



HIGHLAND SPARK

Edward J. Bloustein School of Planning and Public Policy
The Highland Park Placemaking Studio
April 30, 2019

AGENDA

- Project Purpose
- Our Team
- Demographic and Health Profile
- Current Policies and Programs
- Placemaking
- Site Selection Process
- Outdoor Living Rooms
- Highland Spark Events
- Recommendations
- Q&A



OUR TEAM

Silvia
Cuevas

Harsheeta
Gupta

Daniel
Hutton

Yoga Adhi
Pratama

Chen
Zhang

Zhaoming
Zhang

Ted Metz

Max
Natanagara

Ian
Girardeau

Chris
Henchey

Sam
Rosenthal

Qingyang
Xie

RUTGERS

Edward J. Bloustein School
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Leigh Ann Von Hagen, AICP, PP
Edward J. Bloustein School of
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Laura Torchio, AICP
Cailean Kok, AICP
Project for Public Spaces

PROJECT PURPOSE

- Introduce placemaking strategies to Highland Park
- Jumpstart outreach with residents using five themes
 - Healthy Foods
 - Active Recreation
 - Biking/Walking
 - Social Support
 - Green Spaces
- Create action plan
 - Implement effective placemaking
 - Create quality public places



TIME LINE

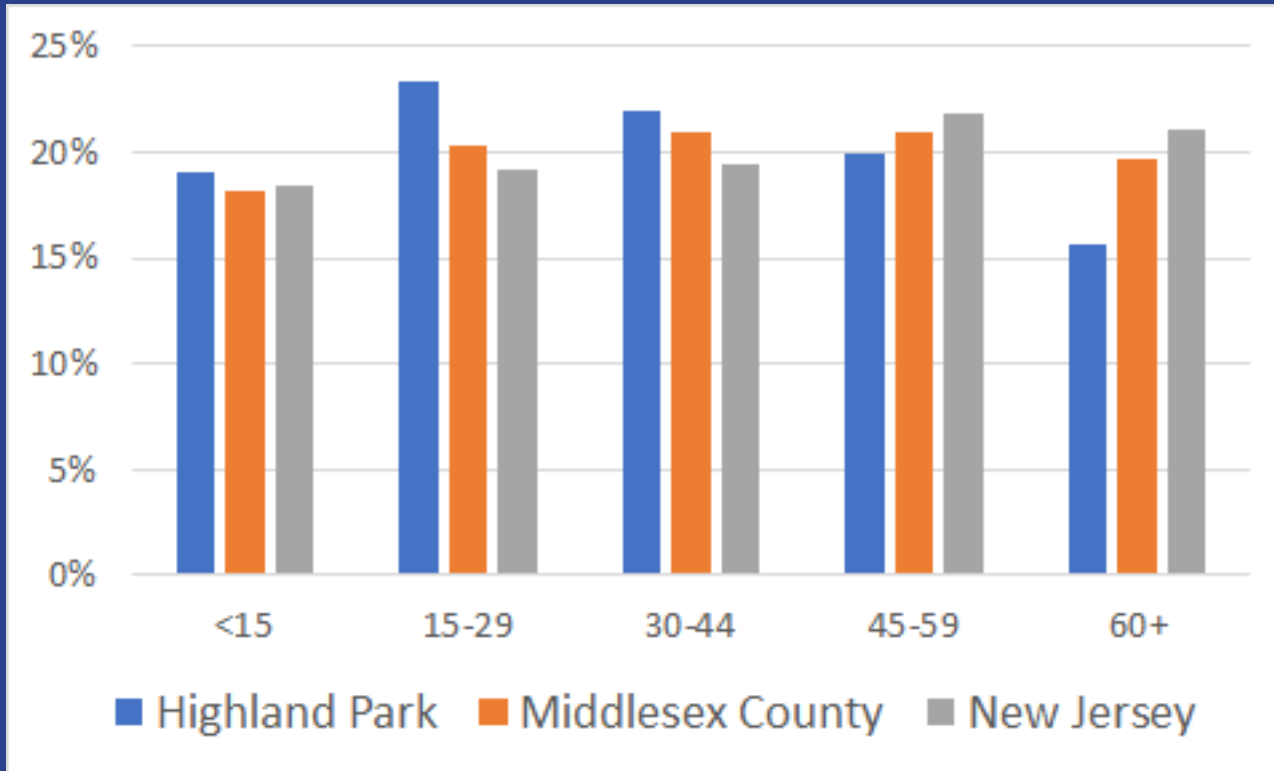




DEMOGRAPHIC AND HEALTH PROFILE

DEMOGRAPHIC AND HEALTH PROFILE

Age

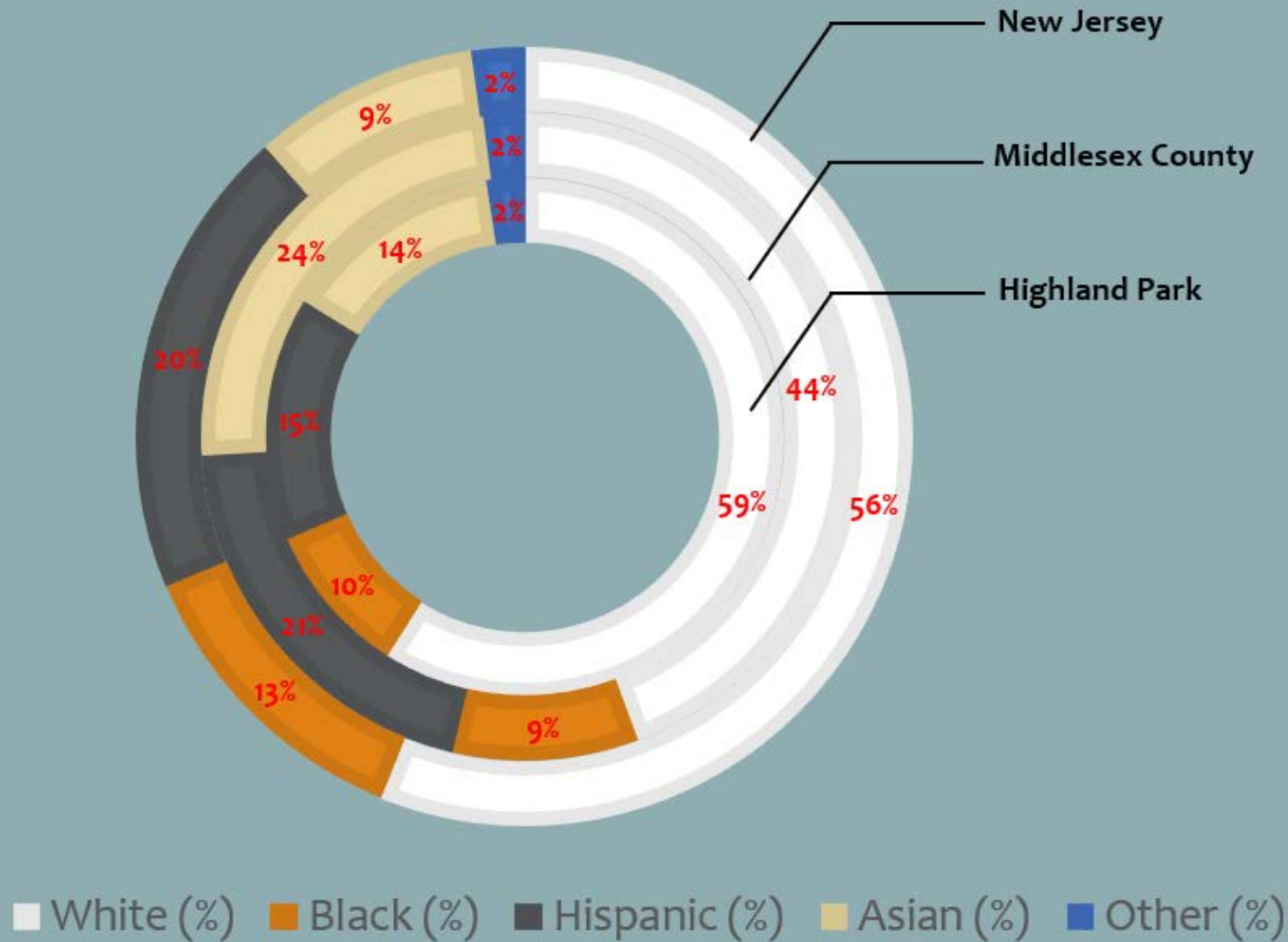


2017	Highland Park	Middlesex County	New Jersey
Median Age	35	38	40

Highland Park's population is much **younger** than that of Middlesex County and New Jersey.

DEMOGRAPHIC AND HEALTH PROFILE

Highland Park's population relatively larger White group.



Race
(2017)

DEMOGRAPHIC AND HEALTH PROFILE

Income

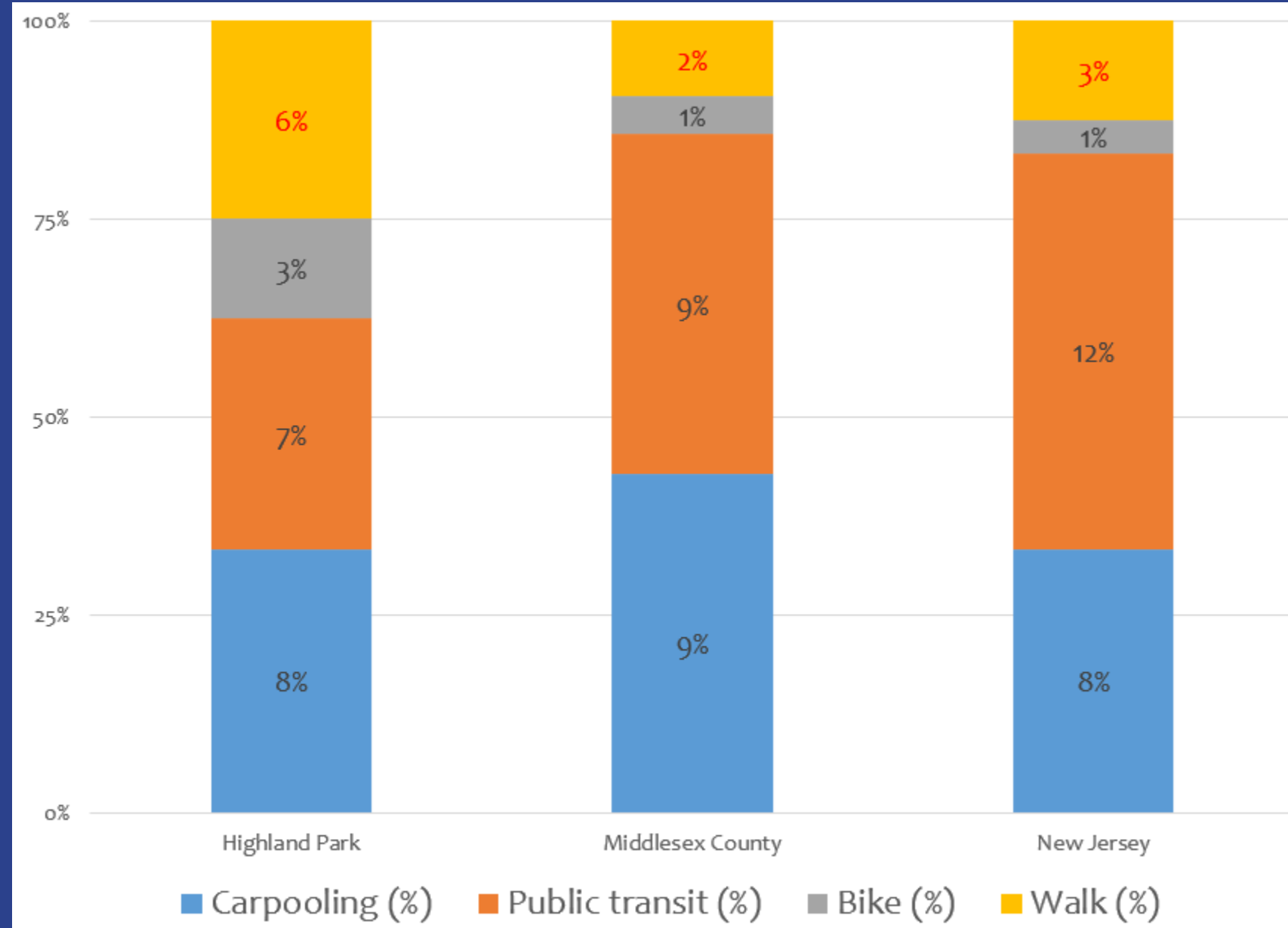
2017	Highland Park	Middlesex County	New Jersey
Income & Poverty			
Median per capita income	\$42,180	\$37,667	\$40,567
Median household income	\$75,913	\$83,133	\$76,745
Population below poverty line (%)	10%	8.6%	10%

Highland Park's population has a significantly **higher median per capita income** than the county and the state.

DEMOGRAPHIC AND HEALTH PROFILE

Transportation (2017)

Highland Park's population spends less time on traveling to work, and has a **higher percentage of people who walk and bike to work**



WHY HEALTH?



Decisions about infrastructure have lasting impacts on public health



People prioritize the quality of place when choosing where to live



Place matters for health

CURRENT POLICIES AND PROGRAMS

Health in all Policies (HiAP)

“Creation of communities that maintain a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

-Public Health Institute



Prize Wheel

CURRENT POLICIES

Highland Park Planning Documents

- Master Plan, 2003
- Highland Park Green Community Plan, 2007
- Master Plan Re-Examination, 2010
- Environmental Resource Inventory Plan, 2012
- Capital Improvement Plan, 2015
- Community Forestry Management Plan, 2018
- Coming soon: Master Plan Re-Examination, 2019



CURRENT POLICIES

Highland Park Policies & Ordinances

- Complete Streets
- Sidewalk Cafes
- Sidewalk Maintenance



CURRENT PROGRAMS

Main Street Highland Park

- Friday Farmers Market
- Arts in the Park Street Festival
- Outdoor Movie Theater
- And many more...



Bench painting



PLACEMAKING

PLACEMAKING

What is placemaking?

- Building high-quality public places
- Engaging the community to build investment in place



LQC: LIGHTER, QUICKER, CHEAPER

- Efficiently transforming public spaces within short timeframe
- Can help to show public how spaces can be put to good use





Agueda, Portugal



London, UK



Portland, OR

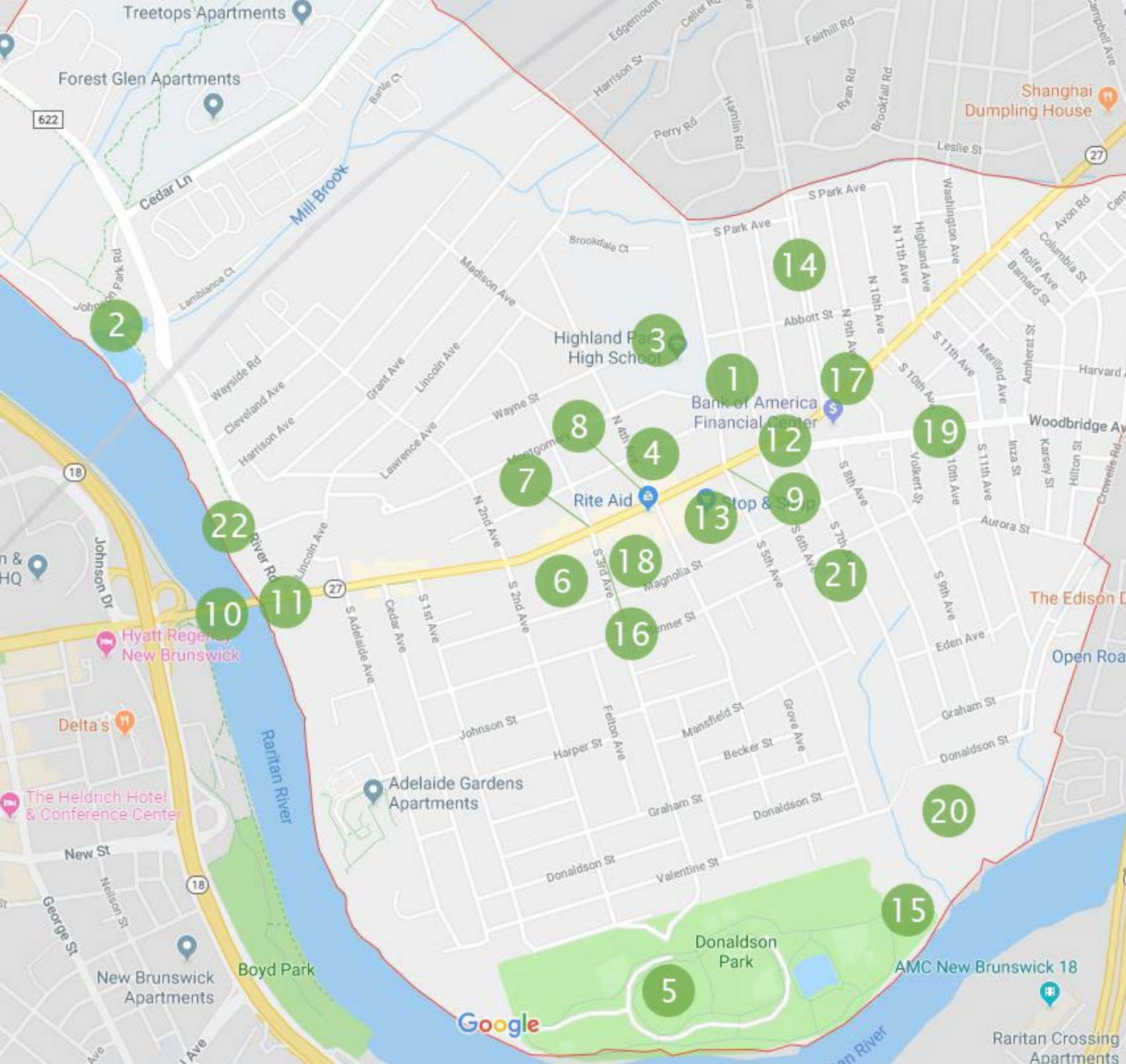
LQC EXAMPLES

Source: Project for Public Spaces

PLACEMAKING FOR HEALTHY PLACES

- Healthy Foods
- Active Recreation
- Biking/Walking
- Social Support
- Green Spaces





Future Placemaking Site Recommendations

POWER OF 10+



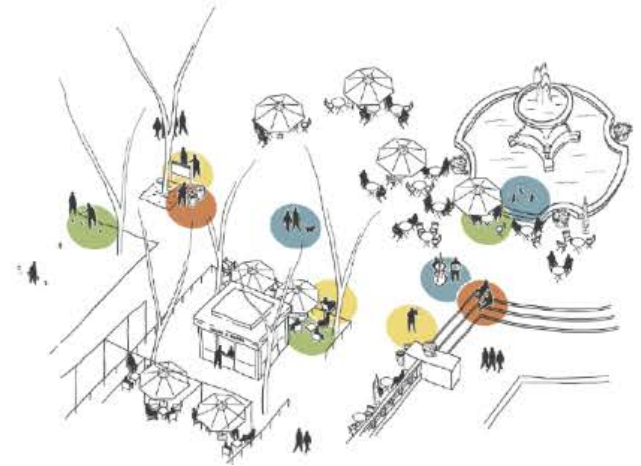
City/Region

10+ MAJOR DESTINATIONS



Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY

POWER of 10+

1. Read the paper

2. Window shop

3. Learn about upcoming events

4. Go inside

5. Walk by

6. Sit & relax

7. Read someone else's book

8. Take a break from a bike ride

9. Pet a dog

10. Have a conversation

PLACEMAKING MEETING February 19

- Meeting with HP stakeholders
- Explore the proposed sites



PLACE AUDITS

- Formed groups at meeting
- Observed sites
- Rated using PPS guide

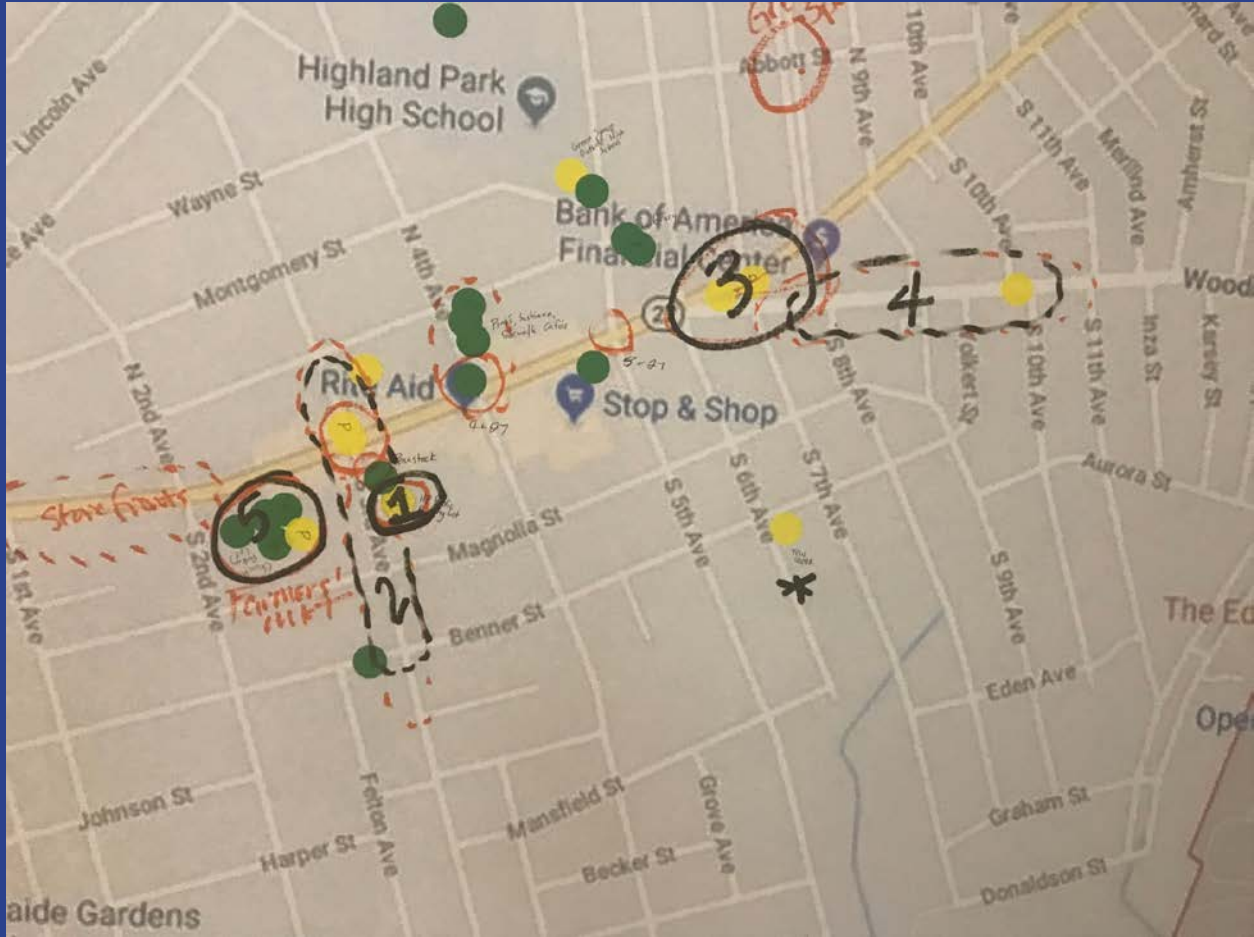


WHAT MAKES A GREAT PLACE?



MEASUREMENTS ● INTANGIBLES ● KEY ATTRIBUTES ●





SITES

Woodbridge Avenue Corridor:

- Corridor activation and beautification
 - Benches and planters
 - Better and more creative lighting
 - Art fixtures



Farmers' Market Lot:

- Lamps for heat and lighting
- Permanent and varied seating
- Canopy for rain cover



3rd Ave Municipal Parking Lot:

- Flexible lot as performance or community space
- Parking beautification
- Benches, bike racks, lighting



Veterans Memorial Park:

- Traffic calming measures
- Public art project



Outdoor Living Rooms:

- Build aesthetically pleasing installations
- Implement themed programming
- Initiate partnerships with local businesses





OUTDOOR LIVING ROOMS





3rd Ave and
Raritan, NE



3rd Ave and
Raritan, SW

3RD & RARITAN



4TH & RARITAN

3/30/2019
& 4/6/2019

HIGHLAND SPARK EVENTS





FIRST WEEKEND 3/30/2019

- Dream bike coloring
- Bench painting
- Dry erase boards
- Pin the Band-Aid on the boo-boo



FIRST WEEKEND 3/30/2019

- Dream bike coloring
- Bench painting
- Dry erase boards
- Pin the Band-Aid on the boo-boo
- Hoola hoops
- Dumbbells
- Jump ropes
- Biking/walking trivia



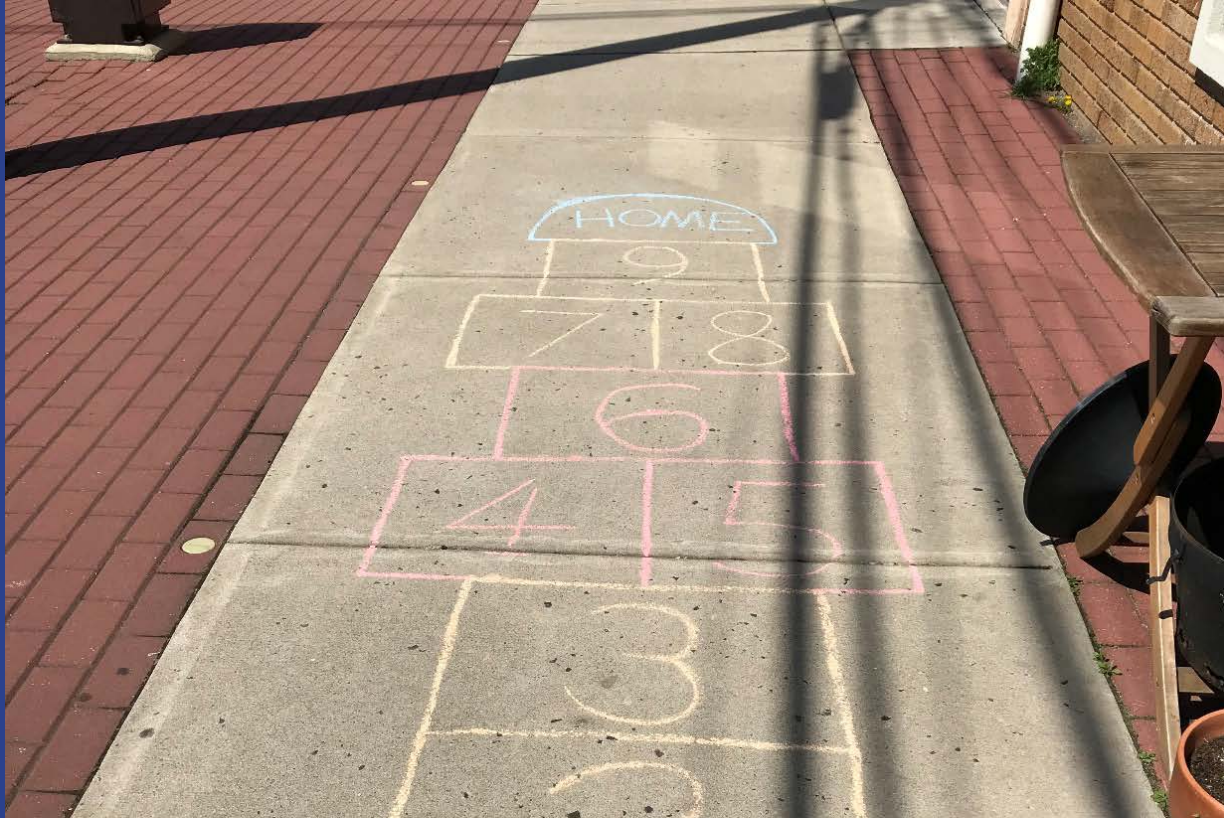
FIRST WEEKEND 3/30/2019

- Dream bike coloring
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- Hoola hoops
- Dumbbells
- Jump ropes
- Biking/walking trivia
- Sidewalk chalk
- Bubbles
- Sun shades
- Picnic table



SECOND WEEKEND 4/6/2019

- Checkers
- Bench & canvas painting
- Giant Jenga



SECOND WEEKEND 4/6/2019

- Checkers
- Bench & canvas painting
- Giant Jenga
- Hop scotch
- Giant dominos
- Corn Hole
- Sidewalk chalk
- Bubbles



SECOND WEEKEND 4/6/2019

- Checkers
- Bench & canvas painting
- Giant Jenga
- Hop scotch
- Giant dominos
- Corn Hole
- Sidewalk chalk
- Bubbles
- Photo booth
- Hoola hoops
- Jump ropes
- Sun shades

POSTCARD



What Join us for fun activities and spark new ideas in your community.

Why Tell us your ideas for what you would like to see next in Highland Park.

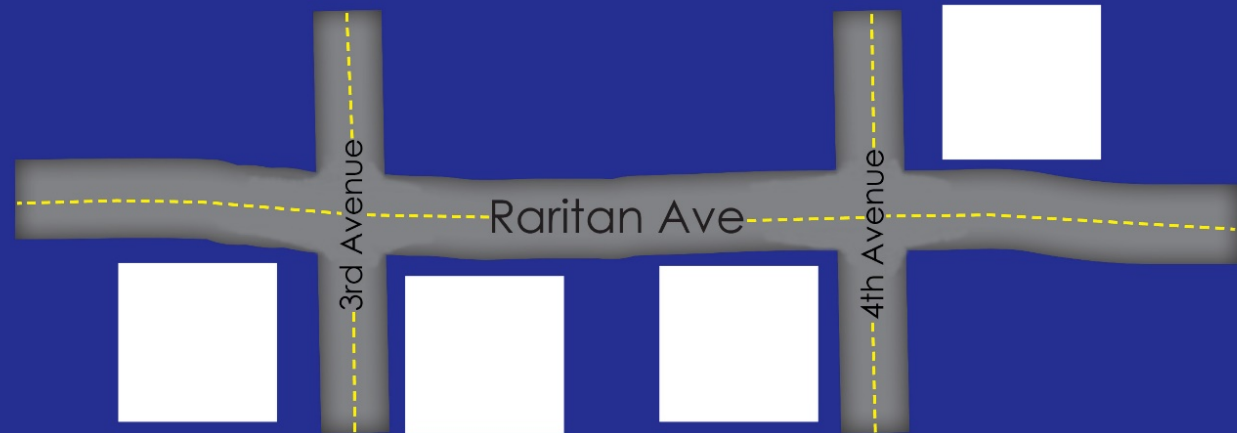
When Saturday 3/30, Sunday 3/31, and Saturday 4/6

Time 1:00 pm to 4:00 pm

Where



Visit a corner and get a stamp!



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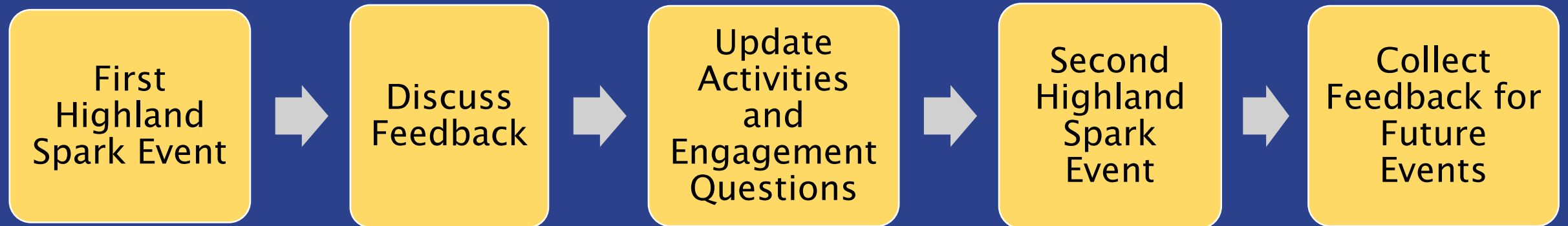
When Saturday 3/30, Sunday 3/31, and Saturday 4/6

Time 1:00 pm to 4:00 pm

Where



ITERATIVE PROCESS





3rd & Raritan SW & NE Corner
Biking & Walking + Green Spaces



3rd & Raritan SW & NE Corner Biking & Walking + Green Spaces



3rd & Raritan SW & NE Corner Biking & Walking + Green Spaces



3rd & Raritan SW & NE Corner
Biking & Walking + Green Spaces



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3rd & Raritan SW & NE Corner Biking & Walking + Green Spaces



3rd & Raritan Penstock Coffee Social Support



3rd & Raritan Penstock Coffee Social Support



3rd & Raritan Penstock Coffee Social Support



3rd & Raritan Penstock Coffee
Social Support



3rd & Raritan Penstock Coffee
Social Support



3rd & Raritan Penstock Coffee
Social Support



3rd & Raritan Penstock Coffee
Social Support



4th & Raritan NE Corner Healthy Foods



4th & Raritan NE Corner Healthy Foods



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4th & Raritan NE Corner Healthy Foods



4th & Raritan SW Corner Active Recreation



4th & Raritan SW Corner Active Recreation



4th & Raritan SW Corner Active Recreation



4th & Raritan SW Corner Active Recreation



4th & Raritan SW Corner Active Recreation



4th & Raritan SW Corner Active Recreation

FINDINGS FROM HIGHLAND SPARK

DOT BOARDS

- One or two themes at each corner
- A question to prompt votes
- Potential design improvements and programming
- Additional suggestions welcome
- Questions updated on second weekend

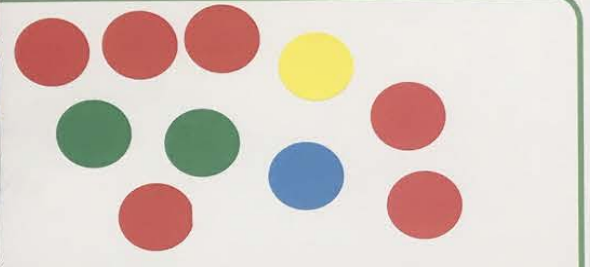


HEALTHY FOODS:

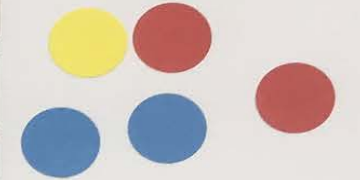
What would get you to eat more healthy foods?

Vote here!

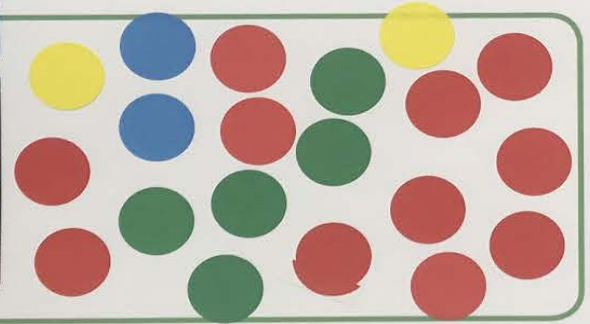
Green Carts



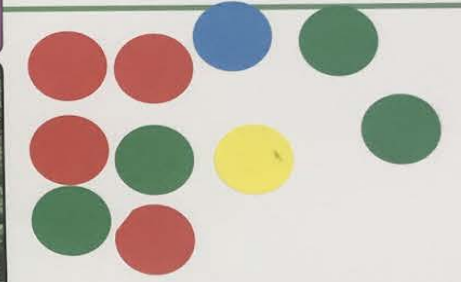
Healthy Food Educational Programming



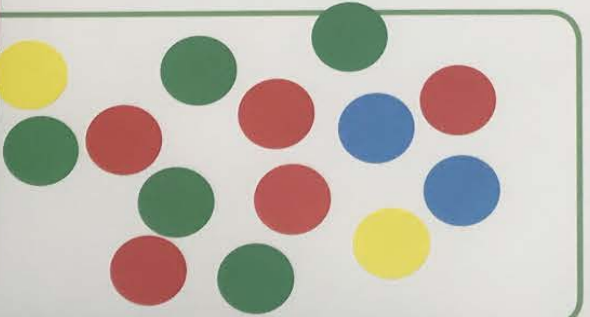
Expansion of Farmers Market



Edible Landscaping



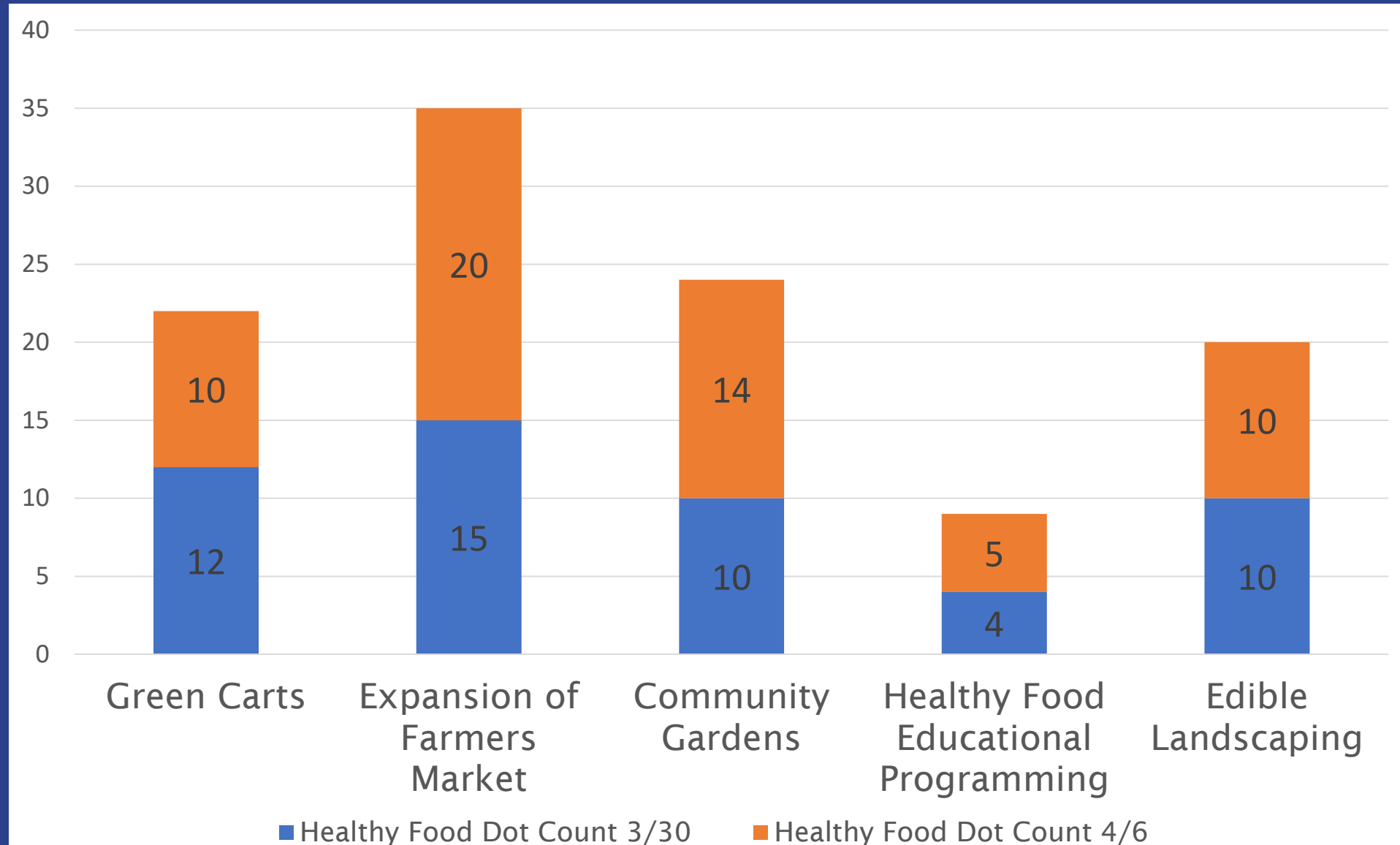
Community Gardens



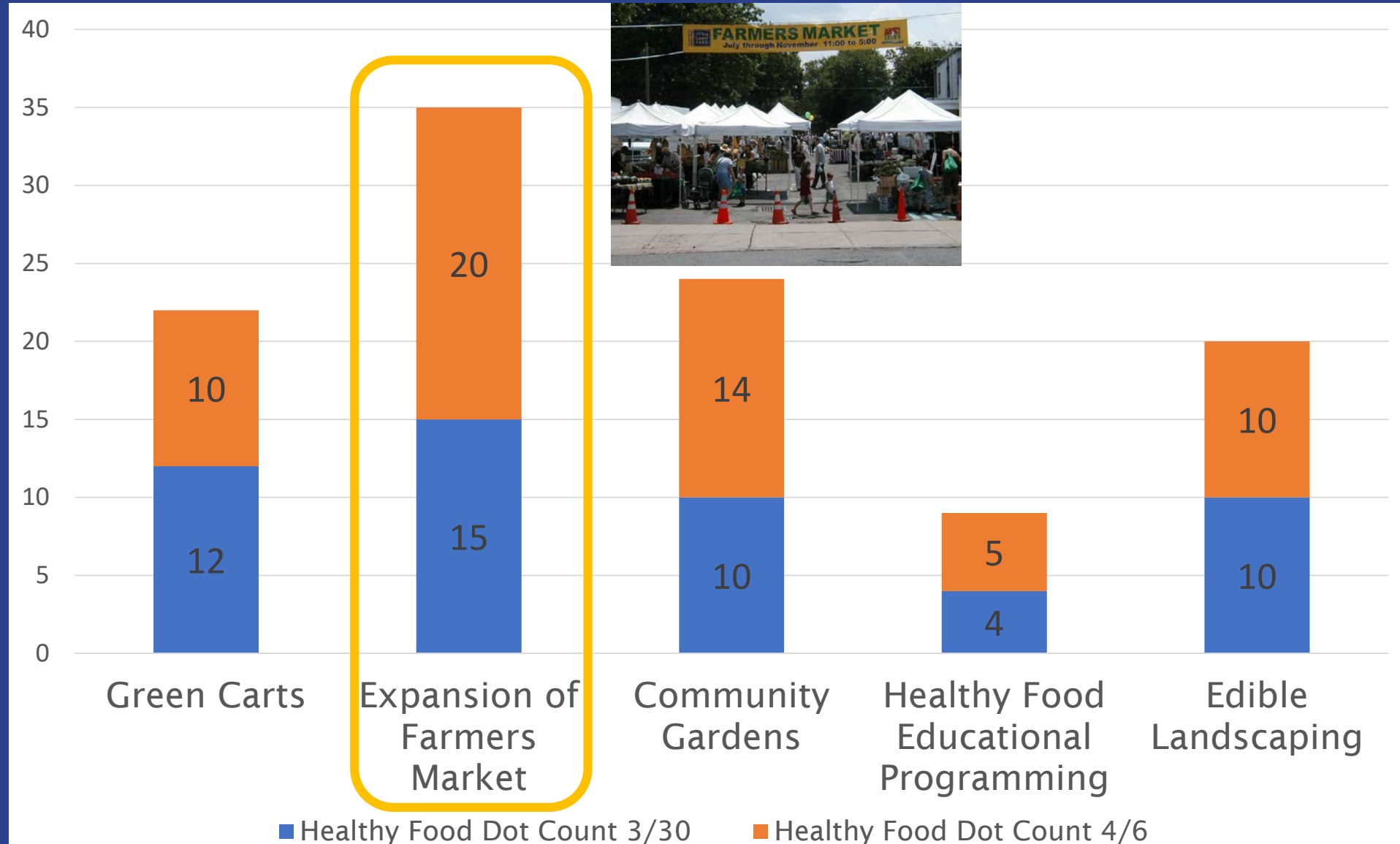
Other Suggestions

- Expanded Farmers Market days/hour
- Family game day
- Water available / filling station
- Carbonate water

HEALTHY FOODS: Total Votes


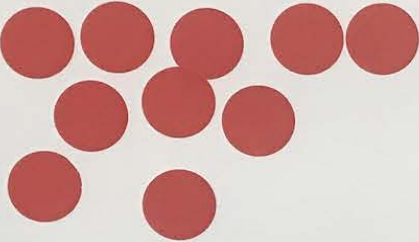

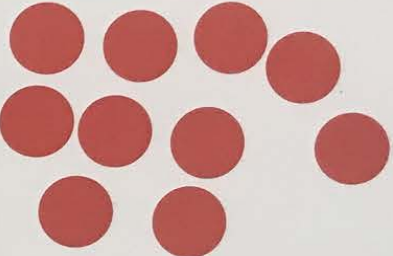



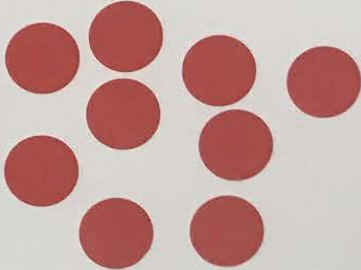

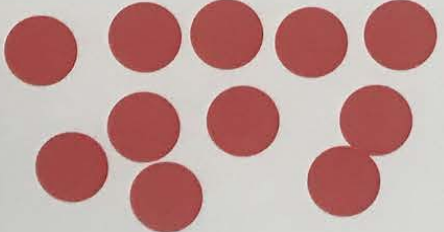




HEALTHY FOODS: Total Votes

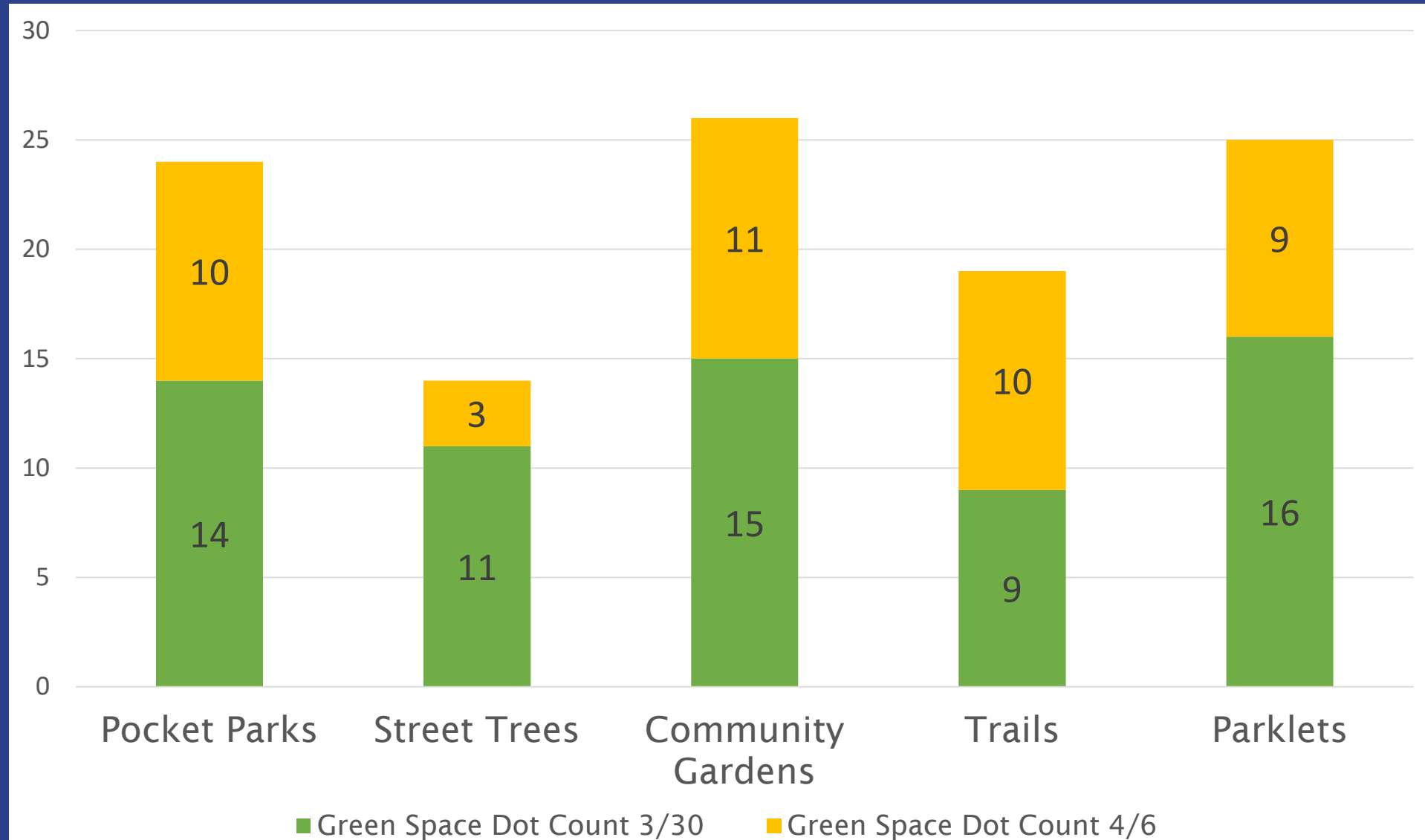


GREEN SPACES:

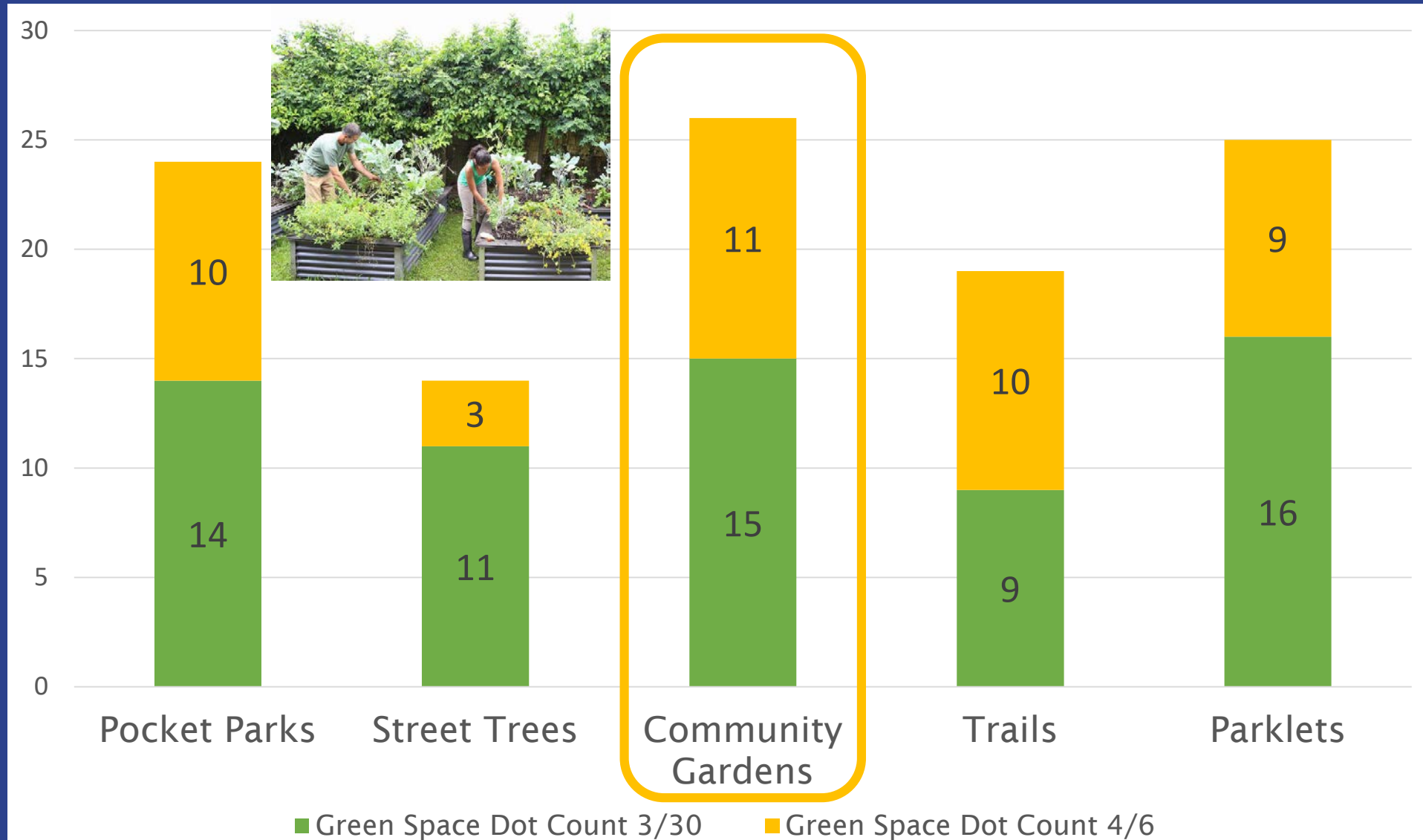
What additional green space do you want to see in HP?

<p>Pocket Parks</p> 		<p>Trails</p> 	
<p>Street Trees</p> 		<p>Parklets</p> 	
<p>Community Gardens</p> 		<p>Other Suggestions</p> <ul style="list-style-type: none"> Green infrastructure, generally (rain gardens, bio swales, tree trenches, etc) skate park	

GREEN SPACES: Total Votes



GREEN SPACES: Total Votes








GREEN SPACES: Total Votes



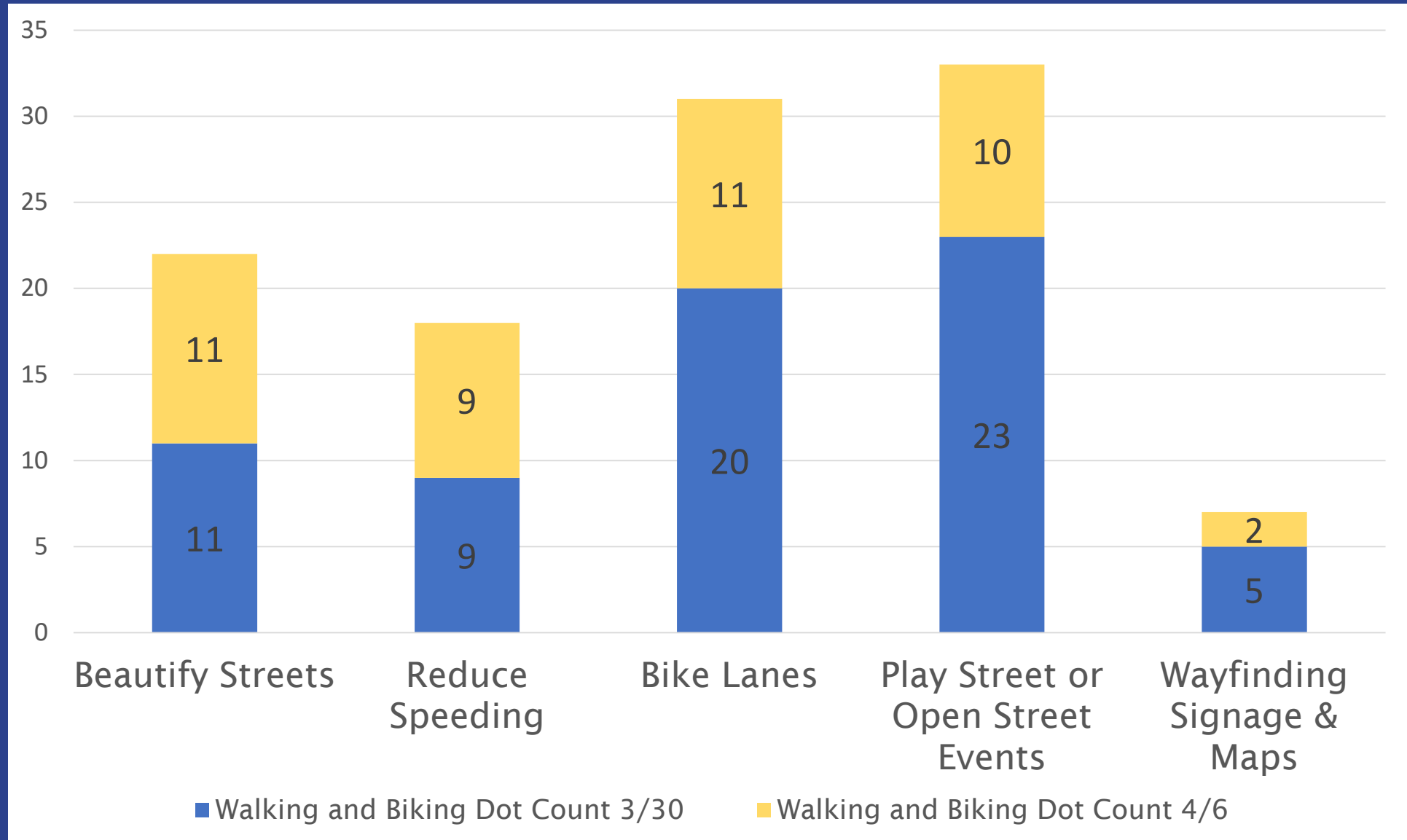
WALKING AND BIKING:

What would get you walking and biking more?

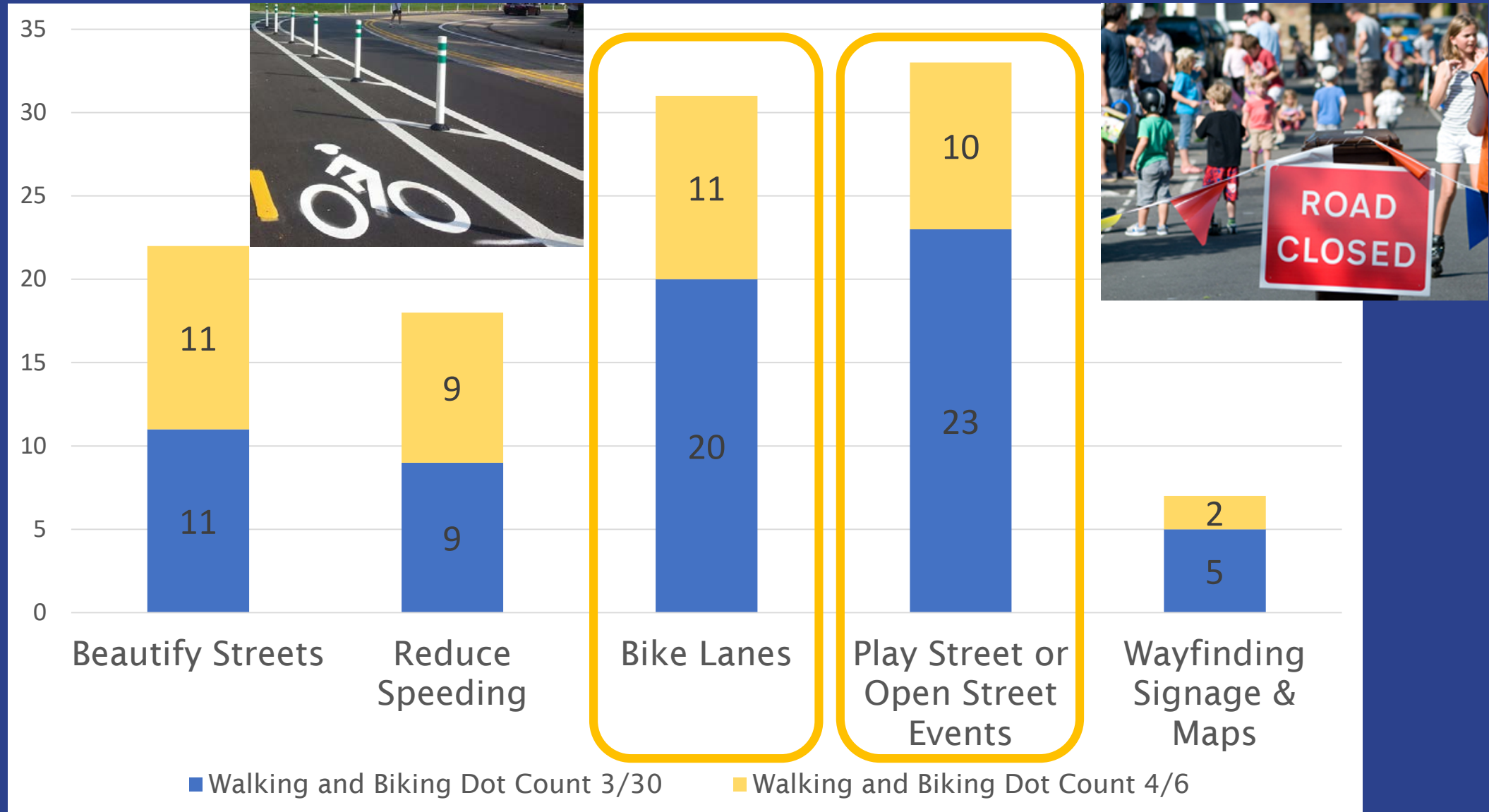
vote here!

<p>Beautiful Streets</p>  <p>10 red dots</p>	<p>Play Street or Open Street Events</p>  <p>10 red dots</p>
<p>Reduce Speeding</p>  <p>8 red dots</p>	<p>Wayfinding Signage & Maps</p>  <p>2 red dots</p>
<p>Bike Lanes</p>  <p>12 red dots</p>	<p>Other Suggestions</p> <ul style="list-style-type: none">● more street fairs● getting rid of free parking.● skate park ●more small businesses

WALKING & BIKING: Total Votes



WALKING & BIKING: Total Votes




SOCIAL SUPPORT:


What would encourage you to be more social?

Vote here!

More Community Events




Free Little Library




Vote here!


Showcase Local Talents



Parklets



Sun Shades



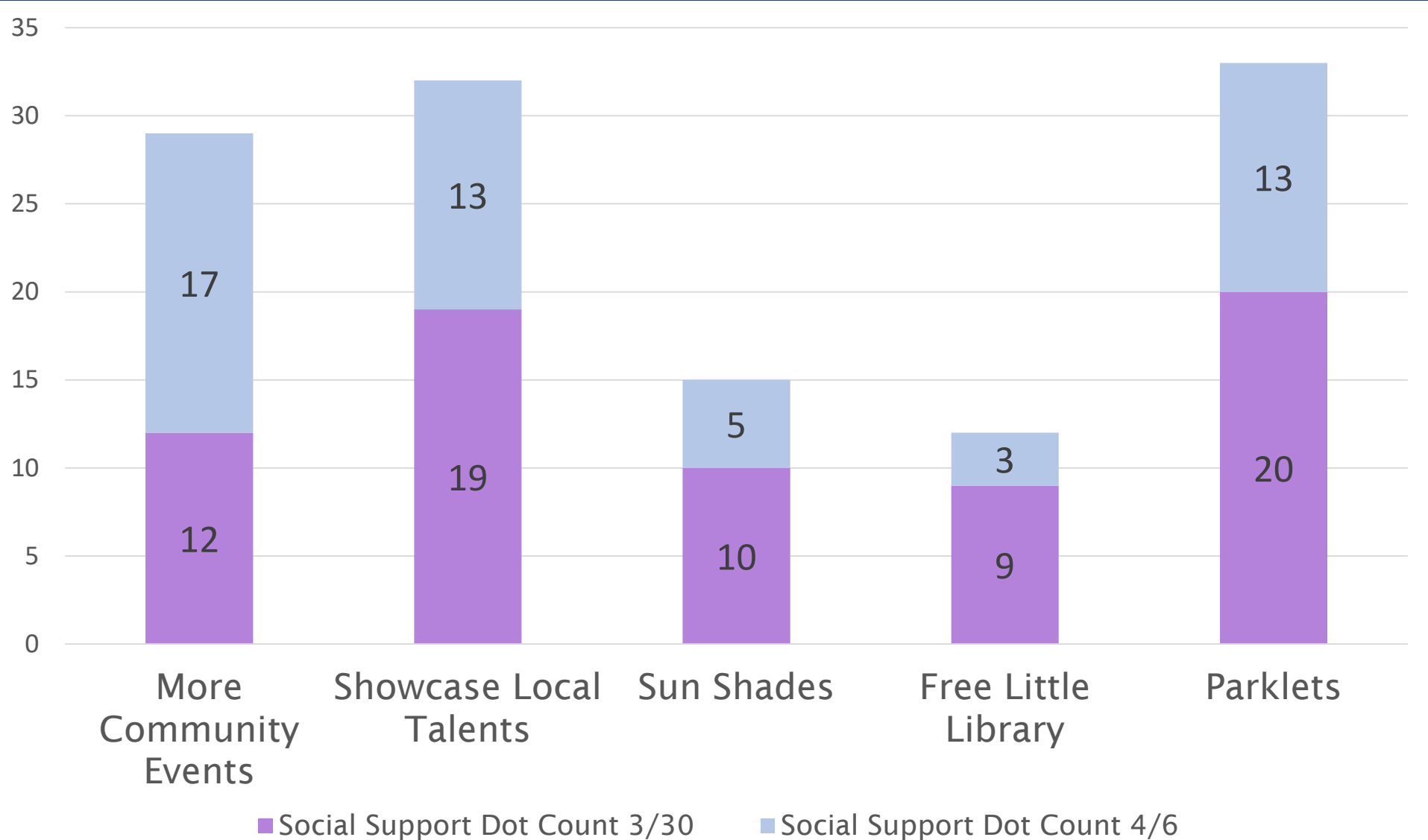
Other Suggestions

Dr. better working (reformed church)
way

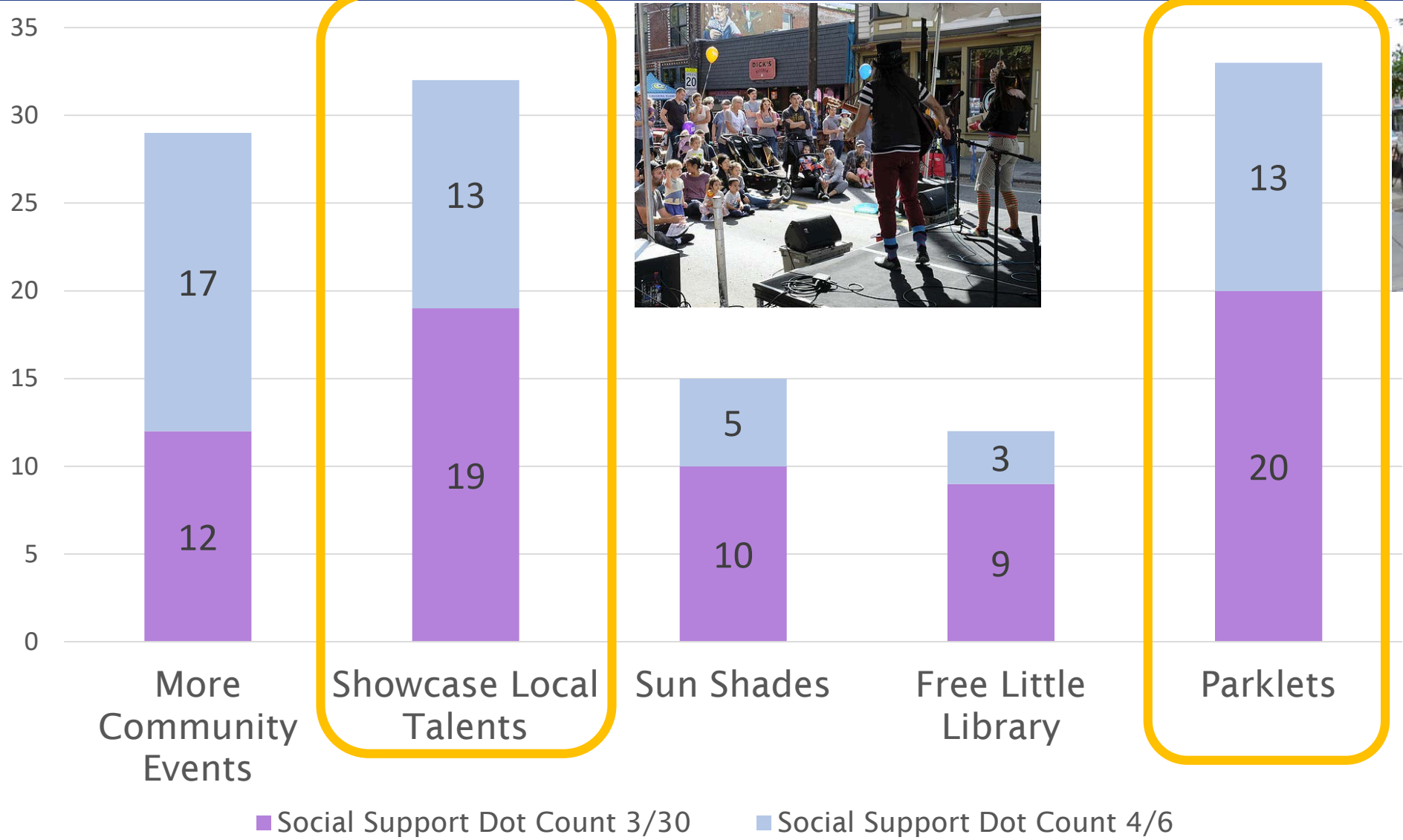
Skate Park

The image shows a survey board with six categories of social support ideas. Each category has a title, a representative image, and a collection of colored dots (red, blue, green, yellow) representing votes. The categories are: 'More Community Events' (15 votes), 'Free Little Library' (3 votes), 'Showcase Local Talents' (12 votes), 'Parklets' (12 votes), 'Sun Shades' (5 votes), and 'Other Suggestions' (4 votes). The 'Other Suggestions' category includes handwritten text: 'Dr. better working (reformed church) way' and 'Skate Park'.

SOCIAL SUPPORT: Total Votes


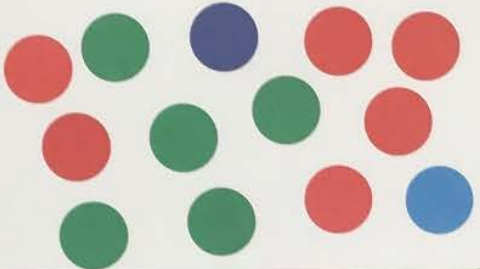

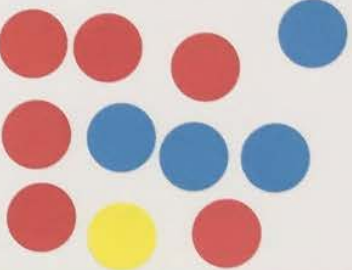

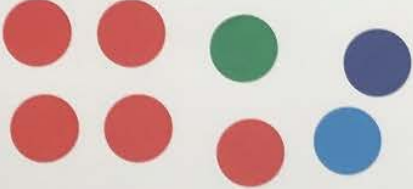

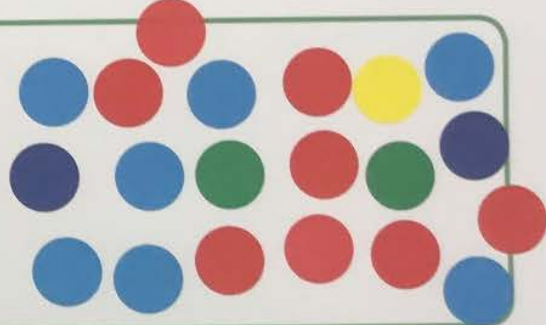


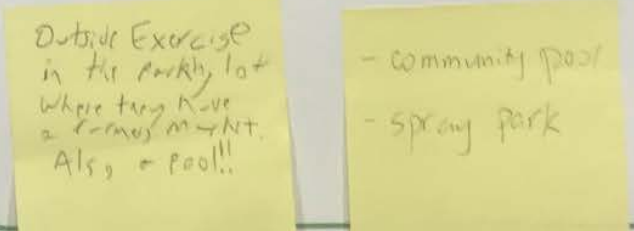


SOCIAL SUPPORT: Total Votes

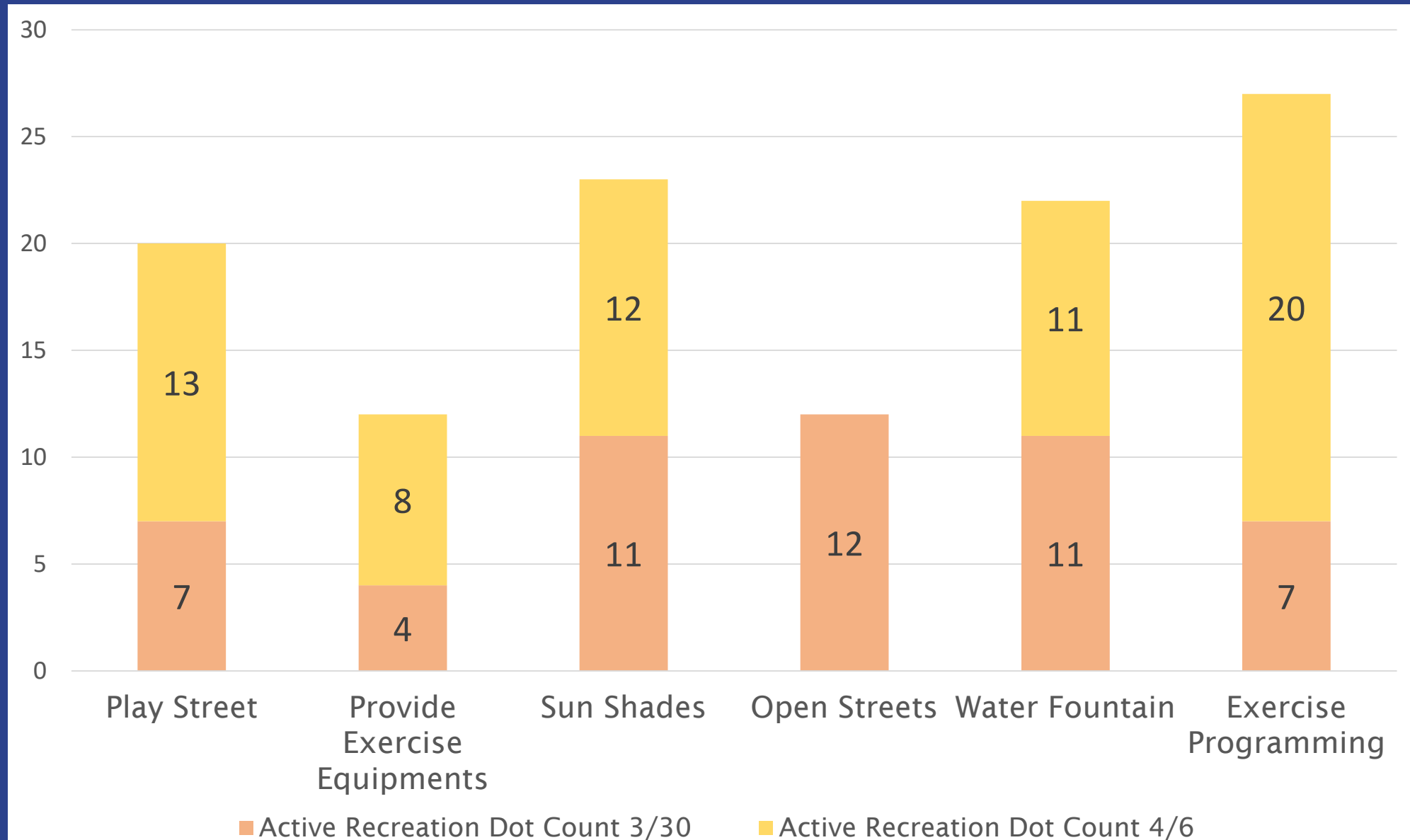


ACTIVE RECREATION:

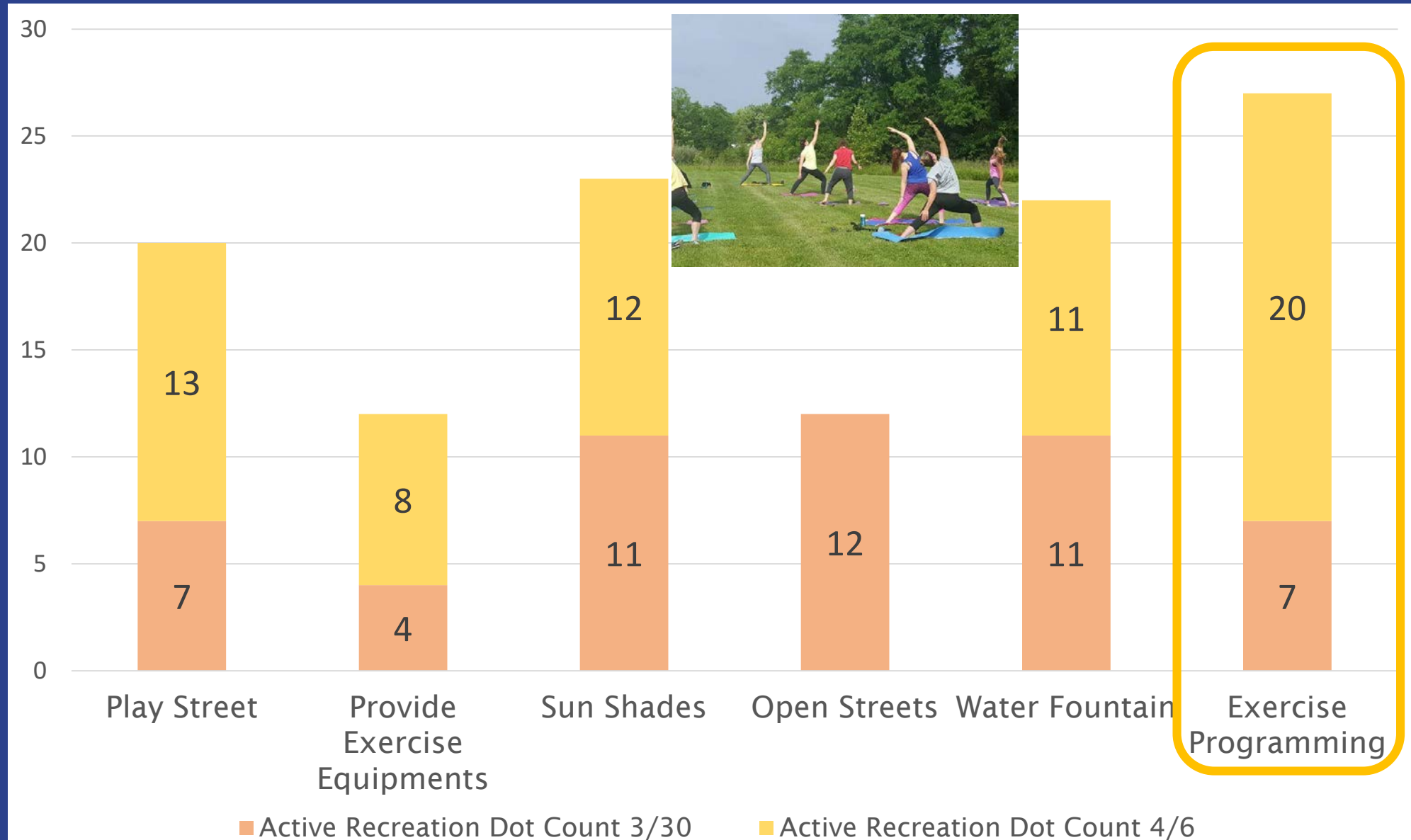
What would make you play and be more active?

	Vote here!		Vote here!
<p>Play Street</p> 		<p>Water Fountain</p> 	
<p>Provide Exercise Equipments</p> 		<p>Exercise Programming</p> 	
<p>Sun Shades</p> 		<p>Other Suggestions</p> 	

ACTIVE RECREATION: Total Votes



ACTIVE RECREATION: Total Votes

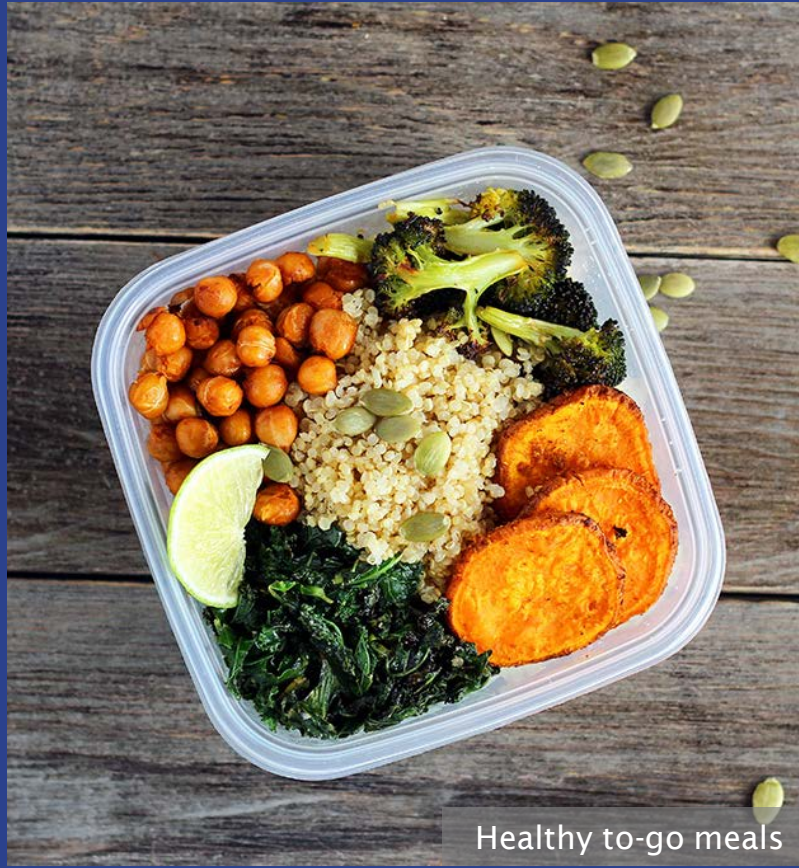




Skate Park



Bike Trails



Healthy to-go meals



Splash Park



Shared Streets

OTHER SUGGESTIONS



RECOMMENDATIONS



ACTION PLAN RECOMMENDATIONS

- 3rd Ave Municipal Parking Lot
- Veteran's Park
- Woodbridge Avenue Corridor
- **HP Farmer's Market Lot**
- **3rd Ave Corridor (Outdoor Living Rooms)**





FARMERS MARKET LOT

Action Plan
Recommendations

Existing

Existing



SAINT PETER'S UNIVERSITY HOSPITAL
A MEMBER OF SAINT PETER'S HEALTHCARE SYSTEM
Treating you better...for life.

HIGHLAND PARK
NEW JERSEY

HIGHLAND PARK
FARMERS MARKET

FRIDAYS
MAY thru
DECEMBER
MAINSTREETHP.ORG/FARMERSMARKET

JERSEY FRESH
HIGH LAND PARK





SAINT PETER'S
UNIVERSITY HOSPITAL
A MEMBER OF SAINT PETER'S HEALTHCARE SYSTEM
Treating you better...for life.



HIGHLAND PARK
FARMERS MARKET

FRIDAYS
MAY thru
DECEMBER
100% FRESH
HIGHLAND PARK
MAINSTREETHP.ORG/FARMERSMARKET

FARMER
JUNE THRU
EVERY FRIDAY



SAINT PETER'S
UNIVERSITY HOSPITAL
A MEMBER OF SAINT PETER'S HEALTHCARE SYSTEM
Treating you better...for life.



HIGHLAND PARK
FARMERS MARKET

FRIDAYS
MAY thru
DECEMBER
MAINSTREETHP.ORG/FARMERSMARKET
100% FRESH
HIGH LAND PARK

FARMER
JUNE THRU
EVERY FRIDAY



3RD AVENUE CORRIDOR

(Outdoor Living Rooms)

Action Plan
Recommendations



Existing



Updated

PROGRAMMING AND DESIGN RECOMMENDATIONS

Expand

Expand the Farmer's Market in size and hours of operation

Grow

Grow the Borough's community gardens

Install

Install water fountains throughout the Borough

Host

Host more community events, especially those showcasing local talent

Increase

Increase number of parklets and pocket parks to add green space and areas for social engagement

ENGAGEMENT STRATEGIES



Educate stakeholders on placemaking



Gather community input to increase public's sense of investment in places



Encourage community collaboration to make great places



POLICY

COMPLETE & GREEN STREETS FOR ALL

MODEL COMPLETE STREETS POLICY & GUIDE
MAKING NEW JERSEY'S COMMUNITIES HEALTHY, EQUITABLE, GREEN & PROSPEROUS



POLICY

- Parklet Ordinance
- Updating Complete Streets Policy
- Encouraging placemaking in Master Plan

MOVING FORWARD





NEW JERSEY
COMMUNITY
CAPITAL

ARTPLACE

THE
KRESGE
FOUNDATION

Robert Wood Johnson Foundation



**KNIGHT
FOUNDATION**



NATIONAL ENDOWMENT FOR THE
Humanities



ART WORKS.

**National
Endowment
for the Arts**
arts.gov

FUNDING OPPORTUNITIES

THE “SPARK”

- Create a brand
- Ignite and engage more “spark” into HP!
- Encourage residents to live their best lives by:
 - Walking & Biking
 - Socializing
 - Feeling pride for their community



THANK YOU



Q & A

