

# **Main Street NJ Placemaking Project Guidelines**

## **Purpose**

The following brief guidelines may be used to promote quality and appropriate design characteristics in a Main Street NJ District for placemaking projects in the public realm. These guidelines reflect best practices in present-day placemaking concepts and would help public and private entities make effective investments as they seek to improve their property's and district's appearance. Structured as guidelines, they are not regulatory in nature, unless the Main Street District's municipality chooses to adopt them. However, any Main Street NJ Transformation Grant project involving a placemaking project is required to meet or exceed the guidelines below.

# **Main Street NJ Placemaking Project Guidelines**



**2019**

## **Main Street New Jersey (MSNJ) Placemaking Guidelines**

These guidelines are required for MSNJ Transformation Grants and recommended for all other placemaking projects in a Main Street District and apply to the creation of new places and enhancement of existing places.

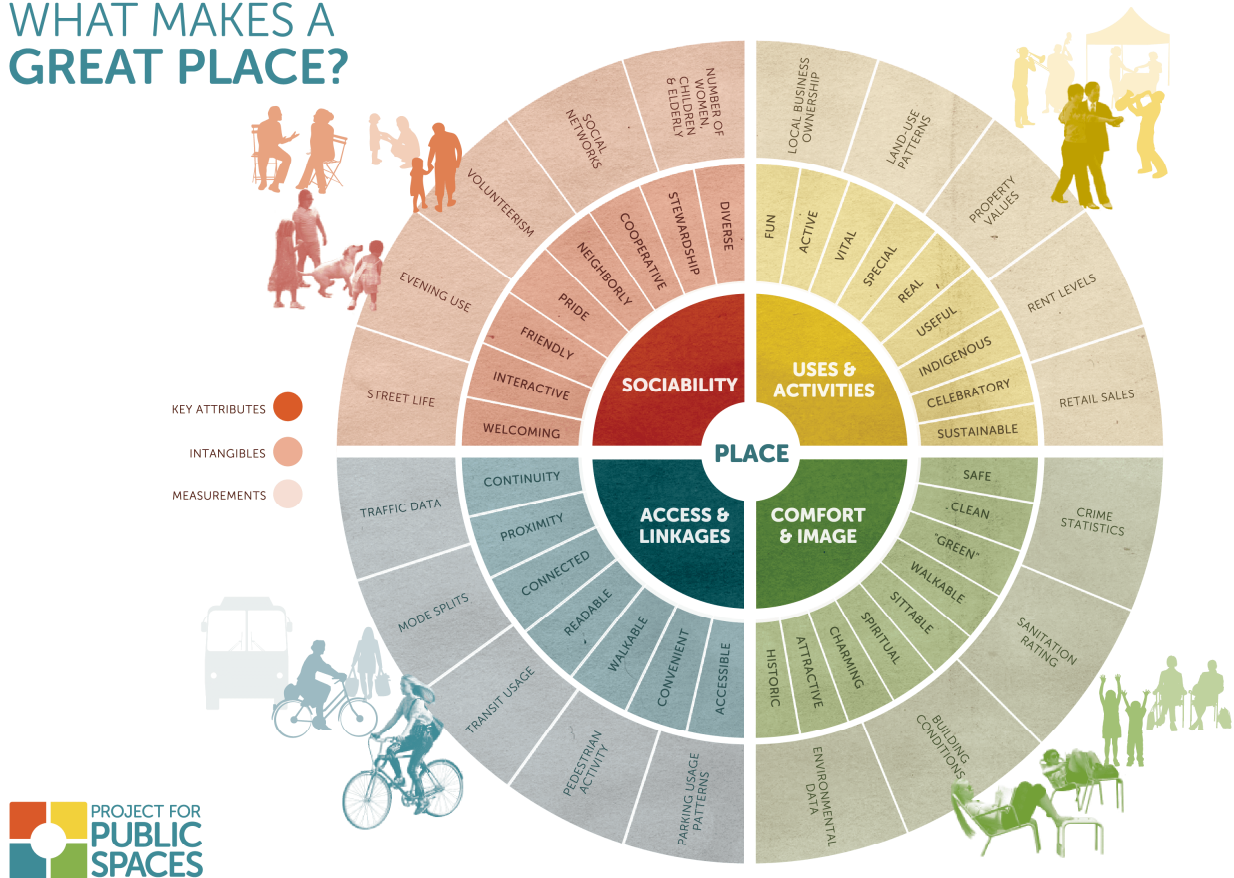
### **Placemaking Background**

Placemaking is a way to make the Main Street District within your community a better place to live and work by transforming publicly-accessible *spaces* into vibrant *places*. As a place becomes more desirable and welcoming, businesses succeed, property value, and civic pride around that place increase. Placemaking involves identifying spaces that need improvement, assessing their current condition, visioning the future condition, and developing action plans to transform public spaces into great places.

As a process, Placemaking is a multi-faceted approach to the planning, design and management of publicly-accessible spaces. Ideally, placemaking capitalizes on authentic local assets, inspiration, and potential, with the intention of creating places that promote people's health, happiness, and well-being while at the same time supporting the economic sustainability and growth of the community.

Project for Public Spaces offers a helpful paradigm to consider when engaging in placemaking, i.e., planning and creating great places:

## WHAT MAKES A GREAT PLACE?



**MSNJ Project Accessibility Criteria:**

- The placemaking project may be implemented on public or private property, or a combination of both.
- The project should be accessible to the public through at least one of the following ways: visible, touchable, hearable.
- Public accessibility to the placemaking project should be maintained at least six days a week and for at least 8 hours a day.
- The project should be safely accessible for pedestrians of all ages and abilities and those using non-motorized transportation.

**MSNJ Project Engagement Criteria:**

- The placemaking project should foster and/or enhance the opportunity for social interaction of residents, visitors, and Main Street District workers.
- The project should be designed on a human scale.
- The project should encourage either passive or active interaction.
- The project can be purely aesthetic in nature.
- The project can be primarily functional in nature but must have an aesthetic component.
- If the project is designed with a short-term use (< 2 years) in its original location (to set the stage for future development, for example) the component parts of the project should be substantially transferrable to another site in the Main Street District for reuse.

**MSNJ Project Management and Maintenance Criteria:**

- The project should have a commitment from the District Management Organization and/or the local government for place management and maintenance to ensure long-term viability and purpose and/or
- The project should have a commitment from other organizations, service clubs, or institutions who are to be in charge of its ongoing care and programming.

## **Examples of Placemaking Projects in Main Street Districts:**

1. **Alley Enhancements and Activations** – Including Lighting, Seating, Art, Performance Space, Recreational Features
2. **District Gateways** – Branded Structures Across Streets or Alleys
3. **Information Kiosks** - On Sidewalks, in Plazas, District Parks, or Alleys; Static or Digital
4. **Enhanced Pedestrian Intersection or Street Crossings** – Painted, Thermoplastic, or Hardscape Crosswalks; Full- or Partial-Intersection Treatments that May Include Lighting
5. **Pocket Parks** – Natural Landscape, Public Activity Parks, Performance Parks; Hardscaping, Landscaping, Art, Lighting, Performance Space, Recreational Features
6. **Parklets** – Including Vertical and Horizontal Structures, Plantings, Art, Seating, Lighting, Recreational Features
7. **Pedestrian Realm Lighting** – Across or In Alleys/Plazas, Across Streets, Across or Along Sidewalks
8. **Pedestrian Scale Wayfinding** – On Sidewalks, in Plazas or Alleys; for Businesses and Public Assets
9. **Plaza Creation or Enhancement** – Paint, Hardscaping, Lighting, Outdoor Seating, Art, Performance Space, Recreational Features
10. **Public Art** – Sculptures, Murals, Artistic Features, Stage Areas for Public Performances
11. **Public Gardens** – Urban Food Gardens, Rain Gardens, Bioswales
12. **Public Recreational Features** – Splash Pads, Musical Installations, Outdoor Games and Equipment
13. **Public Outdoor Seating and Dining Areas** – Moveable Seating and Tables for Public Use on Sidewalks and/or in Alleys and Plazas
14. **Shade Features** – Mature Trees, Outdoor Umbrellas, Shade Sails, Pergolas (Living or Structural)
15. **Transit and Non-Motorized Vehicle Shelters** – Enhanced Bus/Rail Shelters, Bicycle Lockers/Storage/Standards

**1. Alley and Underpass Enhancements and Activations – Including Lighting, Seating, Art, Performance Space, Recreational Features**





## 2. District Gateways – Branded Structures On, Adjacent To, Or Across Streets Or Alleys





### 3. Information Kiosks - On Sidewalks, in Plazas, District Parks, or Alleys; Static or Digital



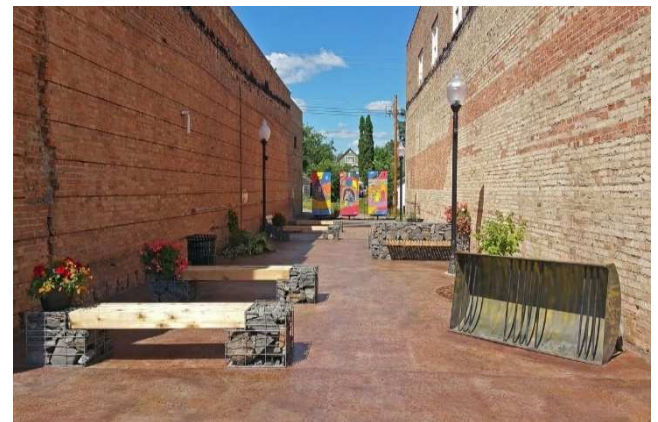
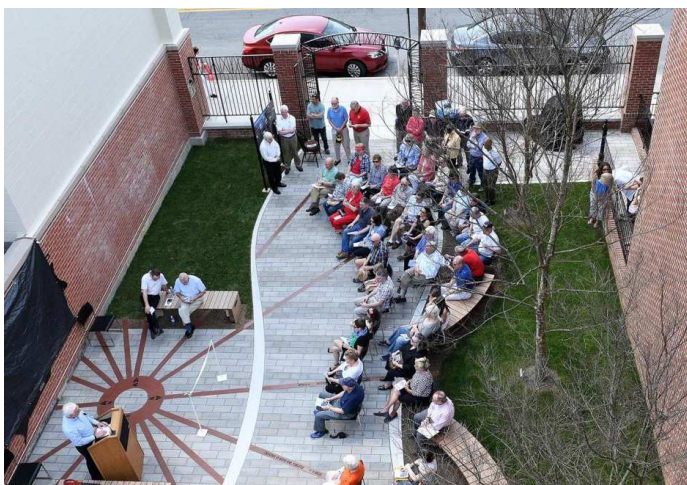


**4. Enhanced Pedestrian Intersection or Street Crossings – Painted, Thermoplastic, or Hardscape Crosswalks; Full- or Partial-Intersection Treatments that May Include Lighting**





**5. Pocket Parks – Natural Landscape, Public Activity Parks, Performance Parks; Hardscaping, Landscaping, Art, Lighting, Performance Space, Seating, Recreational Features**



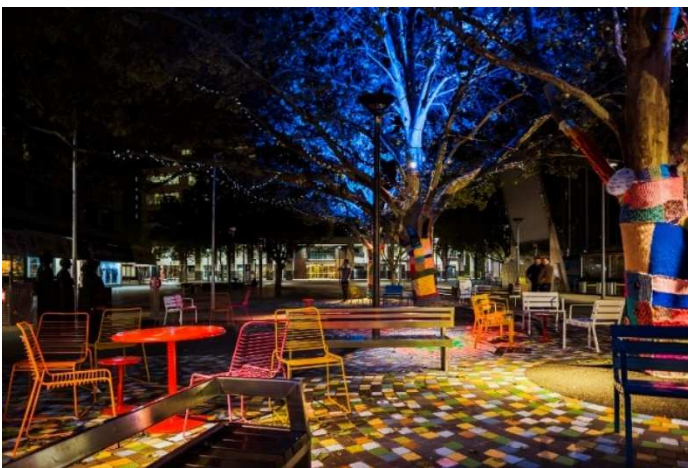


**6. Parklets – Including Vertical and Horizontal Structures, Plantings, Art, Seating, Lighting, Recreational Features**





## 7. Pedestrian Realm Lighting – Across Plazas, Across Streets, Across or Along Sidewalks





## 8. Pedestrian Scale Wayfinding – On Sidewalks, in Plazas or Alleys; for Businesses and Public Assets



*Main Street New Jersey & Improvement District Programs, Local Planning Services, NJDCA*



**9. Plaza Creation or Enhancement** – Paint, Hardscaping, Lighting, Outdoor Seating, Art, Performance Space, Recreational Features



*Main Street New Jersey & Improvement District Programs, Local Planning Services, NJDCA*



## 10. Public Art – Sculptures, Murals, Artistic Features, Stage Areas for Public Performances





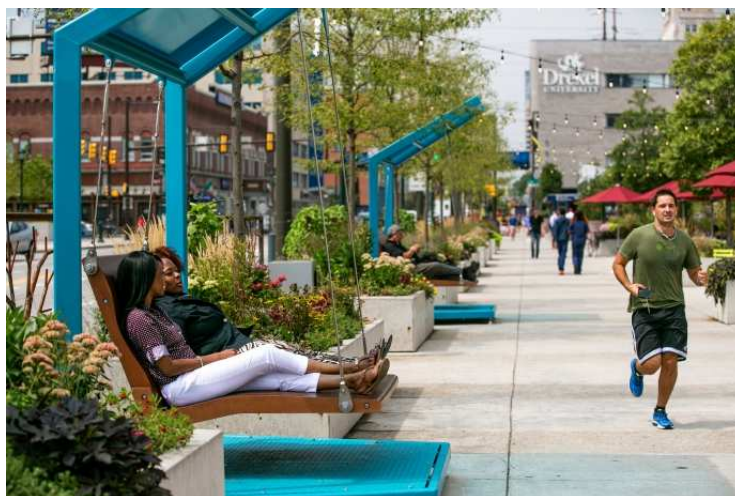
## 11. Public Gardens – Urban Food Gardens, Rain Gardens, Bioswales



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## 12. Public Recreational Features – Splash Pads, Musical Installations, Outdoor Games and Equipment



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**13. Public Outdoor Seating and Dining Areas – Moveable Seating and Tables for Public Use on Sidewalks and/or in Alleys and Plazas**





**14. Shade Features – Mature Trees, Outdoor Umbrellas, Shade Sails, Pergolas (Living or Structural)**





**15. Transit and Non-Motorized Vehicle Shelters – Enhanced Bus/Rail Shelters, Bicycle Lockers/Storage/Stand; Lighting, Art**

