



FROM STREETS TO STADIUMS

Transforming Public Spaces to Celebrate the World's Game

Placemaking and the World Cup

April 20, 2026 NJTPA Joint PPC/PEDC Committee Meeting

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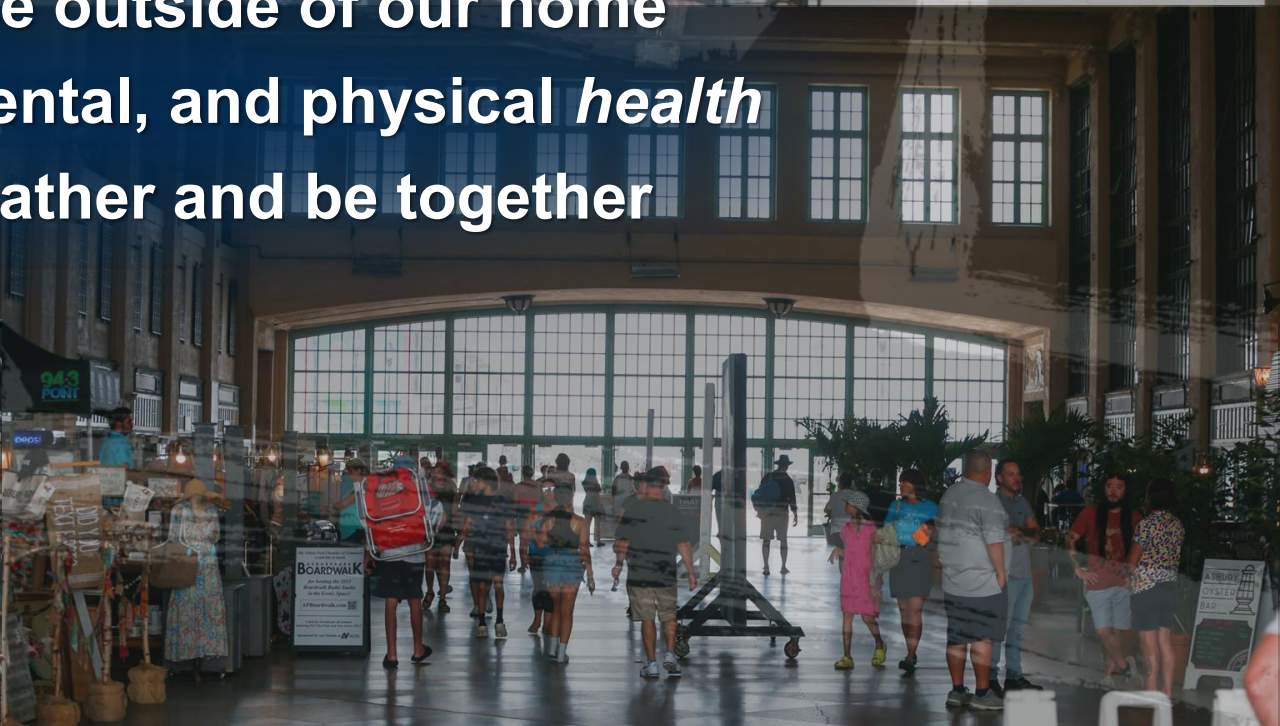


PUBLIC SPACES

Most *influential* place outside of our home

Contribute to social, mental, and physical *health*

Space *people* can gather and be together



Things to consider when thinking about the World Cup:

- 1 Scheduled Games
- 2 Fan Fests
- 3 Practice Fields
- 4 Placemaking events and activities
- 5 Business Opportunities

Match Schedule at NYNJ Stadium

MORE INFORMATION TO HELP with your planning purposes. Here is a list of the games in northern New Jersey:

June 13, 2026	6:00 PM ET	<i>wknd</i>	Brazil v. Morocco
June 16, 2026	3:00 PM ET		France v. Senegal
June 22, 2026	8:00 PM ET		Norway v. Senegal
June 25, 2026	4:00 PM ET		Ecuador v. Germany
June 27, 2026	5:00 PM ET	<i>wknd</i>	Panama v. England
June 30, 2026	5:00 PM ET		ROUND OF 32
July 5, 2026	4:00 PM ET	<i>wknd</i>	ROUND OF 16
July 19, 2026	3:00 PM ET	<i>wknd</i>	FINAL

** Philly is also hosting 6 games throughout the tournament*



Fan Fests



NJ TRANSIT Rail Lines

Northeast Corridor



Montclair Boonton Line



Morristown Line



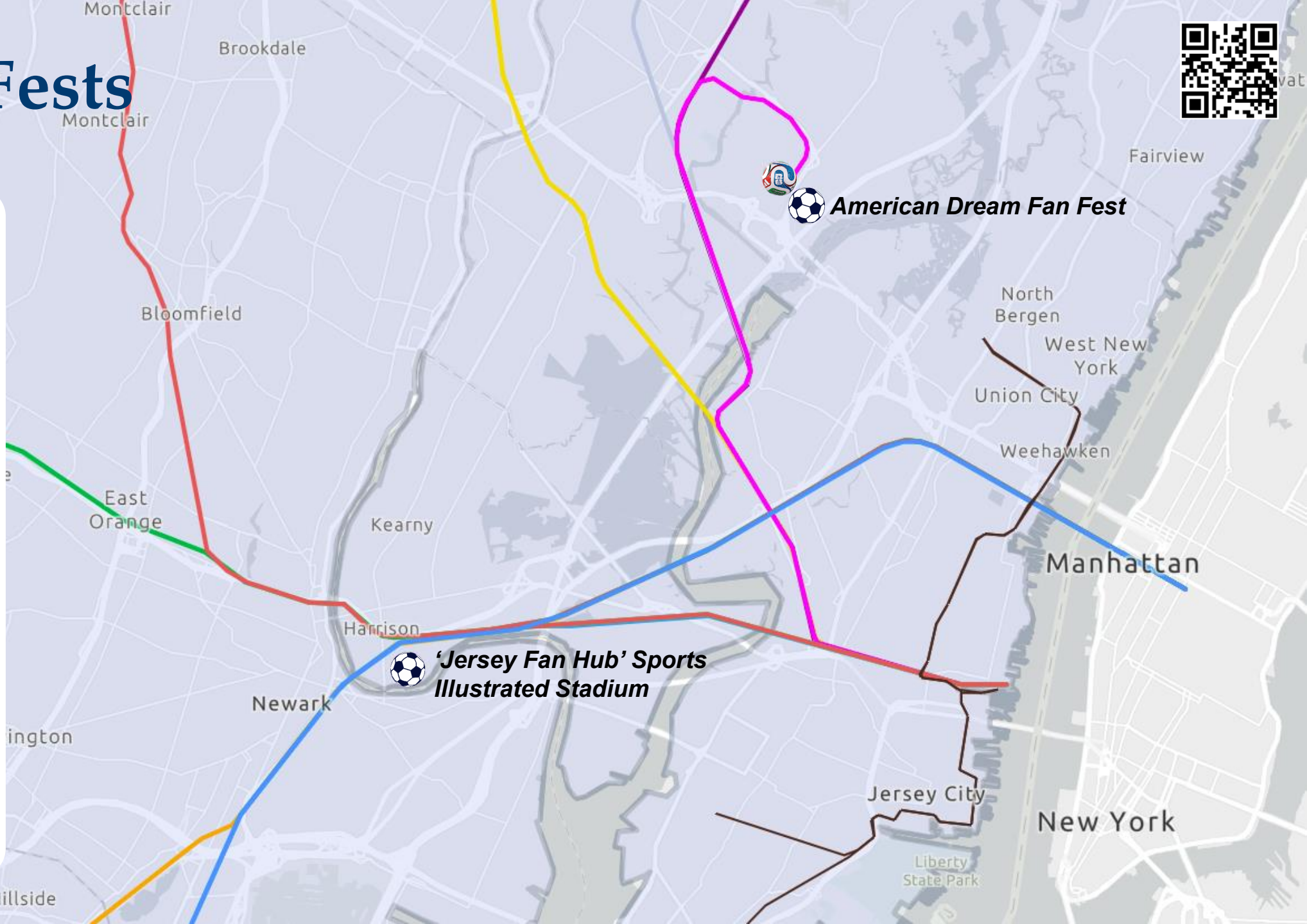
Meadowlands Line



Bergen County Line



Main Line





Practice Fields

NJ TRANSIT Rail Lines

Northeast Corridor



Montclair Boonton Line



Morristown Line



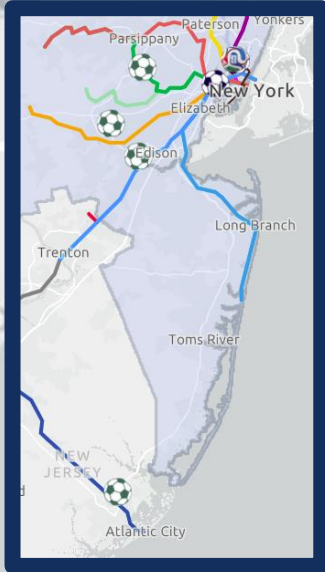
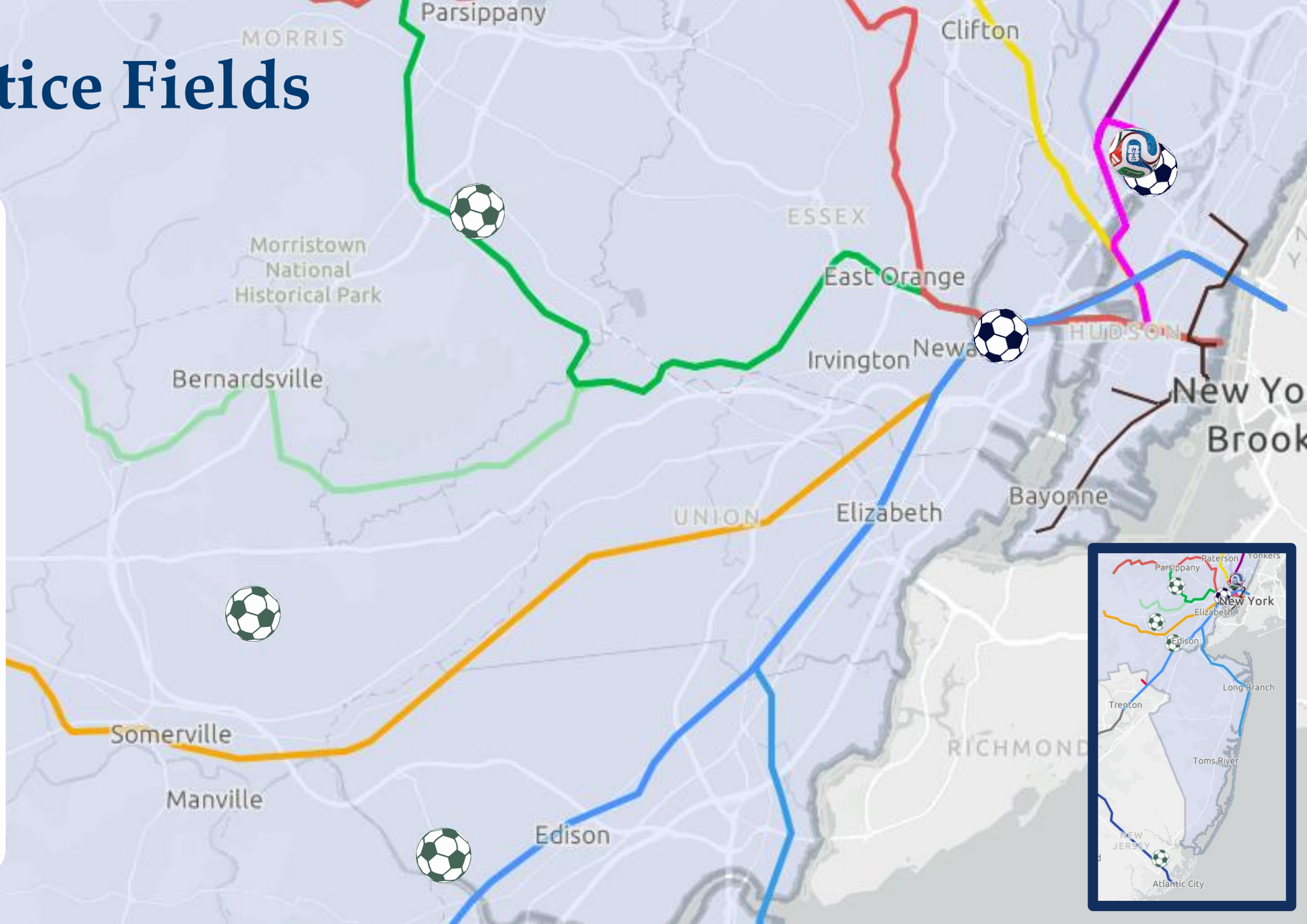
Meadowlands Line



Bergen County Line



Main Line





Practice Fields

NJ TRANSIT Rail Lines

Northeast Corridor



Montclair Boonton Line



Morristown Line



Meadowlands Line



Bergen County Line



Main Line



RUTGERS UNIVERSITY
(Piscataway, NJ - Central Jersey Area)



Practice Fields

NJ TRANSIT Rail Lines

Northeast Corridor



Montclair Boonton Line



Morristown Line



Meadowlands Line



Bergen County Line



Main Line



THE PINGRY SCHOOL
Basking Ridge, NJ - Central Jersey Area)



Practice Fields

NJ TRANSIT Rail Lines

Northeast Corridor



Montclair Boonton Line



Morristown Line



Meadowlands Line



Bergen County Line



Main Line





Flag Cities

NJ TRANSIT Rail Lines

Northeast Corridor



Montclair Boonton Line



Morristown Line



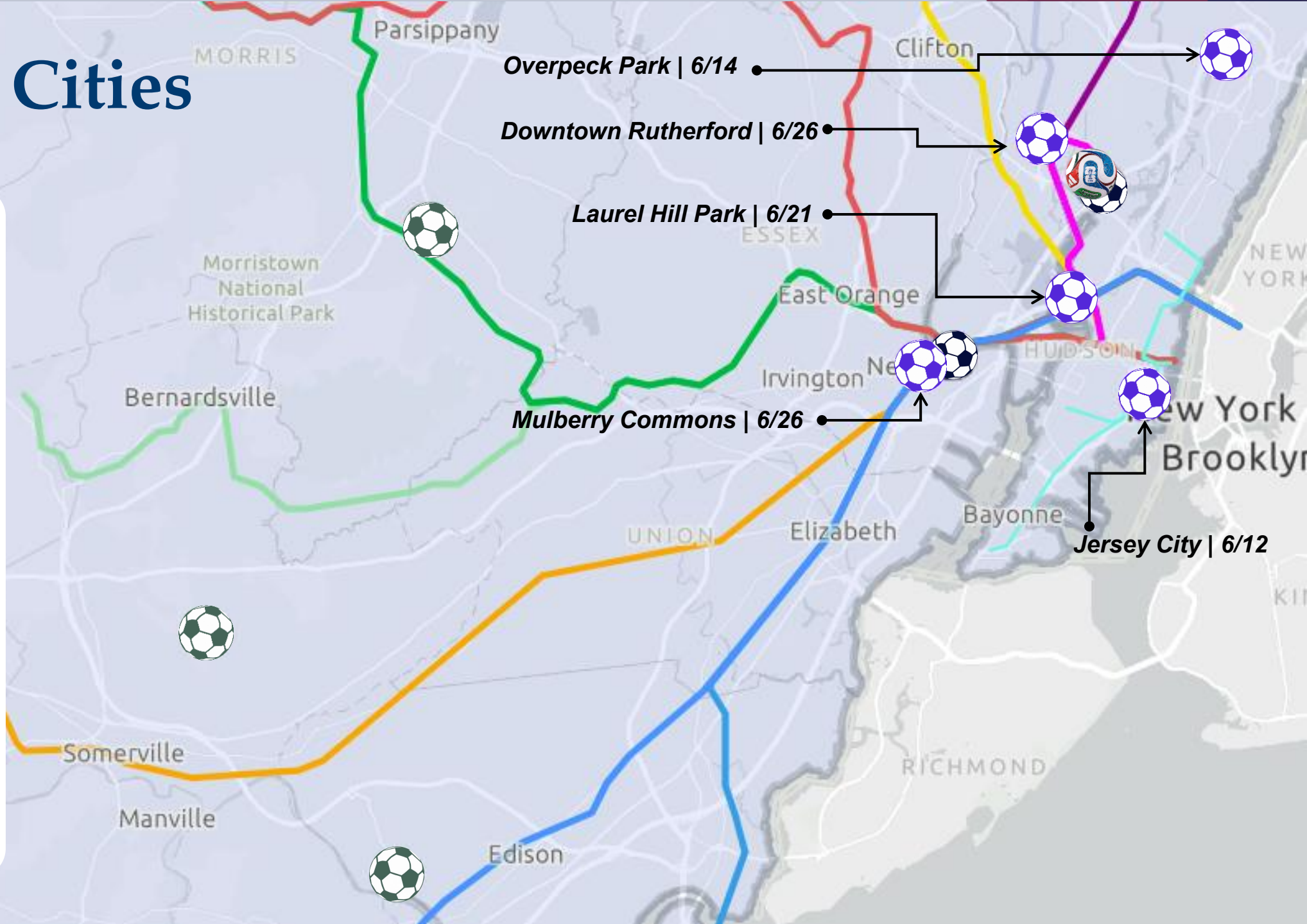
Meadowlands Line



Bergen County Line



Main Line



From Streets to Stadiums Guidebook

Placemaking

- **Inspires** people to reimagine and reinvent public spaces
- **Integrates** art, culture, and identity
- **Enhances** public spaces, streets, and other amenities
- **Creates** a sense of community, safety, and togetherness



KIT OF PARTS

MATCH WATCH PARTY



LOCAL FAN FESTS



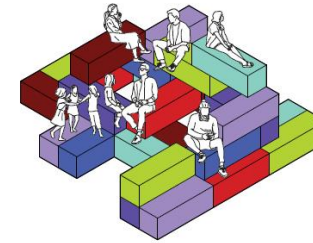
CURB BUMP-OUTS



FLOOR SOCCER TRAINER



STACKABLE SEATING



INFLATABLE SOCCER BALLS



Step 1: Choose an Event Type

Consider the types of events that are possible for your community to host

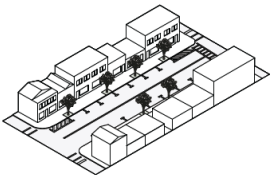
Step 3: Selecting Materials

What do you need? Activities or placemaking materials?

Step 2: Choosing a Location

Based on your selected event type, now determine where in your community a world cup event can take place.

CLOSED STREET

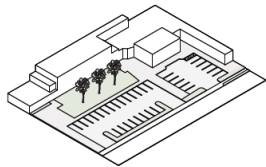


LOOK INTO YOUR municipality's process for closing streets.

Municipally owned streets are much easier to close than county or state roads.

Intersections or blank facades offer great opportunities for artistic activations.

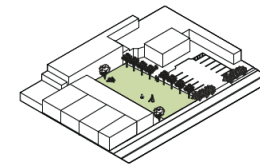
PARKING LOT



PARKING LOTS are great for watch parties, or you can even set up a DIY soccer field with astro turf and soccer goals.

Take over a small section of a parking lot and set up a small mural/ community engagement section to promote the tournament.

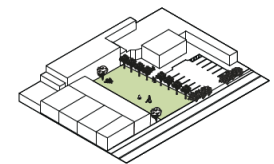
OTHER PUBLIC SPACE



PUBLIC SPACES often have room for art installations.

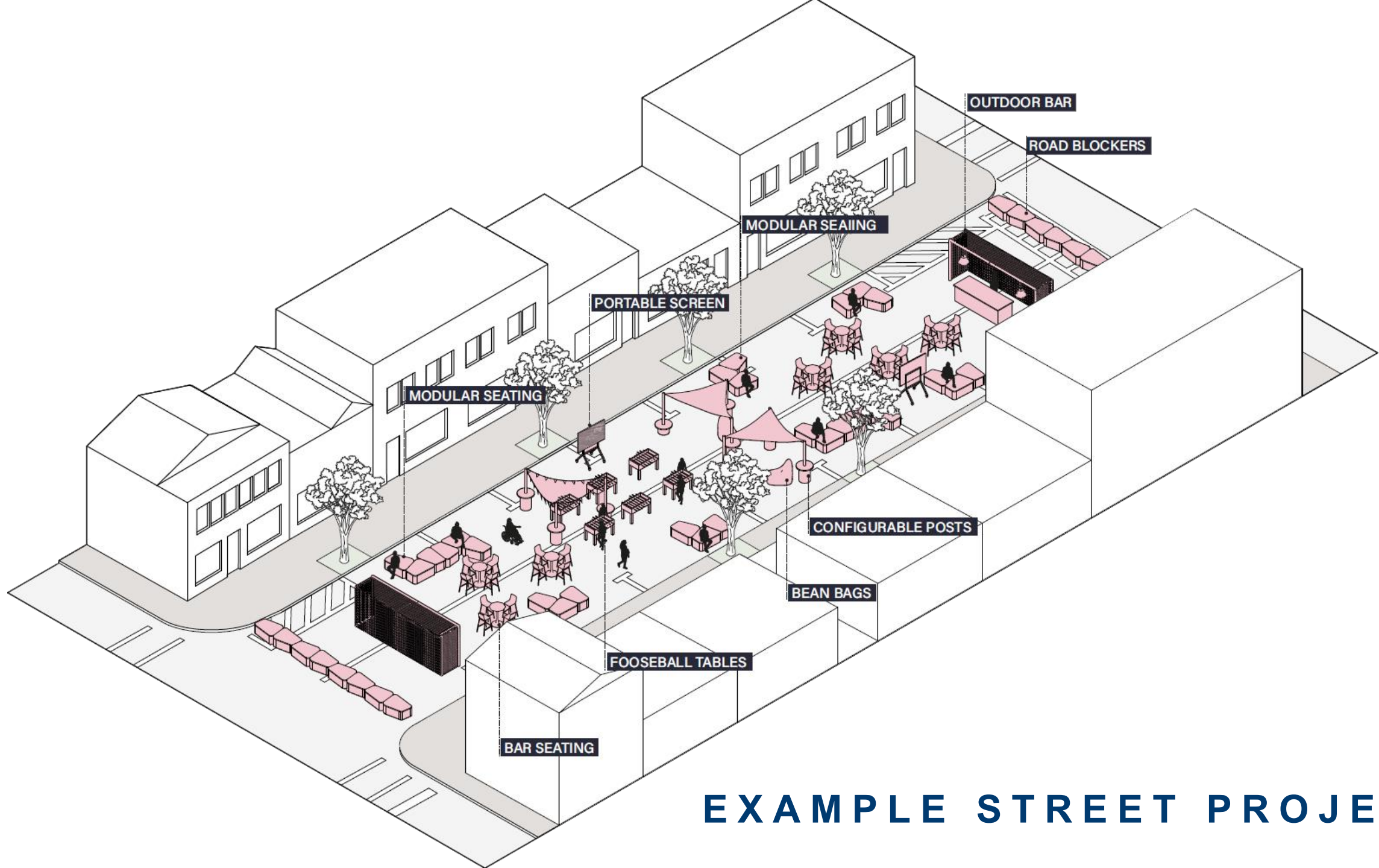
Your municipality may not have an official town square, but are there any areas where many people gather? These spaces are well suited for hosting events and activations.

URBAN PARK

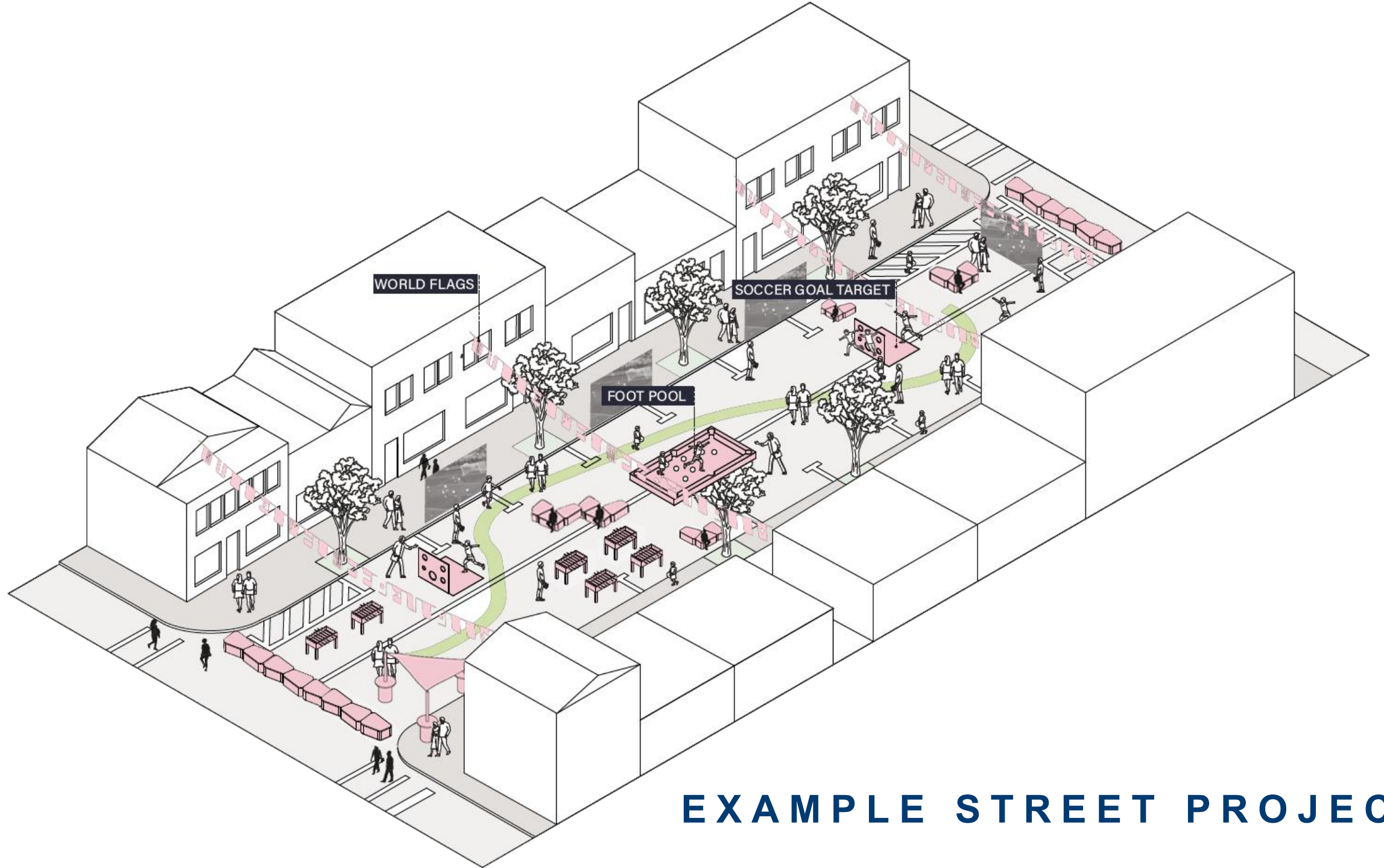


PARKS PROVIDE opportunities for community members to "stumble upon" your event/activation as they visit the park.

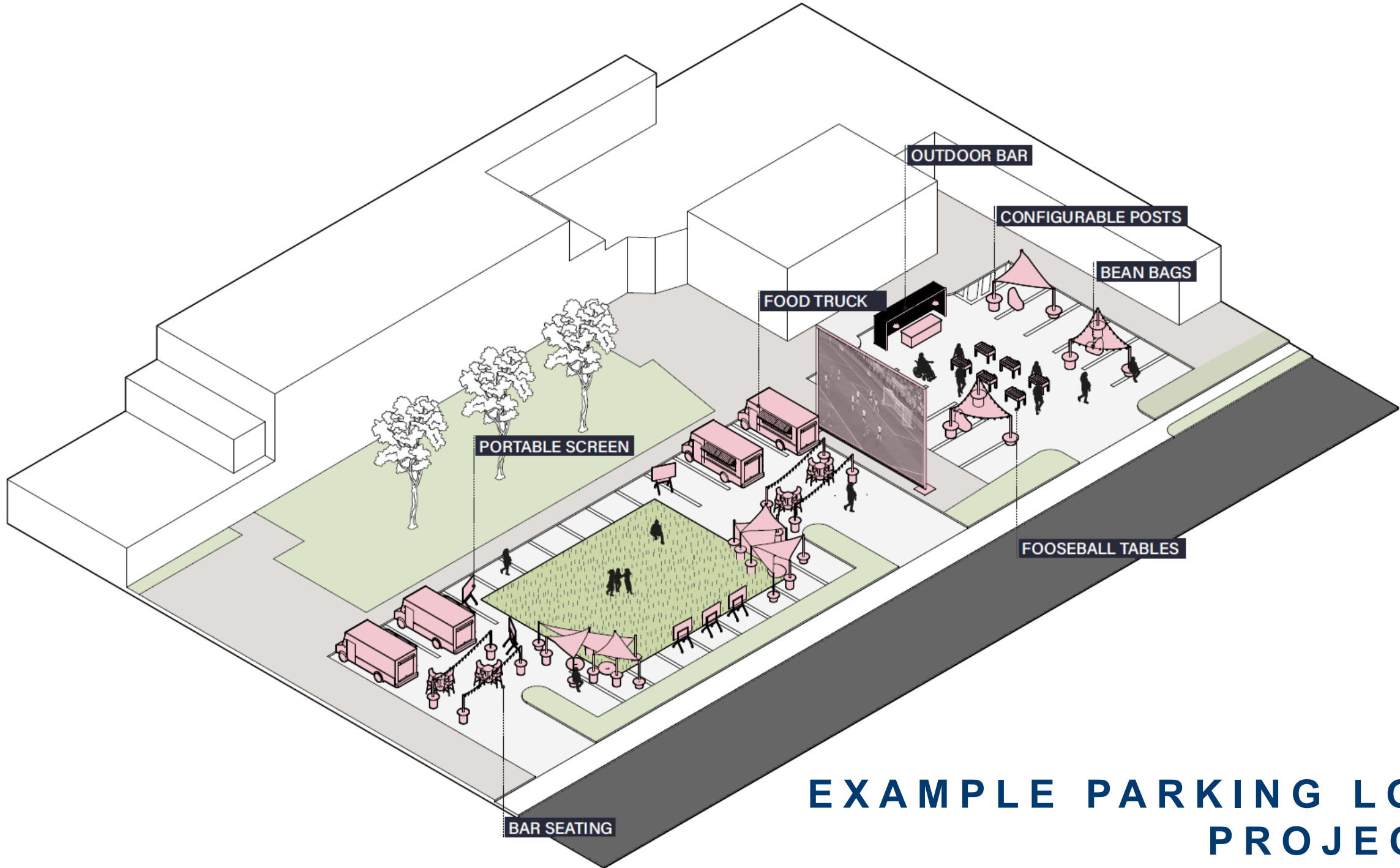
Green space provides a pleasant aesthetic environment and is easily accessible for pedestrians.



EXAMPLE STREET PROJECT



EXAMPLE STREET PROJECT



**EXAMPLE PARKING LOT
PROJECT**



projector screen

Urban park space



Bean bag chairs



Different-sized soccer balls



Local Fan Fest

Closed street



World flags

Floor soccer trainer

Mini soccer ball and net

Picnic bench

Turf



How can we help our businesses?



CREATE

Soccer-themed menus
“Welcome World” Rewards Program
Mini-soccer games



DECORATE

Do not use FIFA logos!
“Welcome World” Logo
Add décor to a store



CELEBRATE

Stream the Matches
Partner with NY/NJ Host Committee
Other Creative Events



Complete Streets Demonstration Library

Assists communities in testing out a treatment or a road safety improvement.

Available to TMAs, Municipalities, and Counties

PRODUCTS AND POSSIBLE INITIATIVES

Closed street treatments

World Cup-themed traffic calming:
*Promote walkability
*Make people feel safer walking/biking

Install parklets to reclaim public space for people over cars

Activate public spaces with World Cup-themed activities

Thank you!

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