - Public art (4)
 - Artwork and museums (3)
 - Theater events (2)
 - Bright colors (1)
 - Lights on house (1)
 - Fireplace (1)
- Traffic/civic (4):
 - CPR (1)
 - More parking (1)
 - Low income houses (1)
 - More lighting & crossing signals (1)

Appendix C: Summary of Outreach Findings

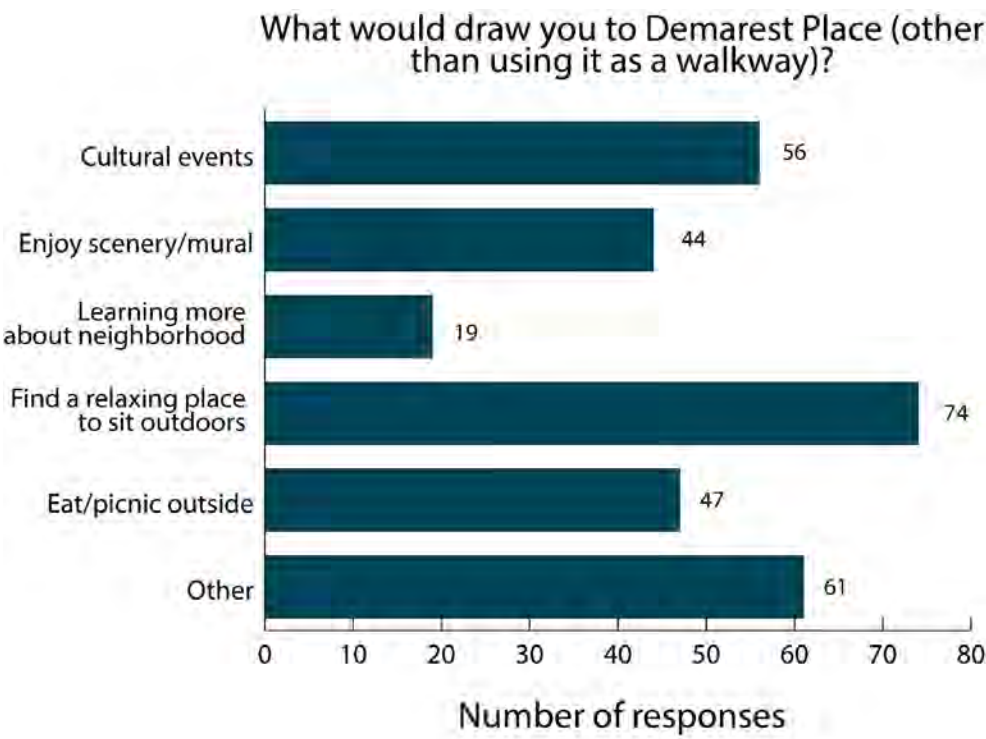
Background

Between January and April 2020, TNJ staff collected feedback from residents, workers, visitors and business owners in Hackensack about how they use Demarest Place and what they would like to see at the space in the future. The project team gathered input through a combination of canvassing, in-person intercepts and an online survey. In total, TNJ’s public outreach in Hackensack reached 193 participants and four business owners. The following sections provide detailed findings from each of the outreach initiatives.

Overall, many respondents said that they visited Main Street and downtown Hackensack to dine, shop or get to work. Most respondents said they had some familiarity with Main Street (71 percent) and Demarest Place (58 percent). When asked about their favorite activities along Main Street, nearly 40 percent of people reported dining or buying food, followed by shopping (22 percent). Respondents were also asked about what would draw them to use Demarest as more than just a walkway. Common responses cited places to eat or sit outside, more events and programming, public art and more greenery and landscaping.

Respondents said they would visit Demarest more if there were places to sit (25 percent), cultural activities (19percent), like fairs or festivals, places to eat outside (16 percent) or more public art (15 percent).

Summary of Public Survey and Intercept Responses for “What would draw you to Demarest Place?”



Intercepts at Hackensack Performing Arts Center and Bergen Community College

Background

Before the COVID-19 stay-at-home orders, TNJ staff conducted in-person intercepts to obtain input about Hackensack's public spaces. TNJ identified the Hackensack Performing Arts Center (HACPAC) and Bergen Community College's Ciarco Learning Center as locations to facilitate intercepts and varied the days and times in order to reach a variety of individuals. During intercepts, TNJ staff used a reference poster featuring an aerial map of the west and east sides of Demarest Place and Main Street in order to orient participants to the location of the study area.

The Hackensack Performing Arts Center (HACPAC) is the premier venue for musical, dance and theatrical performances in the City of Hackensack and is located about a quarter mile away from Demarest Place and Main Street. TNJ facilitated this survey by intercepting HACPAC attendees before, after or during intermission for four different performances. The performances were chosen for their different target audiences, days of the week and show times to capture a range of potential participants.

» **“All Shook Up” on Sunday, February 7, 2020 at 7:30 pm:** It was a vibrant group of theatre-goers. Respondents expressed enthusiasm about HACPAC and its gallery in the lobby. Many of these attendees were first-time visitors to the arts center and were pleased with the theatre facilities as well as the parking available at the Atlantic-State Street intersection.

» **“Celebrating Our Stories” on Saturday, February 15, 2020 at 10:00 am:** On-going display of performances, monologues, poetry, and art. It also hosted a ceremony for the Community Service Awards in Honor of the Elders, which was well-attended by an inter-generational crowd. Participants were a mix of visitors and Hackensack residents. This event was supported by the African American community and produced by the Enslaved African Memorial.

» **“A Year with Frog and Toad” on Saturday, February 27 at 1:00 pm and 3:00 pm:** This performance attracted a smaller crowd in comparison to HACPAC's other engagements. Most of these theatregoers were non-residents, and many came as families, but just two or three people. Both performances were Saturday matinee shows.

» **“100 Years of Music” on Tuesday, March 3, 2020 at 7:00 pm:** The Rotary Club of Hackensack sponsored this musical revue performed by Hackensack High School Performing Arts students. The event was well supported by the community and was well attended by families. Attendees consisted of residents and non-residents. The event was vibrant, and displayed multicultural, multi-generational and multi-racial crowd.

Bergen Community College's (BCC) Ciarco Learning Center is located along the north end of Hackensack's Main Street, about a half mile from Demarest Place and the bus terminal. Many of the Center's classes are designed to improve students' English, preparedness for the High School Equivalency exam and other continuing education options. A bilingual Spanish-speaking TNJ staff member conducted five separate intercepts over three days in February and March, reaching students heading into morning and afternoon classes. The selected times and days covered a wide variety of class schedule, aiming to reach different types of students. Intercept responses suggest a variety of needs and ideas for the re-imagining of Demarest Place. The team conducted intercepts at the Ciarco Center during the following days and times:

- » Wednesday, February 26, 2020 at 10:00 am and 4:30 pm
- » Tuesday March 3, 2020 at 10:00 am and 4:30 pm
- » Wednesday, March 4, 2020 at 10:00 am

Almost all of participants had an idea of Demarest Place, if not by name then by addressing nearby location landmarks such as NJTRANSIT Bus transfer station or CVS or referring to the aerial map of the area. Morning students were predominantly of Hispanic or Latino descent and showed interest in sharing their ideas. Despite some language barriers, students of Asian and European descent made efforts to share their ideas as well. Students at evening classes were also predominantly Hispanic or Latino descent. Overall, students responded well to the outreach efforts and the opportunity to share their ideas about enhancing downtown Hackensack.

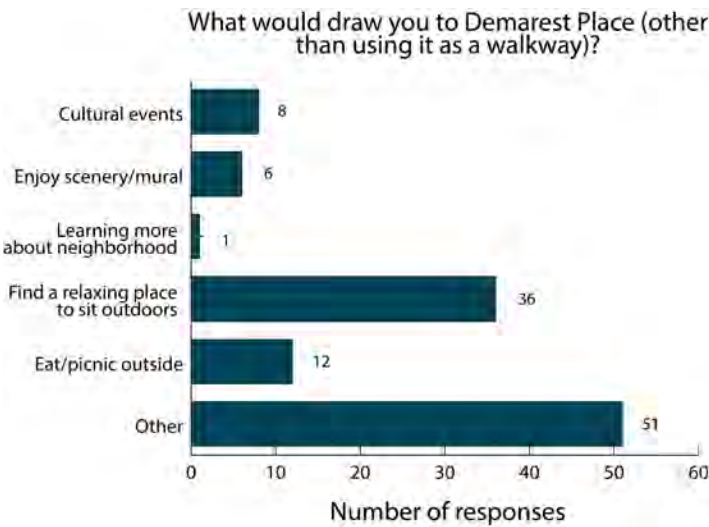
Summary of Responses

These intercepts yielded 107 responses, 66 from HACPAC and 41 from BCC. Only the HACPAC survey asked about people’s residency or relationship to Hackensack. TNJ staff also noted that many BCC students who participated were of Hispanic/Latino, Asian or European descent, some of whom had language barriers. There were some differences in the survey questions for each location, but overall, the responses were similar.

Nearly two-thirds of all participants (64 percent) said they visit Main Street. When asked about their favorite activity along Main, participants most frequently said it was to dine or buy food (38 percent), followed by shopping (28 percent) and salons or barbershops (8 percent). A little less than half (46 percent) of participants said they were familiar with Demarest Place, but this answer differed for each location. More Bergen Community College participants (68 percent) were familiar with the walkway, compared to HACPAC attendees (32 percent).

Both surveys asked people what would draw them to visit Demarest Place and use it as more than just a walkway. By far, the most common answers cited places to sit (32 percent), outdoor dining (11 percent) and cultural events (7 percent), but many people also wrote in their own responses under “other.” Those responses frequently referenced elements like landscaping (11 comments), more tables and chairs (9) and more restaurants or retail (7). Participant comments also suggested what cultural offerings they would like to see in Hackensack, generally. Participants were also most interested in seeing arts-related events (37 percent), like performances, festivals, or fairs, as well as multicultural events (9 percent). Many respondents also wrote in their own suggestions for this question, frequently citing public art or theater-related events, more landscaping, and more places to hang out.

Summary of Intercept Responses for “What would draw you to Demarest Place?”



HACPAC: Detailed Responses

1. Do you live in Hackensack?

- Yes – (20)
- No – (46)

2. How often do you come to HACPAC?

- Very often (more than 6 times per year) – (3)
- Frequently (1-6 times per year) – (13)
- Occasionally (less than once per year) – (12)
- Rarely (once every few years) – (4)
- This is my first time here – (34)

3. When you come to HACPAC, do you plan other activities in Hackensack before or after the show?

- Yes – (20)
- No – (34)

4. If yes, what other activities do you do in Hackensack when you visit?

- Eat at local restaurants – (17)
- Shopping – (9)
- Visit friends/family – (4)
- Other – (17)
 - Concerts – (4)
 - Attend church – (2)
 - Buy food or eat at restaurants – (2)
 - Theatre – (1)
 - Come with friends – (1)
 - Library events – (1)
 - Basketball games – (1)

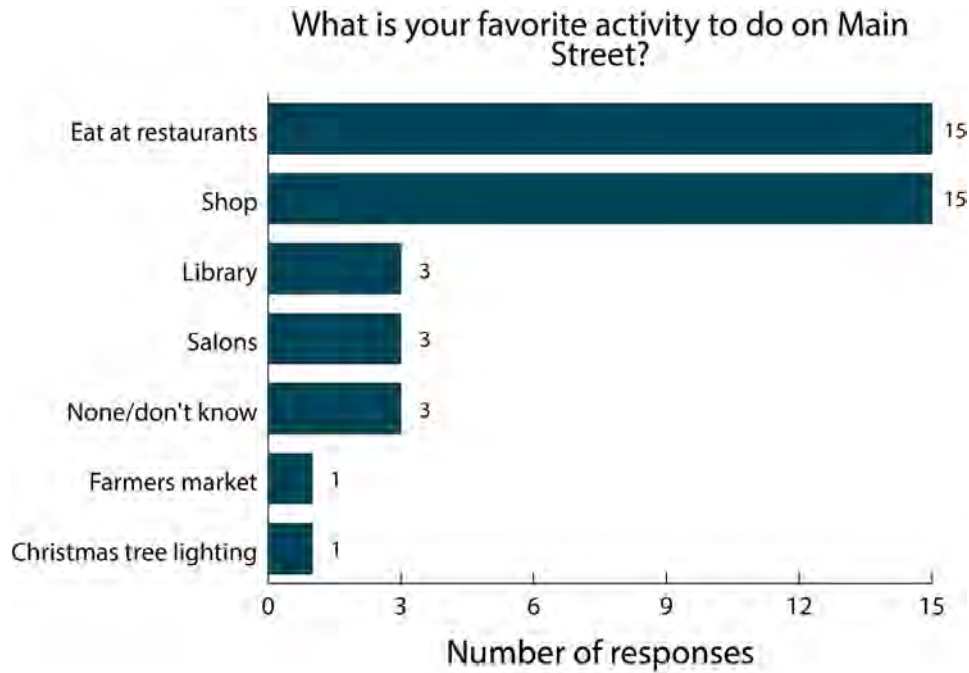
5. Do you ever visit Main Street?

- Yes – (35)
- No – (30)

6. What is your favorite activity to do on Main Street?

This question was asked in an open-ended format. Answers were categorized to simplify reporting. Several responses were selected to show the variety of responses received. Section D includes more detailed reporting of comments.

- "Vietnamese restaurants, Thai restaurants, Colombian restaurant."
- "Eat, I like to visit the restaurants."
- "To shop, restaurants, shoe place, 99 cents stores."
- "Shop, Beauty shop, Restaurants."



7. What mode of transportation do you most frequently use to get to Hackensack?

- Personal vehicle – (64)
- Uber, Lyft or other rideshare – (1)
- Bus – (0)
- Other – (1)
 - Walk – (1)

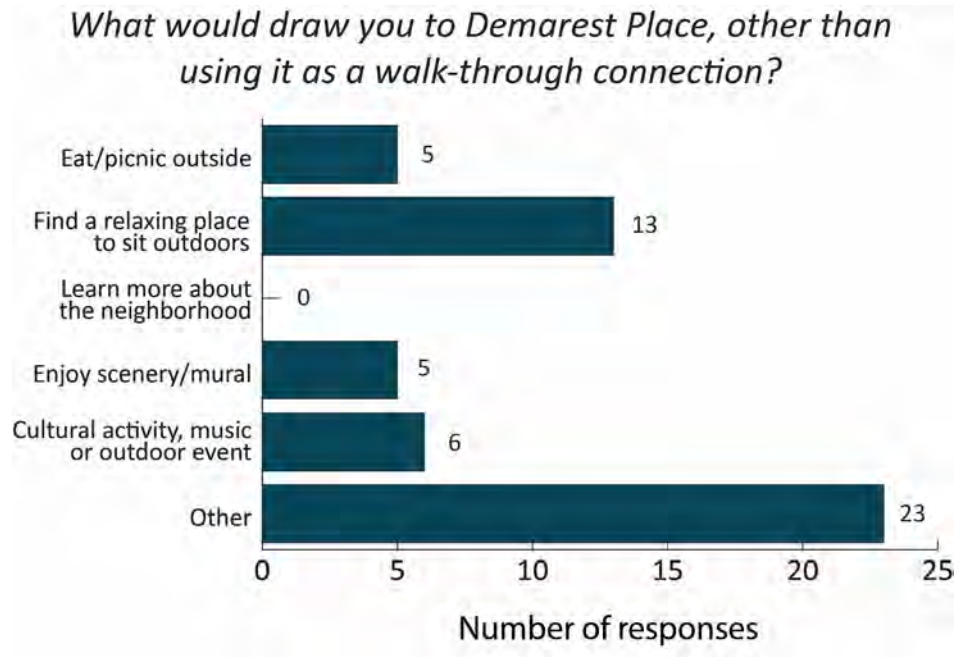
8. Are you familiar with the pedestrian walk on Demarest Place?

- Yes – (21)
- No – (44)

9. What would draw you to Demarest Place (other than using it as a walkway)?

Several "other" responses were selected to show the variety of responses received. Section D includes more detailed reporting of comments?

- Eat/picnic outside – (5)
- Find a relaxing place to sit outdoors – (13)
- Learn more about the neighborhood – (0)
- Enjoy scenery/mural – (5)
- Participate in a cultural activity (listen to music, outdoor event/fair) – (6)
- Other – (23)
 - "Colorful thing, music cultural events."
 - "Adding benches will help people get together."
 - "Kids activities, artists, performing arts, poetry."
 - "Make it safe, add lights, fountain. People flock towards food and music."



10. What types of cultural offerings would you like to see in Hackensack?

- Art festivals, fairs, parades, music/theater performance – (38)
- Historic preservation lectures, art tours, art walks – (9)
- Cultural events focused on Hackensack's diverse population (13)
- Outdoor art and art installation (14)
- Classes – (7)
- Other – (21)
 - "More cultural events representation people of color. More attractions for younger people."
 - "More cultural things and activities includes other cultures like Polish, Irish. Art is enticing we have enough restaurants, but we need more outdoor seating spaces."
 - "Have more nightlife and add places with blues, Jazz and rock like block of entertainment."

Bergen Community College: Detailed Responses

1. Do you walk along Main Street in downtown Hackensack?

- Yes – (33)
- No – (8)

2. If yes, what is your main reason to walk?

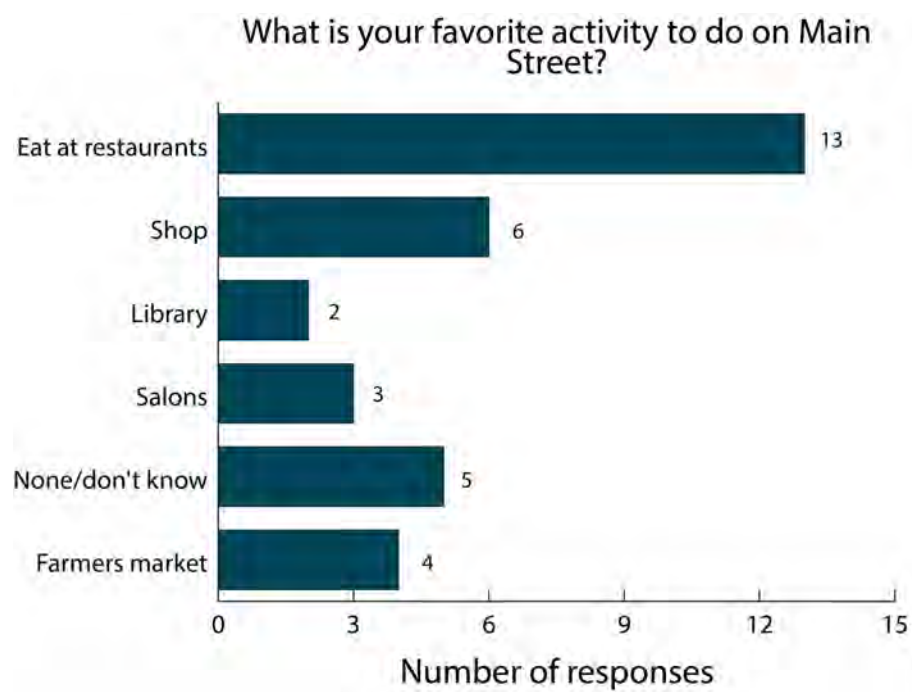
- Exercise – (2)
- Enjoyment of nature/scenery – (0)
- Visit nearby place/neighbor/community destination – (1)
- Shop – (20)
- Going to work – (4)
- Other – (11)
 - School (9)
 - Bus stop (1)
 - Eat (1)

3. What is your favorite activity to do on Main Street?

This question was asked in an open-ended format. Answers were categorized to simply reporting. Several responses were selected to show the variety of responses received. Section D includes more detailed reporting of comments.

- "Eat - there are Colombian restaurants."
- "Farmers market."
- "Eat, nail salon, market and fruit market."
- "Shop, shoemaker. There are two shoemakers in Hackensack."

Summary of Intercept Responses for Question 6, "What is your favorite activity to do on Main Street?"



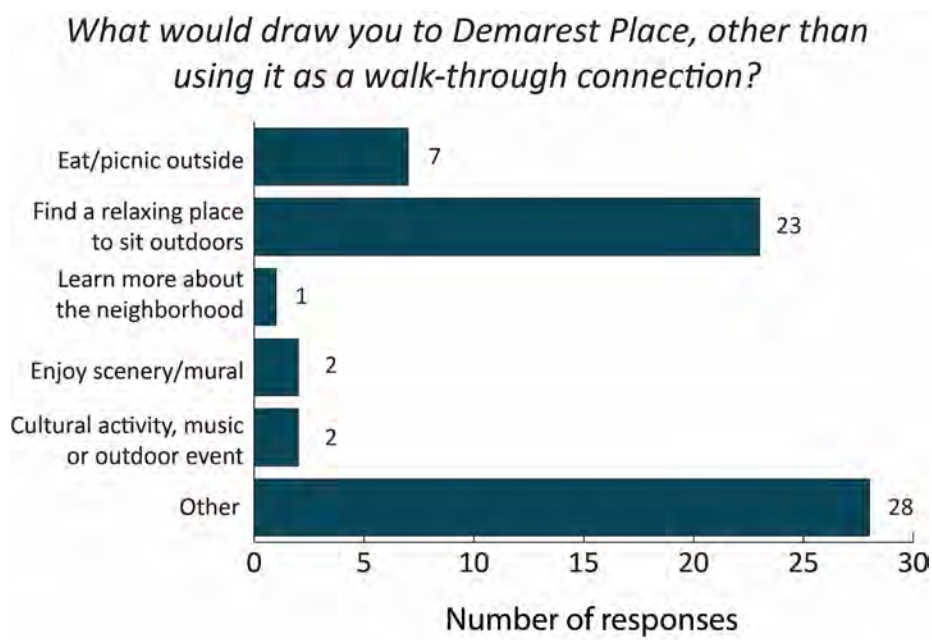
4. Are you familiar with the pedestrian walk on Demarest Place?

- Yes – (28)
- No – (13)

5. What would draw you to Demarest Place (other than using it as a walkway)?

- Eat/picnic outside - (7)
- Find a relaxing place to sit outdoors – (23)
- Learn more about the neighborhood – (1)
- Enjoy scenery/mural – (2)
- Participate in a cultural activity (listen to music, outdoor event/fair) – (2)
- Other – (28)
 - “Make it pedestrian/ commercial. Add coffee carts, bars. Make it more livable by adding morning/evening options.”
 - “Umbrellas, tables, chairs and more spaces for the kids.”
 - “Nice place maybe with a fountain well lighted. No benches because homeless people will start using it.”
 - “Like Fort Lee there is a small park and coffee shops by Main Street.”

Summary of Intercept Responses for Question 5, “What would draw you to Demarest Place (other than using it as a walkway)?”



6. What types of cultural offerings would you like to see in Hackensack?

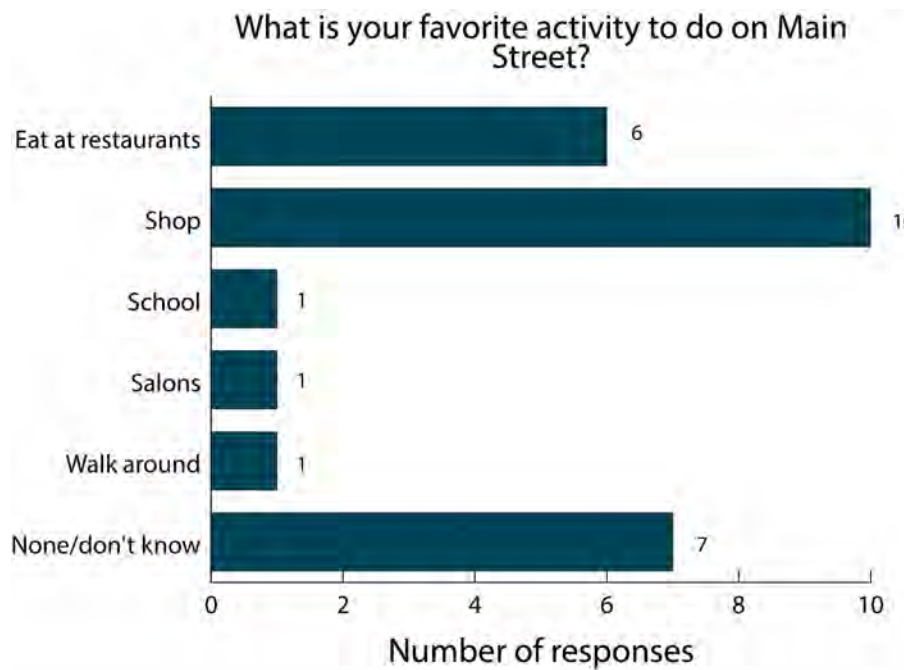
- Art festivals, fairs, parades, music/theater performance – (13)
- Historic preservation lectures, art tours, art walks – (3)
- Cultural events focused on Hackensack’s diverse population (0)
- Other – (21)
 - “Parades recreation, and more events for adults with specific themes like bicycle club, soccer club, or some with groups.”
 - “More events that will help me learn from other countries.”
 - “The Library offers good instructional events, but they have to offer it at hours that people can attend. Not during working hours.”

7. What is your favorite activity along Main Street?

This question was asked in an open-ended format. Answers were categorized to simplify reporting. Several responses were selected to show the variety of responses received. Section D includes more detailed reporting of comments.

- "Shop, and the beauty salons are very good."
- "Walk and eat."
- "Eat and shop."
- "Window shopping."

Summary of Intercept Responses for Question 7, "What is your favorite activity along Main Street?"



Local Businesses

Background

TNJ staff surveyed four business owners along Main Street near Demarest Place. The businesses included an upscale Indian restaurant, beauty salon, bagel shop and fast casual restaurant. A TNJ staff member asked the owners about their thoughts on Demarest Place design and activation. The responses gathered from business owners ranged from concerns about taxes to specific design or event suggestions for downtown Hackensack.

TNJ outreach staff contacted and surveyed owners of the following four businesses which operate near Demarest Place:

- Three Brothers Bagel – 139 Main Street
- Tati's Beauty Salon – 135 Main Street
- Art of Spice – 159 Main Street
- Chicken Magician – 137 Main Street

Overall, these business owners expressed support for improvements to Demarest Place and differing opinions on the City's plans for downtown. Of the four business owners surveyed, one offered similar suggestions heard during intercepts, such as more cultural events, greenery, and public seating. Another owner wanted to see better lighting and safety but did not think beautifying the area would improve nearby businesses. A third business owner was primarily concerned with Hackensack taxes, which he thought was driving people away from the City.

- **Three Brothers Bagel:** The owner of Three Brothers Bagel was primarily concerned with taxes. He repeatedly stated concerns about the effect of the City's taxes, which he said were higher on average compared to other New Jersey municipalities. He claimed that residents were leaving Hackensack because of high taxes, contributing to the City's gradual change. Even aside from the Demarest Place, he felt Hackensack should review its taxes first.
- **Tati's Beauty Salon:** Tati's Beauty Salon owner welcomed the idea for a redesigned Demarest Place, specifically citing a mural on the street's west side, live (but soft) music for ambiance, lighting along the walkway, more benches and chairs and more greenery. She also suggested more cultural events along Main Street, which could liven up the area and give visitors more of a reason to visit Hackensack.
- **Chicken Magician:** The owner of Chicken Magician also welcomed the idea of a redesigned Demarest Place, suggesting adding more lighting, improving safety, and cleaning up the area. He did not think beautifying the area would lead to more business necessarily, even if the person is going to the bus terminal. He discouraged more seating and tables because he thought it would attract unsheltered people, so shoppers could not use them. The owner also noted that there has been a decline in business since a New Jersey Transit bus stop was moved from Main Street. He thinks revitalizing Demarest Place and the surrounding area could help, but it would not recover the business he lost from the former bus stop.
- **Art of Spice:** The manager of Art of Spice did not provide specific responses about Demarest Place. Instead, he said that their management was applying best practices to maintain their steady and loyal clientele base to increase their business.

Online Public Survey

Background

In March 2020, TNJ transitions the outreach strategy to a virtual model in order to accommodate the COVID-19 stay-at-home orders. Staff developed an online public survey and press release about the Demarest Place. Based on previous trips to Hackensack, TNJ staff identified businesses, apartment buildings and organizations near Demarest Place and downtown, and conducted online research for media outlets and social media groups. TNJ staff called and emailed individuals and groups to publicize the project and distribute the online survey, as well as posted about it on social media. The online survey was available in Spanish, and one participant completed the survey in Spanish.

The City of Hackensack also posted the survey on its website, and Bergen Community College's Philip Ciarco, Jr. Center included it in their email newsletter. One media outlet, TAPinto, posted the project information and website online as well. Some organizations that were asked to disseminate the survey instead opted to participate directly in the stakeholder meetings.

The public survey was available online from April 1 to April 30, 2020.

Summary of Responses

This survey gathered 86 responses, majority of which expressed some relationship with Hackensack and familiarity with Main Street and Demarest Place. Overall, these results align with previous feedback received through other outreach efforts, including intercepts at HACPAC performances and Bergen Community Center's Ciarco Learning Center. Many people familiar with downtown Hackensack visited the area around Demarest Place to dine at restaurants or shops. Similarly, respondents said they would likely visit Demarest Place more specifically if there were places to sit or eat outside. Public art and more public events were also popular answers across surveys.

Almost 64 percent of participants were Hackensack residents, and 12 percent worked in the City. When asked what brought them to Main Street, more than a third of respondents (25) said dining, followed by going to work (13) and shopping (11). Similarly, many people also said their favorite thing to do on Main Street was dining. Generally, people were interested more cultural and arts-related events in Hackensack, including art fairs and festivals (56), outdoor art installations (46) and historic preservation or art walks (41). Asked specifically about Demarest Place, survey participants said they would use the walkway more if there were cultural activities (48), like music or outdoor events, places to sit outdoors (38), public art (38) and places to eat (35). In terms of Demarest's design, respondents said they would like to see cultural (43), artistic (37) and environmental (25) themes.

Summary of Responses

1. Are you familiar with the Main Street area in Hackensack?

- Yes (64)
- Sort of (5)

2. What most often brings you to Hackensack?

- Live here (55)
- Work (10)
- Visit (3)
- Other (2)
 - Former resident (2)

3. What is your main reason to be in the Main Street area in Hackensack?

- Dining (25)
- Going to work (13)
- Shopping (11)
- Other (8)
 - Library (2)
 - Arts in the area (2)
 - All of the above
 - Rotary Club Meetings
 - Food
- Enjoying the scenery (4)
- Visiting a nearby destination (4)
- Entertainment (2)
- Exercising (1)

4. What types of cultural offerings would you like to see in Hackensack?

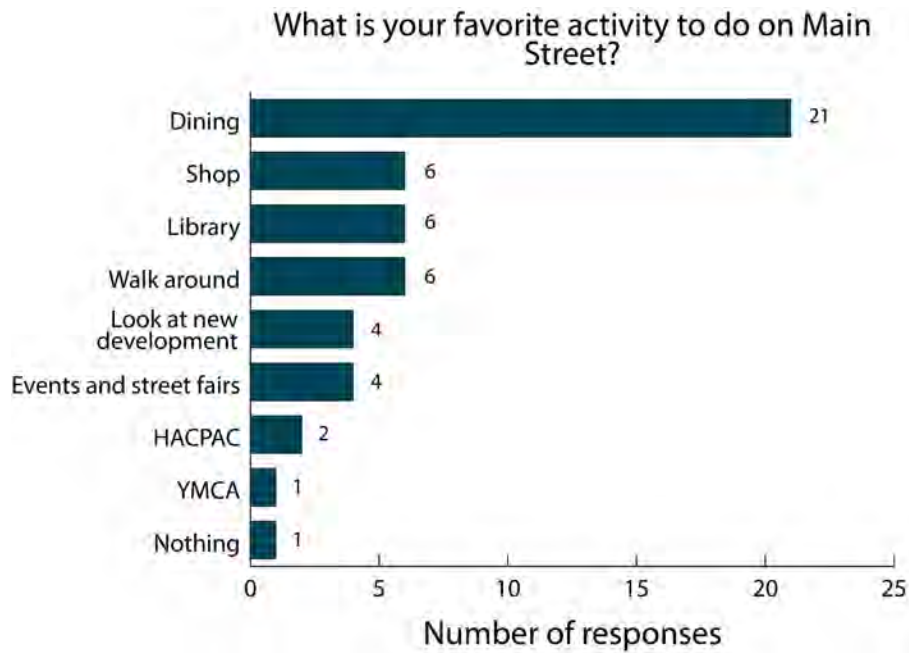
- Arts festivals, fairs, parades, music/theater performances (56)
- Outdoor art and art installations (46)
- Historic preservation lectures, art tours, art walks (41)
- Cultural events focused on Hackensack's diverse population (40)
- Classes, community events (39)
- Other (4)
 - Live entertainment
 - Food truck festivals
 - Dog park
 - Media outreach to make residents aware of what's going on in the arts

5. What is your favorite activity along Main Street in Hackensack?

This question was asked in an open-ended format. Answers were categorized to simplify reporting. Several responses were selected to show the variety of responses received. Section D includes more detailed reporting of comments.

- "The many little restaurants, which are very diverse. There are some hidden gems."
- "YMCA restaurants, Johnson public library activities on the green."
- "Walking up and down the street, eating at the restaurants."
- "I like walking down it to see the new places that could be opening."
- "PAC and the food, I love that there is are so many different ethnic foods!"
- "Eating at the restaurants, visiting the library."

6. Are you familiar with the pedestrian walk on Demarest Place?



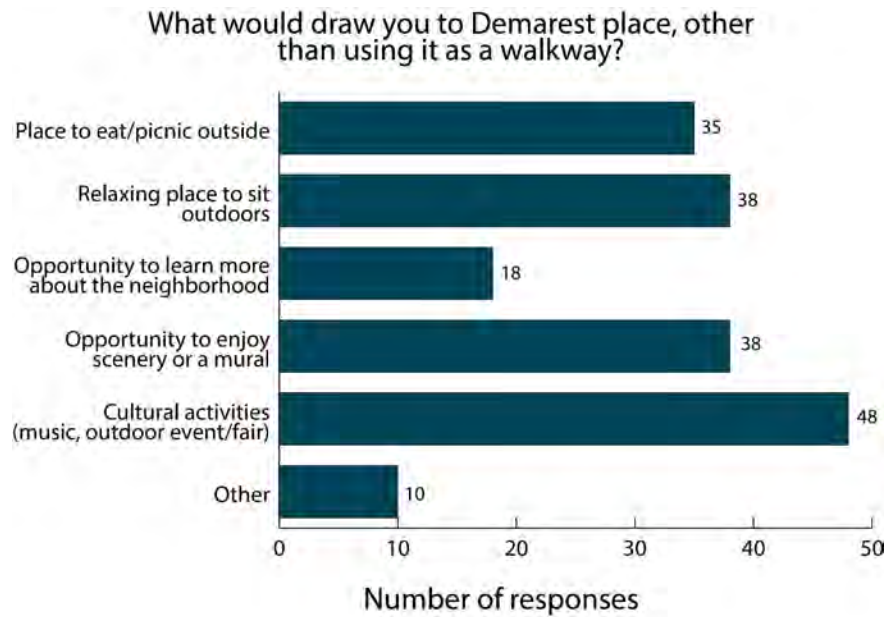
- Yes (52)
- Sort of (10)

7. What would draw you to Demarest Place, other than using it as a walkway?

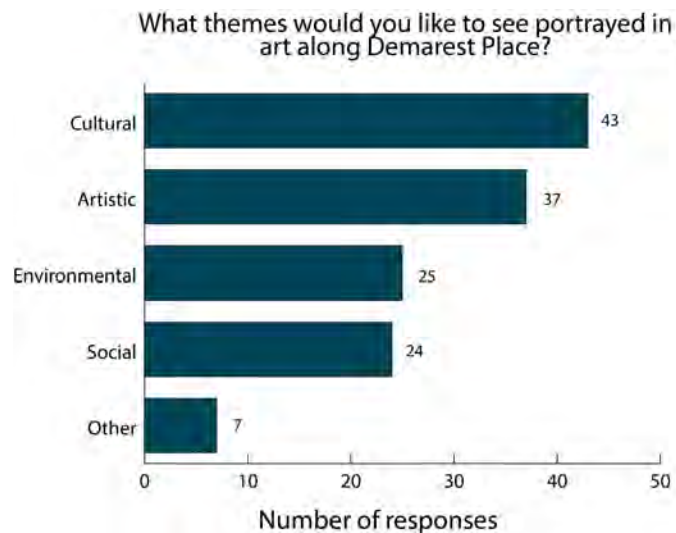
- Cultural activities (music, outdoor event/fair) (48)
- Relaxing place to sit outdoors (38)
- Opportunity to enjoy scenery or a mural (38)
- Place to eat/picnic outside (35)
- Opportunity to learn more about the neighborhood (18)
- Other (10)
 - "Interactive art pieces, and please remove that one pole with the yellow base. I dont remember what it is but it is an eye sore in the middle of a walkway."
 - "Pop up shops would be great in this space. It would be an opportunity for entrepreneurs to get their items out there especially if they are unable to afford a retail space."
 - "I remember it all the way back to the seventies. I think a permit to local musicians maybe on the weekends would be nice. Better seats, plantings. Constantly refreshed murals. Outdoor readings/poetry."

8. What themes would you like to see portrayed in art along Demarest Place?

- Cultural themes (43)



- Artistic themes (37)
- Environmental themes (25)
- Social themes (24)
- Other (7)
 - "I think it should be all. They are all important and have value. I think if you do artwork and murals, they should last for no longer than a month, as they do with certain places in New York and other cities."
 - "Would like to see student art, local artists, volunteer org. non-profits such as Rotary, Lions etc... portrayed for special philanthropic events."
 - "Include Native American culture. Since Hackensack is a Native name."



Detailed “Other” Responses from Intercept and Online Surveys

The outreach surveys conducted by TNJ often allowed participants to select “other” for several questions. “Other” responses allowed people to write in their answers in their own words. For some of the questions, “other” was the most frequent response. The following section categorizes the answers to the “other” category of responses and provides a listing of some verbatim comments received. Responses from all three surveys are consolidated under each question to avoid a repetitive findings report.

What is your favorite activity to do on Main Street?

- Eat at restaurants or buy food (57)
 - Eat at restaurants (37)
 - Buy food (9)
 - Go to farmers market (5)
 - Vietnamese restaurants, Thai-restaurants, Colombian restaurant
 - Eat, there are Colombian restaurant
 - The many little restaurants, which are very diverse. There are some hidden gems.
 - Nowadays it's the restaurants but growing up it was just walking along Main Street and seeing fellow Hackensack residents, connecting with family and friends.
 - I love that there are so many different ethnic foods!
 - Enjoying the diverse restaurants along the Main Street strip.
- Shop at businesses (38)
 - Shopping (21)
 - Hair and nail salons (7)
 - Window shopping (5)
 - To shop, shoe place, 99 cent stores
 - Target
 - Uniform stores
 - Shoemaker
 - Visiting the mom and pop spots
- Johnson Public Library (11)
- Walk around downtown (9)
 - Walking around (4)
 - Look at new development (3)
 - I like walking down it to see the new places that could be opening.
 - Walking the streets and looking at the murals that have popped up the last couple of years.
- Community events (8)
 - Street fairs (2)
 - HACPAC (2)
 - Christmas tree lighting
 - Outdoor concerts
 - Zumba & Yoga nights!
 - Rotary events; fund raising etc.

- Miscellaneous (8)
 - It all depends. They need to have better, more upscale restaurants
 - I used to go to Main Street. Now they have Junk stores, like 99 cents stores. Before there more high-end stores. Now you can go to shopping center
 - Have a little time to do things on Main Street
 - Sometimes, rarely go out to eat
 - I just come to study
 - YMCA
 - I'm afraid nothing. Main St. needs to be revitalized, galleries, outdoor eating, no parking meters, many more trees, sitting areas.
 - My dad is 83 and has lived in Hackensack his whole life. He spends all his time telling me stories of "what used to be there."
- None or not familiar with Hackensack (8)

What would draw you to Demarest Place (other than using it as a walkway)?

- Aesthetic improvements (17)
 - Add a water fountain (5)
 - Add murals (2)
 - Interactive art pieces, and please remove that one pole with the yellow base. I don't remember what it is but it is an eye sore in the middle of a walkway.
 - We need murals created by artists who live here
 - Place to relax with inspiring sculptures
 - Add lights
 - Make it safe, add lights, fountain. People flock towards food and music
 - Colorful thing, music cultural events
 - Nice place maybe with a fountain well lighted.
 - With Parisienne look, small and fashionable. light up fountain.
 - First make reflective place with a fountain. Second, Close parking, if I do not have parking I will not consider.
 - I remember it all the way back to the seventies. I think a permit to local musicians maybe on the weekends would be nice. Better seats, plantings. Constantly refreshed murals. Outdoor readings/poetry. Fix up all the brick in the street/sidewalks!
- Seating and tables (9)
 - Adding benches will help people get together
 - Places to study, tables
 - Umbrellas, tables, chairs and more spaces for the kids
 - But to get there. I need to sit down in the way because I am old. I need more places to sit
 - But there are few benches around Hackensack and homeless were using it. If you add bench, they are going to use it
 - Place to sit
 - Place where young people can sit and talk
 - Add fountains, chairs and tables
 - Mini park with chairs

- More green space (8)
 - More trees (2)
 - Like Fort Lee. The Mayor is making a little park close or where the post office is
 - More beautiful plantings
 - Flowers
 - Plants, better drainage, more pleasant atmosphere, more lights
 - Something to attract the birds, so we can sit-down and watch the birds
 - Dog park
- More shops or restaurants (9)
 - Have a food truck night at the bus station
 - Will go to main if there were more stores, food options.
 - Have umbrella vendors selling flowers, fruits, vegetables.
 - Pop up shops would be great in this space. It would be an opportunity for entrepreneurs to get their items out there especially if they are unable to afford a retail space
 - Make it pedestrian/ commercial. Add coffee carts, bars. Make it more livable by adding morning/evening options.
 - Ice cream
 - Food fair
 - Don't know maybe add a bar karaoke
 - Like Fort Lee there is a small park and coffee shops by Main Street
- Children- or family-oriented activities (4)
 - Area for kids (2)
 - Kids activities, artists, performing arts, poetry
 - For it to be kids friendly with art and craft session
- Miscellaneous (5)
 - Parking
 - Free WiFi
 - Unique workout classes
 - Professional signs pointing to HACPAC.
 - No benches because homeless people will start using it. (2)
- Don't know (8)

What types of cultural offerings would you like to see in Hackensack?

- More green space (9)
 - Places to hang out with benches
 - Water fountain
 - Don't know. But add more benches and greenery
 - Don't know. But it would be interesting see to more chairs and garden or space that could be covered during winter otherwise I will be using it only during summer. Something that you can cover and uncover.
 - I am from Jersey City and we have a pedestrian area with murals and sitting places. You can make the place (Demarest) and area with murals, greenery, flowers, and add tables and chairs
 - Entertainment park
 - Skate park

- Dog park
- Make a walkway passageway have something about it. From hospital to the high school. Need to make it safer and add more lights and make it park like
- Festivals, fairs, and parades (5)
 - Food festival (2)
 - Food and Flea market
 - Showcase markets and sidewalk sale weekly
 - Parades recreation, and more events for adults with specific themes like bicycle club, soccer club, or some with groups.
- Live music or theater performances (5)
 - Live music or theater (3)
 - Have more nightlife and add places with blues, Jazz and rock like block of entertainment
 - More theatre groups and visual displays
- Multicultural events (4)
 - More cultural events representation people of color. More attractions for younger people.
 - More cultural things and activities includes other cultures like Polish, Irish. Art is enticing we have enough restaurants, but we need more outdoor seating spaces
 - It depends, cultural events like this I was invited
 - More events that will help me learn from other countries
- More advertising about things to do in Hackensack (4)
 - They should advertise more
 - Need to more about it like things to do in Hackensack
 - Know more about Hackensack and things to do
 - A great deal of media outreach to make residents of the city aware of what is going on in the arts.
- More nightlife (3)
 - Need more restaurants that can be opened late to create night life
 - Have more nightlife and add places with blues, Jazz and rock like block of entertainment
 - More things to do like a lounge. Hackensack have enough restaurants
- Miscellaneous (7)
 - It's all happening now
 - I like HACPAC, I will come if they bring me/invite me. It's a very nice theatre
 - Main Street should have more parking
 - This is Gettysburg of NJ
 - I will go to Demarest Place, but it all depends what is there to see
 - More pedestrian activities with shops
 - Use local talent more. Develop the local talent. The Library offers good instructional events, but they have to offer it at hours that people can attend. Not during working hours.
- Don't know (8)

Stakeholder Meeting Summary

Background

On April 22, 2020, Together North Jersey (TNJ) hosted a virtual stakeholder meeting in partnership with the Hackensack Creative Arts Team (CAT) to discuss the Demarest Place project. The purpose of the meeting was to collect feedback from the Hackensack arts community and to present TNJ's findings from research, community outreach and developer interviews about the walkway and potential future uses.

The virtual meeting attracted 22 attendees, consisting of City of Hackensack and HACPAC employees, community members and local artists, and was facilitated by three TNJ staff members. The project team recruited participants by advertising the meeting on TNJ's and other partners' social media accounts, e-mails to partners directly and word of mouth. The input from Hackensack's art community supplemented online survey responses.

Agenda: For the first portion of the meeting, TNJ staff provided an overview for participants on the Demarest Place technical assistance project, summarized feedback received from intercepts and interviews, and presented preliminary renderings for potential recommendations to redesign the walkway. The rest of the meeting was an open forum for attendees to discuss designs or events they would like to see to activate Demarest Place in the future.

Discussion Questions:

1. What functions should Demarest Street East and West serve?
2. What artistic or design elements would you like to see?
3. What types of activities or performances (music, theater, etc.) should be programmed?

Findings:

1. Many participants brought up that they would like to see more landscaping or greenery at Demarest Place, underscoring previous survey results. Green spaces or plants would make visitors feel more comfortable entering Demarest Place, as well as reduce its hard surfaces. Specific suggestions included a vertical plant wall and water feature.
2. Some participants mentioned incorporating events or programs that celebrate Hackensack's diverse, multicultural population, echoing other comments heard during previous outreach events. One participant brought up her concerns that new development might exclude existing residents and wants to make sure future events or projects consider Hackensack's current communities, not just new ones.
3. One participant suggested street art and yoga, which have been used in other places with local arts initiatives and installations. They also said that they knew of yoga instructors that might be interested in leading such programs. HACPAC's Creative Director brought up that HACPAC has previously hosted weekly exercise programs at night during the summer, which were well attended. Some members of the art community were unaware of HACPAC's existing programming or other public arts events. This ties in with some of the feedback from the intercepts, where people suggested more advertising for community and HACPAC events.
4. One attendee's daughter participated in the meeting and suggested including activities aimed at children and teens, such as making chalk paints or chalk buckets available or having poetry readings for children. Another participant suggested puppet shows aimed at both children and adults, which could attract families heading in or out of restaurants. This ties in with other comments that participants raised that they thought of Hackensack as a family-oriented and close-knit town.
5. Two participants also proposed free wi-fi and phone charging stations at Demarest, an idea that was also raised by several people who were intercepted during previous outreach.
6. One participant noted that the current COVID-19 pandemic may lead some Main Street businesses to shutter, leaving

more vacant storefronts along the thoroughfare that could be reused as art galleries. Previously, the City has used Main Street's empty stores for art space, and currently, has one acting as a gallery. Another attendee noted that those art shows should be juried to ensure there is high quality work that people would want to go see.

7. One participant suggested using wind or other weather elements of Hackensack's climate to create interactive art installations. Other attendees responded well to this idea, and offered examples like wind chimes, natural sounds or paper airplanes.
8. Lighting was another suggestion to attract more people to Demarest, both by "activating" it and making it feel safer. One participant suggested that it could be beyond string lights, and instead be a low-maintenance and easily updated installation to match the seasons. One participant noted that it is important to consider how the space can be used in the winter as well.
9. The discussion included several topics that are out of scope for this project but may be considered in future studies or projects. These ideas included multilingual wayfinding and signage.

Summary Findings:

Overall, the virtual stakeholder underscored previous comments and suggestions heard through earlier outreach and offered new ideas for specific designs and events. Many attendees reiterated similar visions and comments that TNJ heard during developer interviews and community intercepts. Common ideas that participants mentioned were incorporating seating, tables and places to hang out; landscaping and greenery; public art installations and performances; regular event programming; and more retail along Main Street and Demarest Place. More specifically, participants discussed more art installations and related activities the most, suggesting outdoor yoga classes, juried art exhibitions and more pop-up events, like the Hacktivist performance. Generally, attendees are interested in expanding arts programming in more than just Demarest Place. The walkway may serve as a foundation for further building out the City's arts community and events.

Appendix D: Takeaways from Developer Interviews and Survey

Background

In January 2020, the City of Hackensack partnered with Northern New Jersey Community Foundation (NNJCF) and Together North Jersey to develop a plan to redesign Demarest Place. Demarest Place is a pedestrian walkway connecting the Hackensack Bus Terminal to downtown Hackensack's Main Street, where several major redevelopment projects are already underway. Through TNJ's technical assistance program, this project will produce recommendations on how to transform Demarest Place into an arts destination and to better connect Main Street to the Hackensack Bus Terminal and Hackensack Performing Arts Center (HACPAC).

To inform these recommendations, the TNJ team reached out to developers working in the area. Three interviews were conducted over the phone, while developers not interviewed received a link to an online questionnaire. Takeaways from the interviews with Russo Development, Enburg Group (in which the Hackensack Main Street Business Alliance also participated), and Bergen County as well as the questionnaires follow below.

Enburg Group and Main Street Business Alliance Interview: Main Takeaways

- » Phase 1 of Enburg Group's development, located at 150-170 Main Street will include 12 stories of residential over 8,000+ square feet of ground floor retail and two stories of parking. Phase 2 of the project, located at 148 Main Street is still under design.
- » Phase 1 will result in widened sidewalks (to 18 feet) which can be used for outdoor dining space, and Phase 2 will likely do the same.
- » Enburg has discussed but not formalized a developer agreement with Hackensack for the group to oversee the design and reconstruction of the eastern segment of Demarest Place.
- » The project will create a more visibly connected Main Street, especially with big display windows, big ground floor entrances and outdoor dining.
- » Enburg hopes to bring higher-end retailers to Main Street and a grocer to Main Street/Demarest Place, like Whole Foods or Trader Joes, which they think would appeal to their future tenants. The grocery store would have entrances on Demarest Place. The grocery store may have seasonal and local art display windows.
- » This project alone will not transform Main Street or downtown Hackensack. This project will just be one piece of the larger, longer-term vision for downtown revitalization.
- » Demarest Place could serve as a place to hang out and socialize, including outdoor seating and dining. The long narrow dimensions create constraints on what can be done with the space.
- » The Main Street Business Alliance (MSBA) wants to revitalize the downtown as a dining and shopping destination with "lifestyle" options for new residents that will inhabit planned development. MSBA and local businesses want to extend activity into the evening hours, including post-show dining for theatergoers. Currently people see a show and then immediately leave, mostly through the parking garage.
- » The MSBA has focused more on the west side of Demarest Place, but wants to bring more events, music and outdoor dining to make Demarest more of a "permanent refuge," rather than just a place to pass through. MSBA has also done art

shows and installations along Main Street. They worked with the National Consortium of Creative Placemaking to organize a Creative Arts Team to implement art along Main Street.

- » MSBA sees Demarest Street as a focal point for them to showcase art and music and to use as open space.
- » MSBA envisions the City being responsible for overall management of the space, but will work with partners to activate the space.

Russo Group Interview: Main Takeaways

- » Russo Group's project at 150 River Street will be in three or four phases, ultimately building about 650 apartments, mostly studios and one-bedroom units. Project will include 12,000+ square feet of retail along River Street. The project will result in an extension of Atlantic Street to connect to a waterfront promenade along the Hackensack River.
- » The project will result in ground-floor retail use along the west side of River Street, as well as along the Atlantic Street extension, resulting in new commercial corridors in downtown Hackensack. The Atlantic extension will include outdoor dining.
- » The project will result in streetscape improvements along River Street, including wider sidewalks.
- » Russo Development sees this project as an "anchor" for downtown Hackensack. It is the largest planned redevelopment project in the City. The size of the project creates opportunities for creating new green and open space.
- » The redevelopment project will result in streetscape improvements along River Street. The streetscape improvements will not include a mid-block crossing or other new pedestrian connections that lead directly to the existing or new NJ transit bus station.
- » Because of narrow dimensions of Demarest Place, using it for community events may be challenging. It may function better as a cozy hangout space. But there are examples of places that have turned alleys and similar spaces into performance spaces. Seating should be extended into Main Street to be sufficient.
- » The eastern portion (from Main Street to Moore Street) would be more viable as an activated space.
- » Russo Development representatives suggest that activating Demarest Place will require more general downtown revitalization, including more retail and dining options. Future residents of the River Street development walking in the downtown area would be drawn into Demarest Place if it had elements such as music, street performers and/or string lights.
- » Demarest Place will have to balance temporary uses, like events and fairs, with permanent installments, like seating and greenery, in a relatively narrow alleyway. This may require some coordination among City, developers and existing retailers.

Bergen County Interview: Main Takeaways

- » The County plans to construct a new bus terminal and mixed-use building directly to the north of the existing bus station. The project will result in the elimination of the current bus station.
- » The project will include a bus station on the ground floor with expanded bus parking and waiting area, included a full-service snack bar.
- » Above the parking terminal will be two stories of parking. The project will also include 100 units of workforce and veterans housing, as well as 40,000 square feet of County administration office space, both fronting on Moore Street. There will be rooftop amenities on the parking garage for residents and County employees.
- » The County has implemented intelligent traffic signals along River Street that could lead to signal prioritization for buses. In addition, the new bus terminal may lead to increased bus service frequency and ridership, which will draw more foot traffic to the downtown area.
- » The County envisions Demarest Place being a place of “action and movement”. Currently the downtown is a 9 to 5 area, and the design and use of Demarest should extend activity into the evening hours.

Survey Takeaways

The survey was distributed to nine organizations that are developing projects in downtown Hackensack. Three of those organizations responded to the survey, but their input aligned with information gleaned from the previous interviews.

- » All three organizations reported that their development projects would create or enhance public spaces, like parks and plazas, and would include sidewalk or streetscape improvements.
- » Developers said their projects would bring outdoor dining, restaurant/coffee shop and public seating to the area.
- » Two developers said that they think their future tenants would want interactive, multi-use plazas and parks in downtown Hackensack. One also mentioned making downtown more pedestrian-friendly.
- » One respondent said that Demarest Place is an under-utilized space that could benefit from greenery (specifically, a vertical green wall), more lighting and possibly music.
- » Asked about Demarest’s function, developers responded that the space should serve as a pedestrian walkway and plaza where one can relax. They also mentioned the space could host public art or performances, and outdoor dining and nightlife.

Appendix E: Hackensack Plan Review

Municipal Master Plan

Because Main Street is a long corridor, the City of Hackensack 2001 Master Plan divided the corridor into several “spheres of influence”. These spheres were later modified in the 2010 Main Street redevelopment plan to include Government/Office, Banking/Educational/Cultural, and Traditional Retail, as shown in Figure 1.

According to the Master Plan Reexamination Report, dated July 8, 2009, the City and business community formed a public private management organization in 2004, called the Upper Main Alliance and the Upper Main Street Special Improvement District. Programs include:

- Clean and Green Programs
- Marketing / Special Events
- Visual Improvement / Façade and Signage Grant Program
- Retention and Recruitment
- Public Relations / Co-op Advertising Grant Program

City of Hackensack Rehabilitation Plan for the Main Street Area in Need of Rehabilitation – December 2018

The Main Street Rehabilitation Plan is a redevelopment plan for a designated area in need of rehabilitation extending along State Street and Main Street, as shown in the Figure 2. The plan establishes guidelines and standards for redevelopment in the rehabilitation area.

The plan establishes a number of goals related to enhancing the pedestrian realm, enhancing access to transit, accommodating all modes, and creating memorable spaces activated by public art. The redevelopment plan also aims to take advantage of the physical relationship of the downtown to the County Complex, Bergen Community College, Fairleigh Dickinson University and Hackensack University Medical Center.

Permitted Uses

A wide range of residential, commercial, civic, educational and other uses are permitted in the rehabilitation area in order to encourage mixed-use development. The plan establishes design standards for new development and placemaking. The standards encourage pedestrian-oriented design, including occupied commercial or retail on the ground floor, avoidance of monolithic appearance, and entrances oriented to the street or public spaces and the street.

The plan specifically calls for pedestrian scale development on Main Street and Banta Place, with a recommendation to close Banta Place on weekend nights for outdoor dining and public events. An 18 foot setback is encouraged along main street and temporary/semi-permanent, outdoor dining and seating is encouraged between the building and the curb.



Figure 1: Spheres of Influence from 2001 Master Plan



Figure 2: Main Street Rehabilitation Area

Rehabilitation

The plan also sets standards for rehabilitation of existing buildings and identifies potential properties within the Rehabilitation Area that could be preserved or rehabilitated, as shown in Figure 1.

Public Spaces

The plan encourages urban open spaces at street level for large development (floor area greater than 100,000 square feet), including plazas, parks, or within a public lobby. The design standards also include environmental and sustainable design for new development including green roofs, planter boxes and trays, permeable pavers, and above or below grade storm-water management systems.

Streetscape Design

The rehabilitation plan establishes streetscape design standards in order to establish a unified design for the public realm. The plan establishes standards for street trees, sidewalks, seating, benches, bus shelters, lighting, planters, furniture, and other items. These standards with clarifying illustrations can be found on pages 3-10 to 3-17 of the plan document. Public art should be accessible and tie to history of Hackensack if possible; should be created by a local source; and may include water, seating, planting, decorative architectural elements or plaza space design. Separate signage standards are also presented. The rehabilitation plan includes a circulation plan that calls for significant changes to the street network, including:

- Conversion of Main Street and State Street from one-way to two-way, with complete street design to enhance circulation for all modes and foster placemaking;
- On-street parking as needed on both sides of the street;
- Coordination with mass-transit to remove buses and bus routes on Main Street;
- Excluding semi-trucks on Main Street;
- Maintaining East and West Mercer Street will stay in its current configuration.

Figure 3 shows a map of two-way conversions.

Figures 4 and 5 show cross sections of the recommended street reconfiguration.

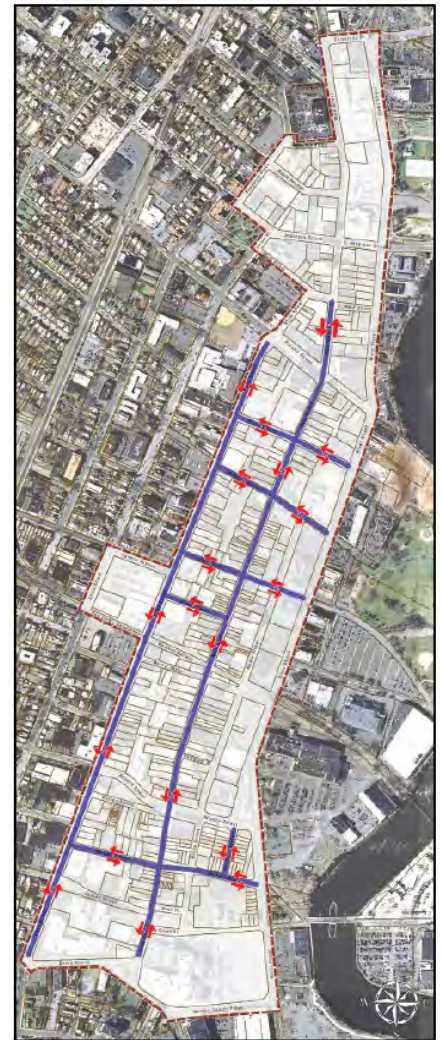


Figure 3: Proposed two-way conversions

4.1 Street Sections:



Redevelopment Plans

Within the rehabilitation area, the City of Hackensack has adopted a number of redevelopment plans for sites near Demarest Place. Redevelopment plans set use, bulk, design and other standards. Specific site plans are based on these standards but the final design is determined through negotiations with the designated redevelopers.

All redevelopment plans have the same stated goals, similar to those of the 2018 Rehabilitation Plan for the Main Street Area in Need of Rehabilitation. Below is a summary of goals most relevant to the redesign of Demarest Place:

- Promote and strengthen existing businesses with the creation of a livable, real and clearly defined downtown district, made up of a series of interconnected, newly formed, mixed-use neighborhoods which are connected to their immediate context;
- Promote a balance between pedestrian and vehicular importance;
- Promote a series of memorable public places and spaces connected by great sidewalks and streetscape elements, enhanced by public art, safe lighting and onstreet parallel parking;
- To improve pedestrian, bicyclist, and vehicular connectivity and circulation within and to the downtown and to transit;
- Promote and take advantage of the physical relationship of the downtown to the County Complex, Bergen Community College, Fairleigh Dickinson University and Hackensack University Medical Center;
- Promote a high density, mixed use development with a diverse residential population of varied ages, races and socio-economic backgrounds
- Promote the principles of sustainable design for individual buildings and for the district as a whole.

All redevelopment plans have similar streetscape design standards, including public art standards, similar to standards established in the Main Street Rehabilitation Plan. Some plans have set streetscape standards specific to the redevelopment site.

Figure 6 displays a map of redevelopment areas located within a two to three block radius of Demarest Place. In addition to the mapped redevelopment projects, the City expects the currently vacant 153 Main Street to be redeveloped within the next three years, though there is currently no specific plan for the site.

Figure 6: Hackensack Redevelopment

Legends

1. Probation Site
2. 150-170 Main Street & 148 Main Street
3. Record Site
4. 149 Main Street
5. 161 Main Street
6. 210-214 Main Street & 210 Moore Street
7. 77 River Street
8. 50-52 Main Street
9. 76 Main Street
10. 22 Sussex Street

 Demarest Place
 Redevelopment Area



0 250 500 750 1,000 Feet

1. Probation Site

The Probation Site redevelopment plan calls for construction of a multi-family, residential building with between 90 and 148 units. Retail and commercial uses are permitted on the ground floor on the corner of Mercer and Moore Street. The residential portion would be located over an NJ Transit bus station occupying the ground floor and structured parking, providing between 150 and 300 public parking spaces, occupying the second floor. The existing regional bus station located to the south of the probation building property would remain. The lots are currently occupied by a vacant two-story County probation building and surface parking lot. The plan calls for consideration of a pedestrian bridge over River Street connecting the parking garage and bus station to future development at 150 River Street (Record Site). Primary entrances to the residential and retail portions would align toward Moore Street, with a minimum 12' setback along Mercer, Moore and River Streets.



Figure 7: Conceptual redevelopment plan for the Probation Site

2. 150-170 Main Street & 148 Main Street

The 150-170 Main Street redevelopment plan calls for a "high density", mixed-use, predominantly residential development of between 335 and 382 units with approximately 7,500 square feet of retail and attached, structured parking. The maximum number of stories is 14. The first level fronting on Main Street would be occupied by retail or commercial uses. The main residential entrance would front on Main Street. The minimum building setback along Main Street is 18'; along Mercer Street 12', and along Moore Street 10 feet 6 inches from the existing or proposed curb. Currently, the Enburg Group is proposing a 379-unit building with structured parking and 8,000 square feet of retail space along Main Street. Construction is currently underway on the site.

148 Main Street is the site of the second phase of the project. The property directly abuts Demarest East to the north. Proposals for the property consist of a mixed-use building with multi-family residential and ground floor retail. Developers of the property suggest a grocery store use in the ground floor retail space, with entrances onto Main Street and Demarest Place. Both phases of the project will result in widened sidewalks along Main Street, creating opportunities for outdoor dining.

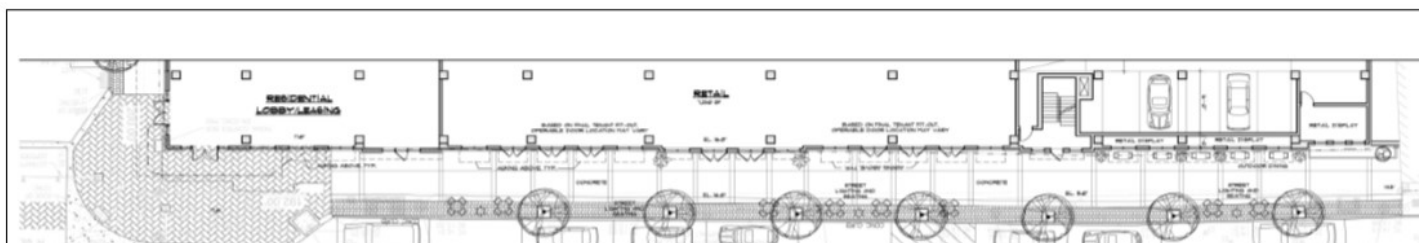


Figure 8: Rendering of proposed development at 150 Main Street

3. Record Site

The Record Site Redevelopment plan calls for a mixed-use waterfront development at 80 & 150 River Street and 62 & 76 Bridge Street. The development would provide multifamily housing with a minimum of 700 units and up to 40,000 square feet of retail space. The development may include a hotel with up to 100 rooms. Number of stories may range between one and six. A prominent connection would be provided to the Hackensack Riverfront walkway from River Street along the Atlantic Street extension. Atlantic Street would be lined with retail and commercial uses. The development will include a segment of a waterfront walkway and an additional 21,920 square feet of public parks, plazas or other open space. A public plaza shall be located at the terminus of the Atlantic Street extension. A bus stop would be provided on the east side of River Street across from the existing NJ Transit Regional Bus Station. Pedestrian improvements to River Street should be considered and coordinated with Bergen County during the site plan approval phase.





PROPOSED MIXED-USE AT
150 RIVER STREET
CITY OF HACKENSACK, BERGEN COUNTY, NEW JERSEY

TYPICAL FLOOR
SITE PLAN
A1.2
Date: 5/9/18

Figure 9: Conceptual redevelopment plan for the Record Site

4. 149 Main Street

This project converts the existing building into a five story multi-use building dedicated to residential, retail, and parking uses. The completed project will consist of 72 residential units on four floors above retail on Main Street with parking in the rear on two levels. Each residential floor will have 10 two-bedroom and eight one-bedroom units. Associated improvements will include utility upgrades, concrete curbing, concrete sidewalks, asphalt driveways, lighting upgrades, and streetscape improvements. The original Woolworth's façade will be maintained.

5. 161 Main Street



Figure 10: Rendering of proposed rehabilitation of 149 Main Street

The developer of this project will renovate the first floor from medical services to retail and convert the second and third floor offices to residential apartments in keeping with the fundamental design and spirit of the established Rehabilitation Plan in which the property is located. This building is located on the west side of Main Street, just south of Mercer Street.



Figure 11: Conceptual rendering of proposed rehabilitation of 161 Main Street

6. 210-214 Main Street & 210 Moore Street

The site at 210 Moore Street is currently occupied by a closed, three story parking structure. The redevelopment plan calls for converting the existing 10 story art deco building at 210 Main Street to mixed-use residential/retail with up to 96 units. Two additional stories of residential units may be added to the top of 210 Main Street and the first floor along Main Street will consist of retail and a residential entrance. The plan calls for converting the adjacent, vacant, four story, brick building at 214 Main Street to a mixed-use structure with up to 39 residential units and retail on the ground floor with access from Main Street. The existing building setbacks will remain. Outdoor dining on Main Street is encouraged within the building setback.

A one story structure on 210 Moore Street would be demolished and the site will be used for structured parking or amenities. The plan calls for demolishing the existing parking structure on 210 Moore Street and replacing it with up to 192 residential units, with a 12' setback on Moore Street and 20' on River Street, and a parking structure fronting on Moore Street.



Figure 12: Conceptual redevelopment plan for 210-214 Main Street & 210 Moore Street

7. 77 River Street

The site is currently occupied by surface parking lots, a commercial one-story building, and a two-story residence. Uses permitted on the site include commercial/retail such as restaurants, outdoor eating areas, or breweries; entertainment such as rock climbing or health club; and surface parking. The building would be oriented toward River and Atlantic Street. The developer is required to implement streetscape improvements specified in the plan. The building design should enhance the corner element of Atlantic Street and River Street.



Figure 13: Conceptual redevelopment plan for 77 River Street

8. 50-52 Main Street

This redevelopment plan consists of lots on two different blocks. Lots on one block will be redeveloped with two buildings and surface parking. One building would be a mixed-use project consisting of between 20 and 40 units and retail. The retail storefront would wrap the corner of Main and Washington Place. The second building would have a retail commercial use. The lot on the second block would remain a surface parking lot.



Figure 14: Conceptual diagram of proposed redevelopment of 50-52 Main Street

9. 76 Main Street

The redevelopment plan calls for a mixed-use development on the currently vacant lot with up to 24 residential units. Retail or commercial uses are required on 100 percent of the first level fronting Main Street with exceptions for residential lobbies. There would be a minimum setback of 18'-0" feet along Main Street and 12'-0" feet for all other streets. Streetscape improvements are required along the frontage of all public streets along the property, including the adjacent public plaza, a portion of which may be used for outdoor dining. The pedestrian plaza must include new paving, and landscaping, seatwalls, and a focal point and should be incorporated into the streetscape design to provide a unified look and appearance. Any retail would open onto the plaza.



Figure 15: Conceptual redevelopment plan for 76 Main Street



Figure 16: Conceptual redevelopment plan for the plaza at 76 Main Street

10. 22 Sussex Street

The property currently includes a vacant, one story building that was formerly the location of the Social Security Administration and a surface parking lot located on the eastern side of the lot. The redevelopment plan calls for a multi-family residential building with up to 88 units over two levels of structured parking.



Figure 17: Conceptual redevelopment plan for 22 Sussex Street

Appendix F: Summary of Example Pedestrian Art Walkways

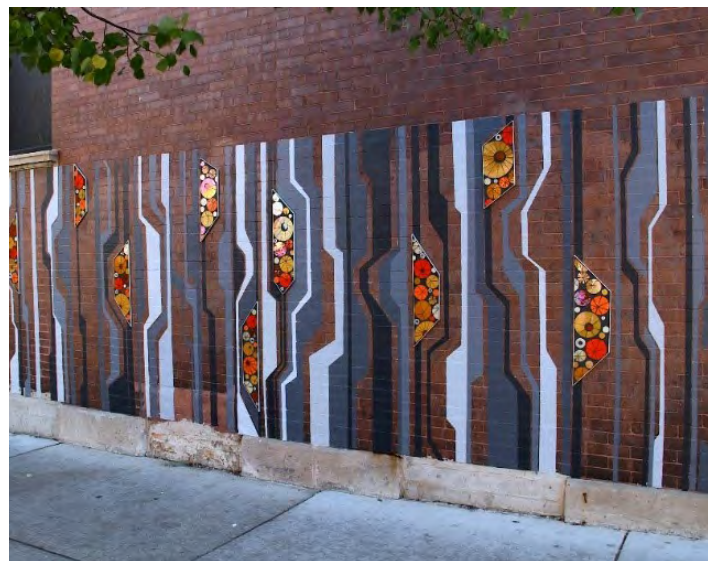
Chicago, IL – Indian Land Dancing (2009)

The Indian Land Dancing mural was commissioned by the City of Chicago in 2008. The mural covers nearly 3,500 square feet along the walls of the Foster Street underpass in the neighborhood Edgewater. The Chicago Public Art Group and Chicago Park District oversaw the project, bringing together local artists, community members and volunteers. Earlier in 2008, another underpass mural in the neighborhood (along Bryn Mawr Street) was finished and received positive feedback from the community. In response, the City looked to install more public art along underpasses to brighten up the walkways. The Indian Land Dancing mural was inspired by the history of the neighborhood, which once was inhabited by the Potawatomi Tribe. The multimedia/mosaic mural aims to tell the story of the Great Lakes Native Americans, as well as the Native Americans currently living in the area. The project worked extensively with Native American scholars, artists and community members throughout the process. The mosaic consists of brightly painted ceramics tiles, printed images and mirrors to draw passersby in for an interactive experience.



Chicago, IL – Link (2017)

“Link” is a mixed-media mural of paint and glass on North Clark Street, a major commercial street in Chicago’s Andersonville neighborhood. The mural was designed and created through a partnership between two local artists, Good News Only (a local art nonprofit) and EcoAndersonville, an initiative of the Andersonville Sustainable Community Alliance. It follows a short stretch of a walkway on North Clark Street, and is painted over a plain, brick wall. The mural is part of a larger place-making and public arts initiative in the neighborhood. Maintenance is overseen by the EcoAndersonville and a local café.



Sydney, AUS – The Heart of the City (2015)

The “Heart of the City” was a temporary interactive public sculpture for the Vivid Light Festival in 2015 and was located along the Sydney Opera House corridor. The sculpture was modeled after the shape of a human heart that also pulses light according to a person’s heartbeat. The sculpture invites people to sit on it and has finger sensors that people can touch so that the light pulses match the person’s heartbeat. “Heart of the City” was commissioned by Vivid Sydney 2015, an annual arts festival, as well as Connecting Cities, an organization that supports urban art projects. The sculpture was designed by a Berlin-based artist supported through Connecting Cities.



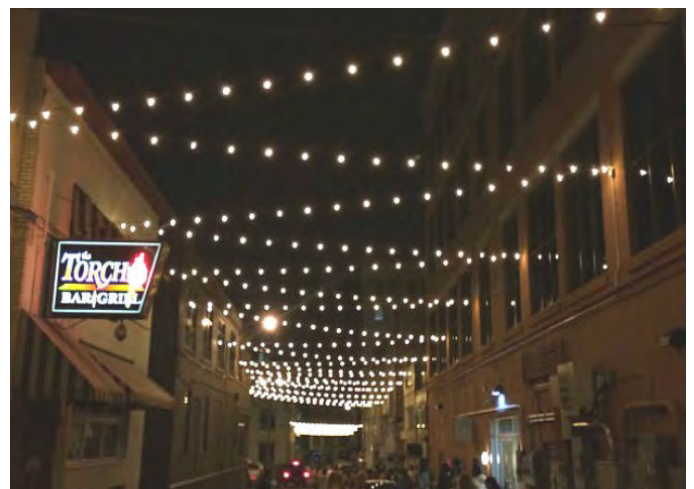
London, UK – Barbican Station Pop-Up Garden (2015)

The Barbican Station public art project is a pop-up garden created through a partnership between the Friends of City Gardens, Transport for London’s Community Programme and several other community-based groups. The garden is visually eye catching with bright red vertical poles and a diverse range of plants in modular, cement planters. The garden is maintained by a combination of local volunteers and Transport for London staff. The pop-up garden made use of a disused portion of the Barbican station, which will be rehabilitated in the near future. The garden opened as part of the Open Garden Squares Weekend in 2016 and likely will move to another station once Barbican is under construction.



Flint, MI – Light Up Brush Alley (2015)

Light Up Brush Alley is a crowd-funded public arts project to install permanent hanging lights to Brush Alley in downtown Flint. Brush Alley was previously an underutilized public space, despite being near existing popular restaurants. A local non-profit, Friends of the Alley, raised over \$50,000 through a crowd funding site, which was matched by the Michigan Economic Development Corporation. The project installed permanent hanging lights along buildings down the alley, in addition to public art, seating and planters. The aim of the project was to both beautify the alley and to increase commercial activity in the nearby area. Friends of the Alley also hosts an annual free musical festival in another alley, Buckham Alley, that they previously pedestrianized and beautified.



Puebla, Mexico – Cebratón (2015)

In a partnership between the College of Architects, La Liga Peatonal (the Pedestrian League) and the architecture firm Rearquitectura, the city of Puebla painted high-visibility crosswalks and vibrant murals throughout the city. The project, Cebratón, referring to the Spanish word “zebra,” also celebrated the College of Architects 50th anniversary. The architecture firm, Rearquitectura, also works on murals for low-income housing projects, and extended this work in their partnership with the city, College of Architects and la Liga Peatonal.



Kaleido, Edmonton, CN – Kaleido Family Arts Festival

The Kaleido Family Arts Festival is a public festival that makes use of all types of public and private spaces: alleys, parks, rooftops and streets. The festival pedestrianizes the city’s historic Alberta Avenue to make room for musical performances, cultural displays and local vendors for an entire weekend. A local non-profit Arts on the Ave spearheads the event and others to repurpose buildings and spaces in the area into spaces for the arts.



Adelaide, Australia – Adelaide Airport (2013)

In 2013, the exterior of the Adelaide Airport was redesigned to create a more inviting and beautiful outside space. The Adelaide Airport Limited worked with several landscape architect and urban design firms to create an open space that would never get too congested with travelers. Its design is inspired by the South Australian landscape, with patterns and colors that mimic the dry terrain and water sculptures that are reminiscent of its rivers. The project also incorporated 100,000 plants of native species to the exterior.



New York, NY – The High Line: Make It Splashy (2016)

In 2016, the High Line hosted a free and public event in 2016 for children and their families. The event made use of the existing High Line structures, including public seating and water features. Make It Splashy is part of the High Line Park Families program, which is supported through the NYC Department of Cultural Affairs and private sponsors. The event includes librarian-led storytime, variety show performances, and art, gardening and building block activities.

London, UK – Parked Bench (2015)

The Parked Bench is a public space project supported through the Transport for London's "Fresh Air Squares" initiative. The project is a portable parklet that can occupy two parking spaces to provide public seating, green space and more pedestrian space on sidewalks. The bench is also inexpensive by uses standard scaffolding boards and other easily accessed materials. The Parked Bench is part of a larger program to improve air quality and to create air quality monitor network in London. The structure includes an air quality monitor that provides real-time data to an app and website that tracks air quality in the city. The Parked Bench is meant to be a temporary installment and more are in the works to be placed throughout the city.



Jersey City, NJ – Pedestrian Enhancement Plan

The City of Jersey City implemented a Pedestrian Enhancement Plan to create safer walking environments. The plan identified six different corridors, and incorporated community engagement and outreach throughout the process. The city hosted public workshops and "pop-up public meetings" to gather resident feedback and input on where to implement improvements and what kind are needed. The city contracted two private firms (Street Plans and Fitzgerald & Halliday Inc.) to facilitate the outreach and create the plans for tactical urbanism installments. Based on the data and feedback collected, six corridors that were considered unsafe for pedestrians were identified. The city implemented tactical urbanism pilots at these sites, making use of temporary curb extensions, planters, seating and colorful paint. The data, feedback and success of the workshops and pilot projects were used to produce the city's Pedestrian Enhancement Plan.



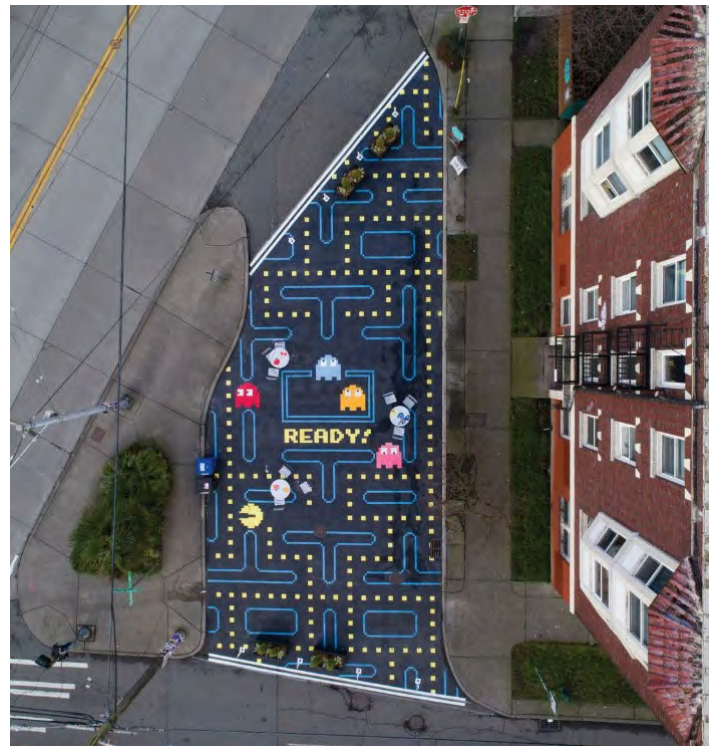
New York, NY – Plaza Program

New York City's Department of Transportation facilitates the Plaza Program to expand open and pedestrian spaces in a cost-effective way. DOT funds, designs and constructs the plaza, including interim and temporary phases before the permanent version. Local organizations partner with the city to conduct outreach, gather resident feedback, develop a funding maintenance plan and host programs and events at the new plaza site. The program is modeled about the Times Square Plaza, for which the city had closed off a section of the busy thoroughfare and installed temporary seating and tables. The plaza existed provisionally before being permanently constructed and colorful paint on the street and nearby crossings. The Plaza Program is part of the city's larger goal to ensure that every resident lives within 10 minutes walking distance from an open space. To ensure that lower-income neighborhoods can still afford and maintain these projects, the city secured private philanthropic funds.



Seattle, WA – Adaptive Streets

The City of Seattle's Department of Transportation facilitates the city's Adaptive Streets program, which includes two initiatives (Pavement to Parks and Tactical Urbanism) that beautify walkways and expand pedestrian/open space. The goal of the program is to pursue low-cost ways to temporarily reclaim underused streets or intersections for public use. Projects typically cost around \$70,000 and require partnerships with local organizations to ensure their maintainence. Both programs use temporary fixtures so communities can "test" the next space out before permanent improvements are installed. The city also uses high-durability paint to withstand rain and to save money in the long-run.



Interactive Murals: New York, Los Angeles

Interactive murals and street art are increasingly popular public art installations in cities around the world. These projects are often implemented in a variety of ways, through public works, private and public grants or private initiatives. Interactive murals are often designed for site visitors to pose with, presenting opportunities to geotag or hashtag sites and popularize murals over social media.

Pop-Up Poetry – Calgary, Canada

During summer 2016, the Downtown Calgary Association partnered with the Calgary Arts Development and Mount Royal University to create a pop-up poetry event. Poets from Mount Royal University set up a booth along Calgary's Stephen Avenue and wrote short poems based on a word or phrase offered by passers-by. The project aimed to elevate the City's poet laureate program and literary arts community. The City has hosted similar poetry pop-up events every year since 2016, mostly in the spring and summer, in various neighborhoods. Calgary's pop-up event was inspired by a similar installation in Texas, and has been replicated all over the continent, from Seattle to Ottawa, and Brooklyn to Santa Cruz.

Friends of Takoma Park Maryland Library (FTPML)

In Takoma Park, Maryland, downtown is decorated with poetry every year as part of Spring for Poetry. Local artists and students from the Montgomery College School of Art and Design create wooden frames and design posters with graphic representation of poems that are installed throughout downtown. The frames are reused every year, FTPML installs a new batch of 20 poem posters. The 2020 set of posters will be a selection of some of the favorite posters from previous years.



Appendix G: Funding Sources

Program Name	Program Description	Eligibility Description	Eligibility	Source	Website
New Jersey Council on the Arts	The New Jersey Department of State provides funding through a variety of grant programs to support local community arts. These programs include the following: Community Arts Program; Local Arts Program; Local Arts Staffing Initiative; Community Development Through the Arts; Folk Arts Program; Folk Arts Apprenticeships; Folk Art Project Grants; Folk Art Infrastructure Planning.	Eligibility varies by program, but generally these grants are geared toward counties, municipalities and community arts organizations.	County, Municipal, Non-profit organizations, Other	New Jersey Department of State - New Jersey Council on the Arts	http://nj.gov/state/njsca/dos_njsca_grants-community-arts.html
National Association of Realtors Placemaking Program & Grant	The Placemaking Grant funds the creation of new, outdoor public spaces and destinations. The Placemaking Grant is available only to state and local REALTOR® Associations. Grants provide an opportunity to test the viability of long-term investments, plans, and initiatives that increase public engagement, or implement “lighter, quicker, cheaper” placemaking projects. Eligible projects include parklets, pop-up parks, biking & walking events, pedestrian plazas, alley activations, and others.	The Placemaking grant is only available to state and local REALTOR® Associations.	REALTOR® Association	National Association of Realtors	https://www.nar.realtor/grants/placemaking-grant
Our Town Grants	Supports projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes.	Requires partnership between a local government entity and a non-profit organization	County, Municipal, Tribal government, Non-profit organizations	National Endowment for the Arts	https://www.arts.gov/grants-organizations/our-town/introduction

Program Name	Program Description	Eligibility Description	Eligibility	Source	Website
M&T Charitable Foundation	The M&T Bank's Charitable Foundation provides grants, employee volunteers, and in-kind services to support a range of activities that improve community quality of life, including in the area of arts and culture. Applications are accepted on a rolling basis.	Non-profit organizations working in the areas of arts/ culture, civic affairs, health care, human services, and education	Non-profit organizations	Non-profit organizations	https://www.mtb.com/about-mt/community-involvement
ioby Placemaking Program & Grant	ioby is a nonprofit crowdfunding platform for local, resident-led positive change. ioby offers customized one-on-one fundraising coaching	No restriction	County, Municipal, Non-profit organizations, other	Crowdfunding donations	https://support.ioby.org/
The Kresge Foundation Place-based Initiatives	Grants support cross-sector and cross-disciplinary collaborations that infuse creativity into comprehensive development and urban planning practices that engage low-income communities.	Geared toward collaborations among governments and non-profits	State, County Municipal, non-profit organizations	The Kresge Foundation	https://kresge.org/programs/arts-culture/increase-creative-capacity-shape-healthier-neighborhoods
Geraldine R. Dodge Foundation	Funds Arts, Education, Environment and Informed Communities initiatives that are innovative and promote collaboration and community-driven decision making.	No restrictions	State, County, Municipal, Private, Non-profit organizations, Other	Geraldine R. Dodge Foundation	http://www.grdodge.org/



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