



MIDTOWN ELIZABETH CULTURE AND ARTS PLACEMAKING PLAN

Vibrant Places Program 2026



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Acknowledgments

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About The Vibrant Communities Initiative

The Vibrant Communities Initiative is a partnership with the Voorhees Transportation Center at Rutgers University. The Vibrant Communities Initiative provides targeted support to municipalities, counties, and community organizations in the NJTPA region through technical assistance, placemaking projects, information resources, and applied research. This effort promotes economic development, highlights cultural and historic resources, and engages communities in opportunities to enhance the quality of life for all residents while building strong, vibrant communities.

The Vibrant Communities Initiative continues the mission of municipal capacity building originally advanced through the Together North Jersey Initiative. Since the Together North Jersey (TNJ) grant ended in 2015, NJTPA and VTC have continued advancing the TNJ Plan goals by providing technical assistance to communities. This work continues with a new name and focus. This effort advances the themes from the NJTPA's Long Range Transportation Plan: *Connecting Communities*.

Project Team

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Project Introduction

The NJTPA, with support from Rutgers University's Placemaking, Outreach and Engagement Team (POET), provided technical assistance through the Vibrant Places Program to support placemaking and activation strategies within Midtown Elizabeth. This placemaking plan identifies opportunities to use public art, streetscaping, programming, and activation to highlight existing features and encourage the advancement of new opportunities in Midtown Elizabeth.

This plan has been created in collaboration with the District of Elizabeth Culture and Arts (DECA) Committee. Members of the committee include:

- Edgar Lopez, Deputy Executive Director of Programs, Elizabeth Development Company
- Duda Penteado, DECA, Creative Director for Public Art & Cultural Strategy
- Sophy Ramirez, Executive Director, Midtown Elizabeth
- Phyllis Reich, Project Coordinator Redevelopment, City of Elizabeth Department of Planning and Community Development
- Don Treich, MAS Development Group
- Ariyana Agarwala, Project Manager, Elizabeth Development Company

The DECA committee intends to establish a designated cultural and arts district in Midtown Elizabeth to strengthen community identity and expand economic opportunity. The Vibrant Places Program team focused on goals and tasks relating to placemaking and access in the district.

Placemaking Goals and Tasks

The team identified site-specific opportunities for improvements and conducted community engagement to share information and gather public feedback on the development of the district. The team's work centered on the following efforts:

- Identify opportunities to use public art, streetscaping, programming, and activation.
- Catalog the existing art in the district and create a public-facing map.
- Identify potential flagship project through a community-driven process (community survey and future engagement efforts).
- Developing a registry/database of local artists to create future programming.

To create this placemaking plan, the project team undertook tasks including research, site visits, mapping, public outreach, and collaboration with the DECA Committee. In addition to utilizing our subject-matter expertise, the team reviewed existing conditions and planning documents (Appendix A), researched best practices from case studies of arts districts (Appendix B) and placemaking programs (Appendix C), created a public feedback survey and analyzed results (Appendix D) and conducted other outreach and engagement (Appendix E). While this plan document exhibits our recommendations for placemaking in the district, the team produced additional deliverables to

support DECA’s goals including a public-facing online map of arts and cultural assets and supporting materials for the promotion of the district’s Artists Registry (Appendix F).

From this work, the team has developed placemaking recommendations that combine pedestrian safety and active transportation with community-informed processes for implementing arts in the district. This plan includes both “quick wins” and district-wide recommendations for DECA to consider moving forward.

Mapping DECA: Existing and Potential Public Art

In addition to providing opportunities for new forms of creative expression and community connection, the district has existing art and cultural features to highlight. The project team mapped existing art as well as locations for future murals. In addition to what is shown on this map, the team noted other locations for potential art and placemaking elements, discussed in the recommendations section. The map is also available [online](#).

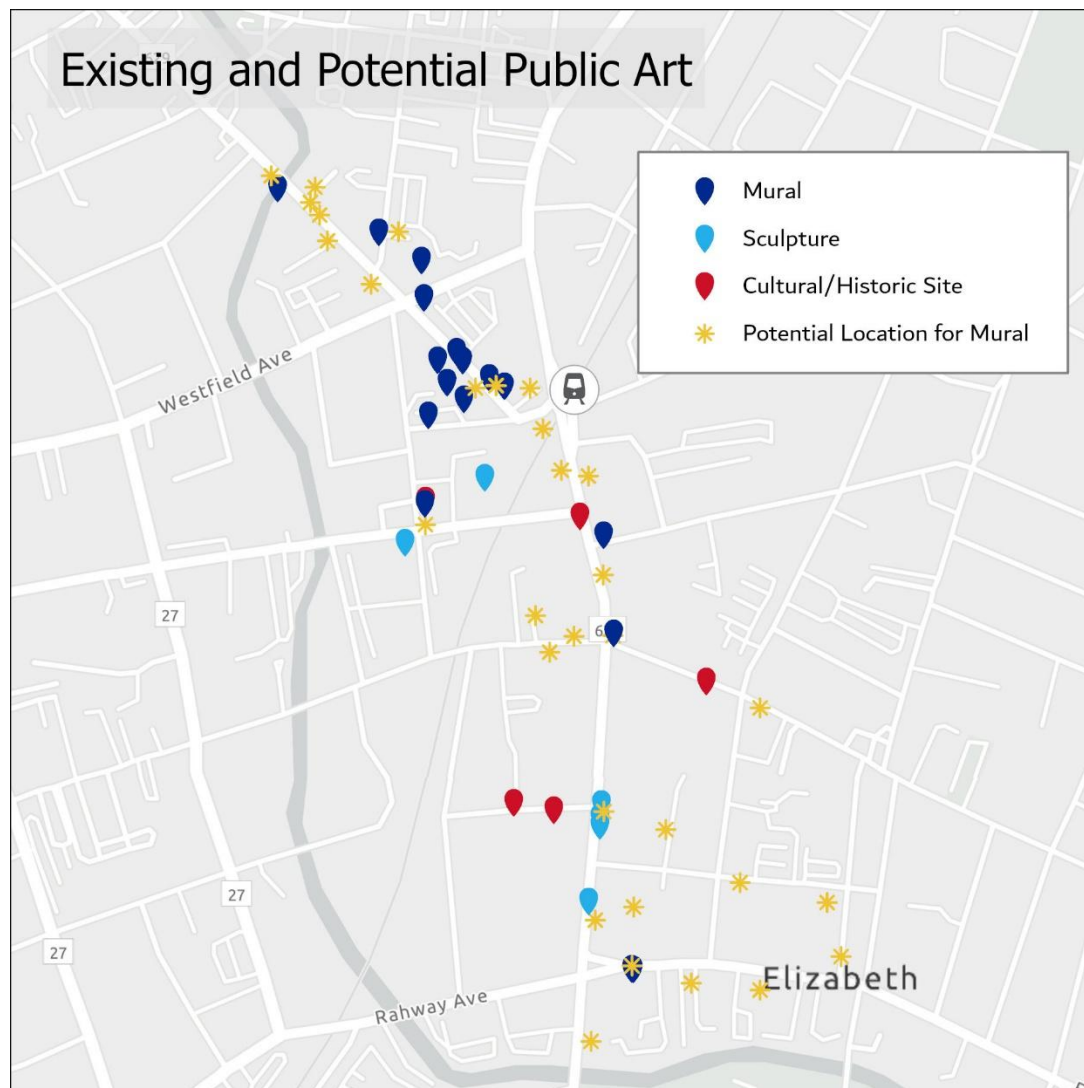


Figure 1: Map of Existing and Potential Mural Art in Midtown Elizabeth.

Recommendations

As a designated culture and arts district, DECA can build on Midtown Elizabeth’s extensive public art assets to create a stronger, more cohesive sense of place through strategic placemaking initiatives. Based on the project team’s research, outreach, and expertise, the following recommendations provide a framework to guide DECA’s plans for the built environment and community engagement while expanding public art opportunities.

Quick Wins

In Midtown, “quick wins” can have a large impact on the district. These lower-effort first steps can get the momentum going for the longer-term recommendations.

1. **Repainting Crosswalks and Restriping Roads.** As a near-term safety enhancement, DECA can undertake a targeted restriping program focused on high-priority pedestrian crossings and corridor segments within Midtown. The work should emphasize high-visibility markings and traffic-calming geometry. Improvements include:
 - Refreshing faded crosswalks with ladder or continental striping using durable, reflective materials.
 - Adding stop bars and advance yield markings at uncontrolled approaches.
 - Implementing painted curb extensions to visually narrow travel lanes and reduce pedestrian crossing distance, as well as providing an opportunity to add artistic designs to the streets.



Figure 2: NJTPA Demonstration Library project in Orange, New Jersey. Photo courtesy of the NJTPA.

Locations to consider include:

- **Broad Street and Dickinson Street.** The colored pavement currently installed on this crosswalk can be enhanced by a continental-style crosswalk, rather than the current parallel lines.
- **Broad Street and Caldwell Place:** The parallel lines should be repainted to a high-visibility pattern, especially since vehicles from Caldwell Place can only turn left or round. Additionally, the southern leg of this intersection should also be striped to include a crosswalk.
- **Broad Street and Jersey Street:** As the intersection of two major roads in Downtown Elizabeth, the striping at this location should be a high visibility pattern, which would complement the different colored pavement currently installed.
- **Broad Street and East Grand Street:** The striping should match the crosswalks at West Grand Street.
- **Morris Avenue and Westfield Avenue:** Add an additional crosswalk at the intersection of Union Street and Westfield Avenue.
- **Morris Avenue, Julian Place, and Railroad Place:** Crosswalks should be moved so that they are close to 90 degrees at the sidewalk. This shortens the distance a pedestrian crosses the street. On Julian Street, the crosswalk should go through the island splitter to shorten the distance.

2. **Lighting Audit: Fixing Existing Lighting and Installing New Lighting.** The district can initiate a lighting optimization program that prioritizes the repair of non-functioning fixtures and the strategic infill of pedestrian-scale lighting to enhance safety, visibility, and nighttime activation within the district. Initial efforts can include:

- A lighting audit to determine existing strengths, weaknesses, and other gaps in the lighting network. This could include a GIS-based nighttime audit to inventory outages, illumination gaps, and spacing irregularities, followed by coordinated repair with the electric utility to address lamps, drivers, and electrical faults.
- Retrofitting existing fixtures with LED luminaires (target range 3000K–4000K) to improve energy efficiency, color rendering, and uniformity, while minimizing glare and light trespass through full cutoff designs.
- New installations of prefabricated, pedestrian-scale poles (approximately 12–16 feet) at regular intervals along sidewalks, transit stops, and key public spaces, with standardized foundations to streamline installation.

The district can focus on installing pedestrian-scale lighting at key locations, such as major intersections, bus stops, and side streets, especially those connecting to major parking lots or residential areas. Example locations include:

- Morris Avenue and Westfield Avenue

- Morris Avenue, Railroad Place, and Julian Place
- Broad Street, East Broad Street, and North Broad Street
- Broad Street, West Grand Street, and East Grand Street
- Broad Street and Jersey Avenue
- Broad Street and Caldwell Place
- Broad Street and Dickinson Street
- Broad Street, Elizabeth Avenue, and Rahway Avenue
- The Broad Street Bridge

3. **Signage Incorporating Art and Business Information.** A coordinated, low-cost signage pilot that integrates wayfinding, placemaking, and business promotion through standardized yet flexible design templates can be deployed at key gateways, intersections, and pedestrian desire lines within the Midtown District. The district can install modular sign panel on existing poles using a consistent visual identity. In addition, the district can distribute window signs for businesses to promote their participation in the DECA Arts Map.



Figure 3: Example sign for Midtown Elizabeth Businesses. The QR code links to the online DECA map.

District-Wide Recommendations

The following recommendations apply to the entire district. The project team has included some site-specific examples, examples from case studies, and feedback from community outreach efforts. The recommendations fall into four categories:

1. Implement Art and Streetscaping

- 1.1. Create a District Identity
- 1.2. Prioritize Pedestrian and Transit Experience
- 1.3. Establish Connectivity through Gateway Treatments

2. Activate the District

- 2.1. Utilize Flex Spaces and Temporary Activation
- 2.2. Plan Future Public Art
- 2.3. Plan Community Events and Programs

3. Engage the Community

- 3.1. Establish Communications and Information Sharing with the Public
- 3.2. Prioritize Community-Informed Public Art

1. Implement Art and Streetscaping

Goal: use the roadway and surrounding area to make Midtown Elizabeth even more inviting, accessible, and comfortable for a variety of people.

The streetscape – defined as the roadway and surrounding public realm – shapes how people perceive and experience a place. A well-designed streetscape can make Midtown Elizabeth more inviting, accessible and comfortable for a variety of people based on its features, such as well-maintained roads, visible and safe crosswalks, lighting and shade, and areas to rest, socialize, and shop.

Streetscaping, or designing these spaces, should include consideration for the variety of uses for the space and different groups of people that will use the space.

Currently, the area has fragmented sidewalk treatments, inconsistent street furniture, varying façade conditions, and limited visual continuity between redevelopment areas. Streetscape interventions provide the physical and visual structure necessary to improve pedestrian experience, strengthen district identity, and support long-term economic activity. In addition, streetscaping provides an opportunity to incorporate green infrastructure and environmental design.



Figure 4: Example banners for the district.



Figure 5: Example bus stop poster to promote DECA.

1.1. Create a District Identity

While the DECA Committee plans to integrate art into the built environment of Midtown Elizabeth, it should also consider streetscaping to create a cohesive visual identity for the area. Potential interventions that can strengthen district identity include:

- Artist-designed functional art (for example, benches, bus shelters, trash cans, or light fixtures)
- Branded district signage and wayfinding
- Consistent paving materials and decorative patterns
- Coordinated lighting fixtures
- Standardized benches and trash receptacles
- Decorative planters

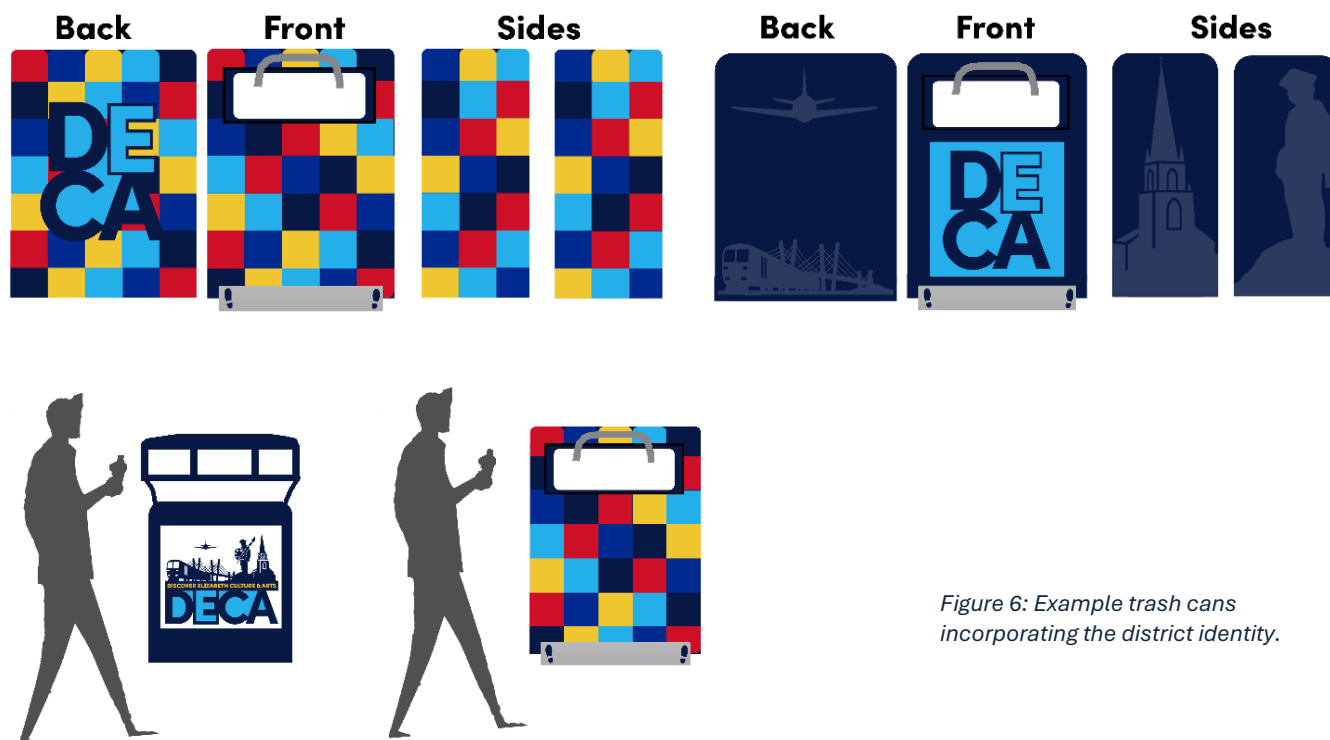


Figure 6: Example trash cans incorporating the district identity.

1.2. Prioritize the Pedestrian and Transit Experience

Midtown has multiple transportation options for pedestrians, drivers, and transit users, including the Broad Street Elizabeth NJ TRANSIT train station and six NJ TRANSIT bus lines. Streetscape improvements can prioritize the comfort and safety of pedestrian and transit users; these improvements also benefit those who will arrive in Midtown by car but will walk or use a mobility aid once they arrive. Responses from the community questionnaire also indicate that the infrastructure in Midtown should be improved. Recommendations include:

- Improve ADA accessibility
- Pedestrian-scale lighting
- Street trees for shade and comfort
- Enhance crosswalk visibility and safety at major intersections through
 - raised crosswalks and intersections
 - curb extensions
 - textured pavement, patterns, or color

Figure 7 shows an example of repainted crosswalks, lane markings, curb paint, and a mural at the intersection of Grand Street and Union Street in Midtown. An intersection mural visually signals to drivers that they are entering a pedestrian-priority zone and serves as an opportunity for public art in the district. Additional examples are shown in Figures 8, 9, and 10.



Figure 7: Rendering of example intersection mural at Grand Street and Union Street in Midtown Elizabeth.



Figure 8: Intersection mural by Scrape Martinez in San Jose, California. Source: <https://www.sanjoseca.gov/Home/Components/FacilityDirectory/FacilityDirectory/3137/1396?npage=5>



Figure 9: Curb cut murals by ECMazur. Source: <https://www.ecmazur.com/mural>



Figure 10: Intersection mural by Angelica Otero Vargas in Passaic, New Jersey. Source: <https://asphaltart.bloomber.org/projects/passaic-new-jersey-usa-improving-a-dangerous-intersection-with-art/>

1.3. Establish Connectivity through Gateway Treatments

A gateway is a physical or visual marker that indicates a transition into the district. A gateway provides an opportunity to set the tone for the district, enhancing a sense of place and welcoming the public. It also indicates to drivers that there may be changes in speed limits and more pedestrians. For those who do not live in the district, there are multiple ways to access the district, including taking transit, driving, riding a bike, or walking. Creating gateway treatments will support the identity and cohesion of the district.

- **Transit stops and stations** are priority locations for gateways treatments. Prioritize new art locations closest to bus stops (see Figure 11, a map of potential locations for new art near bus stops). Install a physical marker outside the train station that shows the district's identity and purpose.
- **Parking structures and lots**, and the areas that connect structures and lots to sidewalks can be locations for public art.
- **Wayfinding** that directs the public to key locations can be both functional and artistic.

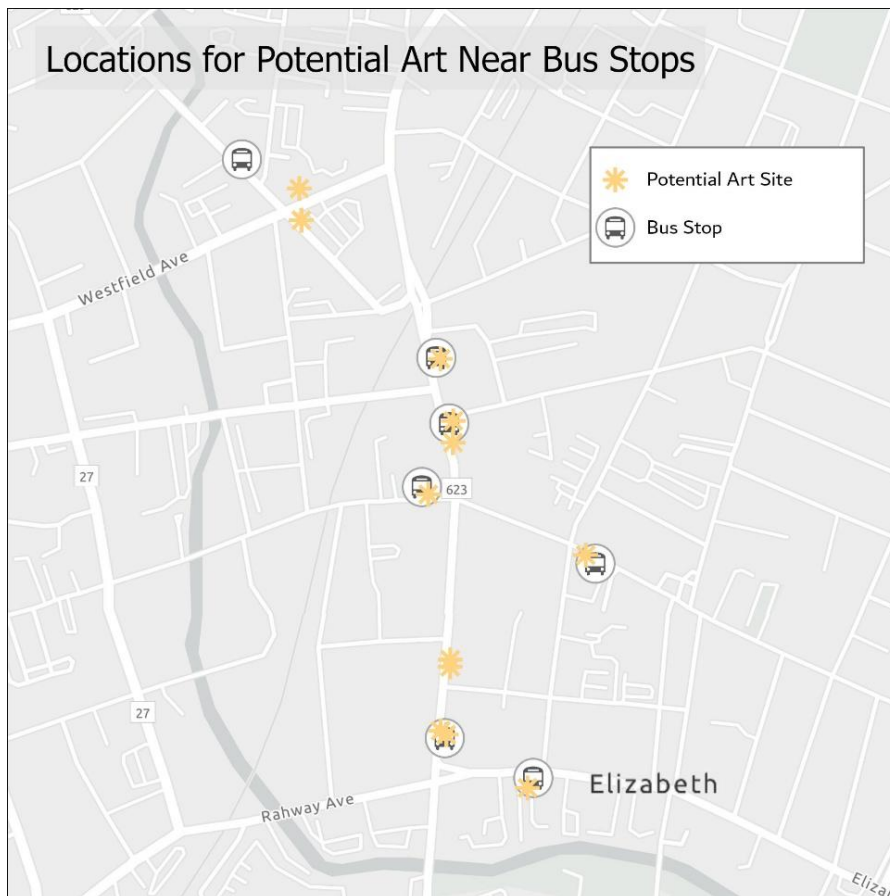


Figure 11 (left): Map of potential locations for public art near bus stops.

Figure 12 (above): Example wayfinding signs to anchor locations.



Figure 13: Rendering of gateway to Midtown from Riverwalk Park (aerial view).

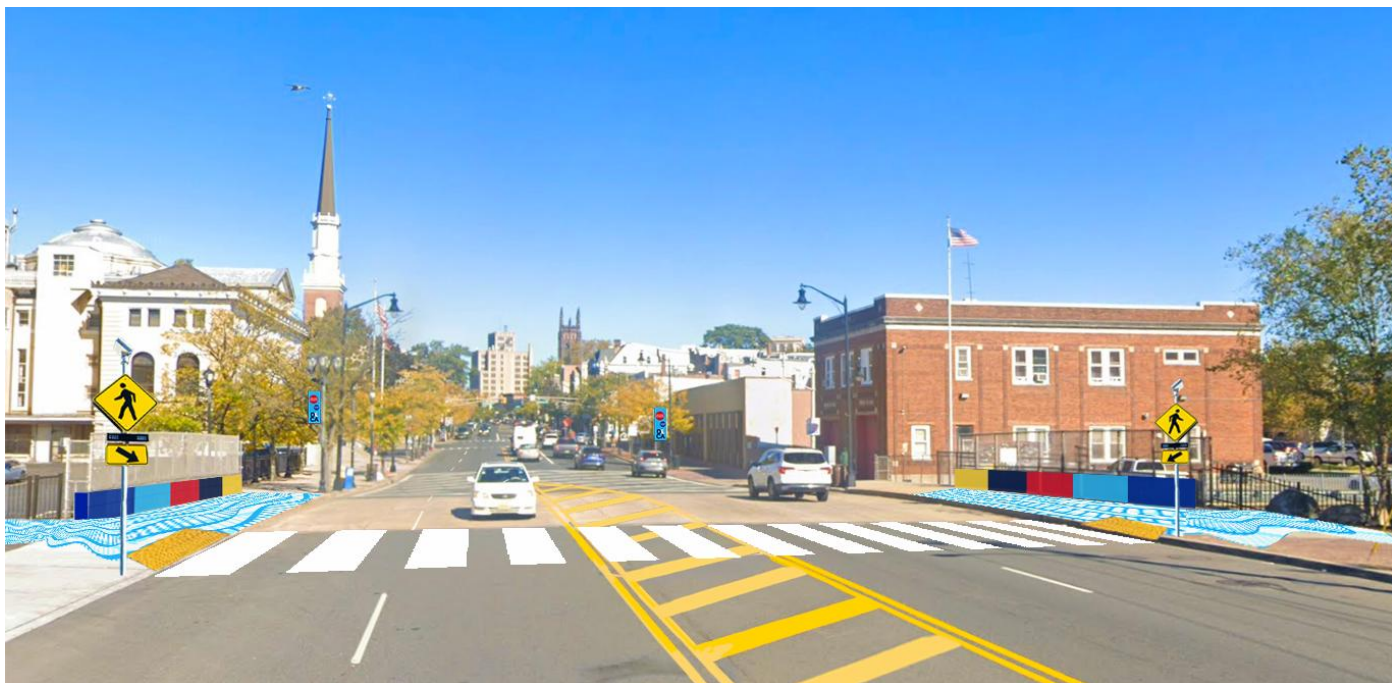


Figure 14: Rendering of gateway to Midtown from Riverwalk Park (street-level view).

Figures 13 and 14 show an example of a gateway treatment and improved pedestrian infrastructure on South Broad Street at the Elizabeth River bridge. Here, South Broad Street intersects the Elizabeth River Trail, providing access to the district from the trail. The gateway treatment includes a mural on the sidewalk that indicates to users that they have entered a distinct area. Additional cues, such as the concrete paint on the bridge in DECA's brand colors and signs on the lampposts, enhance the sense of place by evoking DECA's cohesive identity. Other improvements include a new crosswalk with flashing beacons to warn drivers of pedestrians and painted lane markings to clarify traffic flow.

Another example, Figure 15, shows a sidewalk mural that brings art into the transportation experience.



Figure 15: Bus stop mural by Graham Coreil-Allen in Annapolis, Maryland. Source: <https://bakerartist.org/portfolios/graham/annapolis-eastport>

At the train station on Broad Street near Commerce Place, there is a large wall and a pedestrian tunnel. Because it may be difficult to place a mural, a projection installation can add public art to the space. Additionally, an installation in the tunnel can serve as both public art and improved lighting for pedestrians.



Figure 16: Images of 233 Broad Street near the NJT train station.



Figure 17: Examples of public art pieces using projections. Right: Hyde Park Barracks (source: <https://av.technology/case-studies/the-art-of-outdoor-projection>). Left: Art by Janeen Horne, produced by Pollinators (source: <https://www.pollinators.org.au/blog-2/out>)



Figure 18: Example of underpass lighting installation at the Huyton train station underpass in Knowsley, England.

2. Activate the District

Goal: Create more lively community areas throughout the district.

2.1. Utilize Flex Spaces and Temporary Activation

Midtown Elizabeth contains some vacant storefronts, parking lots, and transitional redevelopment parcels that may remain underutilized in the short term. These locations can be activated through flexible, temporary strategies and programming. Examples include:

- Seasonal parklets
- Outdoor seating areas
- Temporary pedestrian plazas
- Movable furniture
- Pop-up programs and events

The following lots have potential to be converted into a community plaza:

- 14 Julian Place
- 199 Price Street/W Jersey Street
- 23-31 Jersey Street

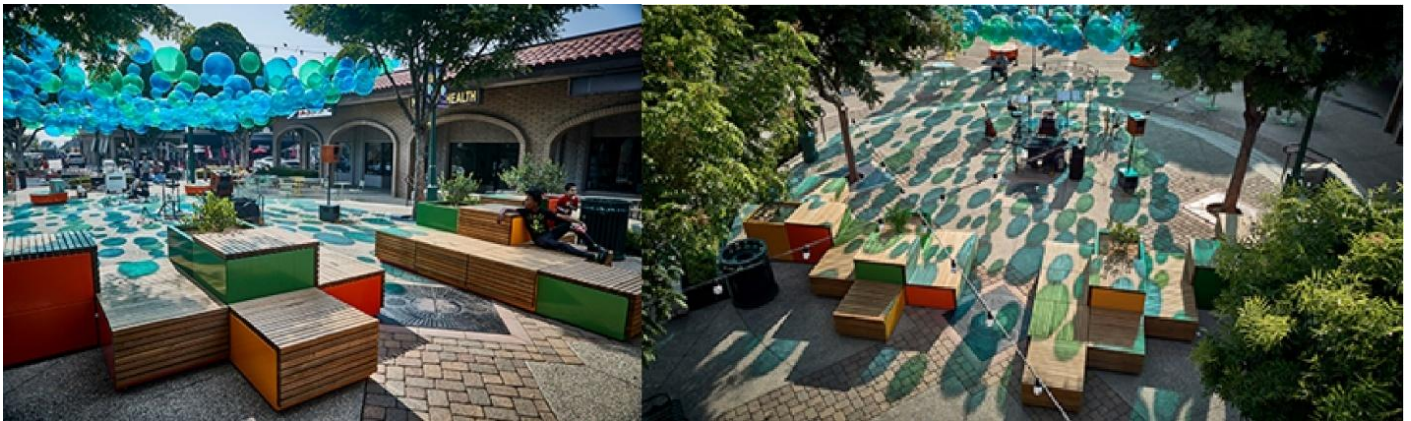


Figure 20: Demonstration project at Meda Plazas in Glendora Village, California. Source: <https://www.activesgv.org/post/noche-2023-honoree-demonstration-project-meda-plazas-glendora>

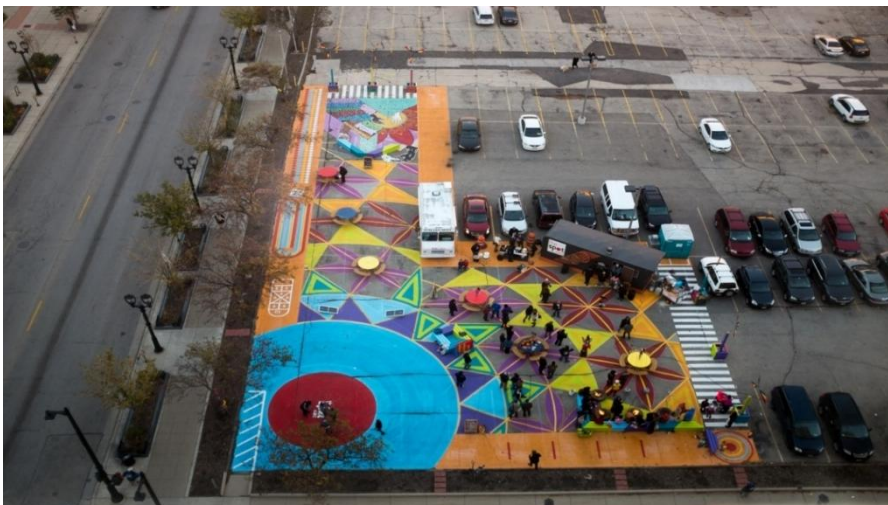


Figure 19: Parking lot transformed into The Spot 4MKE in Milwaukee, Wisconsin. Source: <https://www.pps.org/article/from-parking-lot-to-hot-spot-in-milwaukee>

Participants in the public survey identified the need for more places for children in the district. Spaces can be activated with kids in mind; Figure 21 shows how playground equipment can be inspired by musical instruments, bringing arts into spaces for play.



Figure 21: Musical playground equipment. Sources: <https://carolinaparksandplay.com/rhapsody-outdoor-musical-instruments/>; <https://www.charcoalblue.com/projects/sonic-playground-at-the-high-museum-of-art>; <https://www.playlsi.com/en/commercial-playground-equipment/playground-filters/playground-themes/music-playground-theme/>

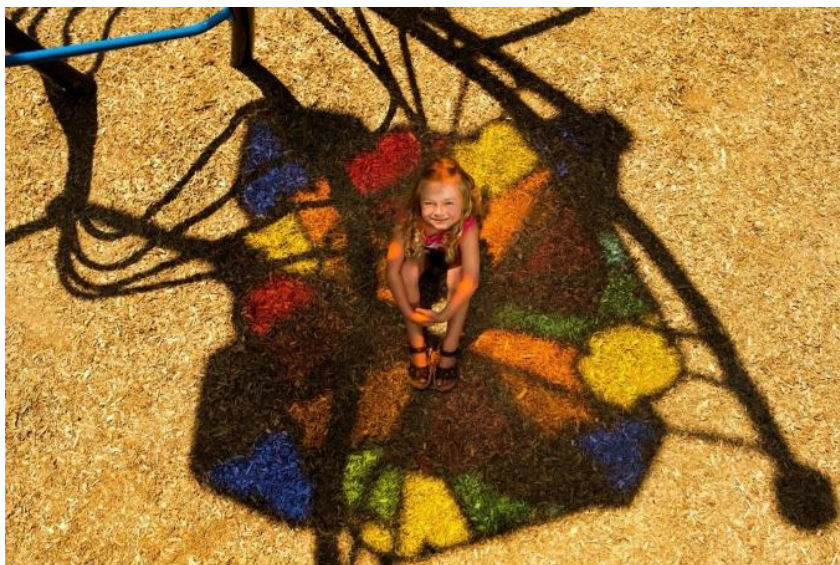


Figure 22: Example of art incorporated into playground equipment. Source: <https://cunninghamrec.com/articles/science-art-effective-playground-design>

Figure 22 shows another example of functional public art; light and color are incorporated into the playground equipment.

2.2. Plan Future Public Art

The project team identified twenty-nine locations for future murals in the district. In addition, vacant or transitional parcels can be used for temporary art installations. Finally, streetscape features such as benches and seating, bus stops, light fixtures, trash cans, and more can be designed as functional art.

To identify artists who can contribute to the public art throughout the district, the project team helped develop a “Call for Artists” to join the DECA Artists Registry. Once launched, the call will invite artists to submit applications for inclusion in the registry. Artists accepted into the registry may then be contacted as new public art opportunities arise. Information and promotional materials for the “Call for Artists” are included in Appendix F.

2.3. Plan Community Events and Programs

Through outreach efforts, the project team collected feedback on community events and programs. Elizabeth’s community participants are interested in the following:

- **Community Resources** such as little free libraries, summer camps and activities for kids, expanding the Union County Resource Center, resources for homelessness and housing needs, and keeping streets free of litter. DECA can consider a partnership with the Union County Resource Center and other organizations to identify ways DECA’s work can support more basic needs in the community.
- **Arts-Based Events** for people of all ages, such as opportunities for high schoolers to paint murals, demonstrations and showcases of painting, dancing, and music, and cinema themed events such as drive-in movies.
- **Culture and History** can be highlighted through programs such as historic tours, festivals and parades, open streets, bike tours, and markets.
- **Programs for Diverse Populations** including children, older adults, and people with disabilities.
- **Mobility Improvements** that allow easier travel throughout the district, such as bringing back the trolley and rickshaws or offering bike rentals.



Figure 23: The weekly Queens Night Market in Queens, New York, features multicultural dishes with a price cap of \$6 per dish. Source: <https://qns.com/2026/02/queens-night-market-affordable-cuisine/>



Figure 24: The Chalk Art Festival in Denver, Colorado uses street closures to create space for artists to demonstrate their work to the public. Source: <https://denverchalk.art/>

3. Engage the Community

Goal: Encourage public buy-in by communicating with the public about DECA's mission, initiatives, resources, and programs and creating opportunities for community involvement.

3.1. Establish Communications and Information Sharing with the Public

Community involvement is an important aspect of DECA's work, and communicating with the public about its mission, initiatives, resources, and programs will encourage public buy-in. DECA can establish an online presence, such as a website, the virtual Art Map, and social media accounts to share information. In addition, DECA can create printed materials such as brochures, postcards, bookmarks, stickers, and maps which can be displayed and distributed at events.

DECA's committee members are connected to important entities in Midtown and the City. These existing networks can be utilized to share information with the public. DECA can also nurture partnerships with other community organizations, such as the public library, community centers, and local arts groups.

Branding

Branding can be used as a placemaking tool to create a consistent visual identity for DECA, assisting in public recognition and promotion. It can be incorporated into DECA communications as well as in-place through signage, wayfinding, and functional art features.

DECA provided the project team with initial branding features including the name, logo, color palette, and fonts (figure 27).

The project team recommends expanding the current branding to reflect the relationship between DECA and the Midtown Elizabeth SID. This includes changing DECA from the “District of Elizabeth Culture and Arts” to “Discover Elizabeth Culture and Arts.”

Logo

In collaboration with the DECA committee, a new logo was developed. The original logo featured a train, an airplane, a bridge, a Minuteman statue, and a historic church, each representing a part of the city. The project team suggested that the DECA add an artist’s pallet to the logo to add cultural and artistic representation.

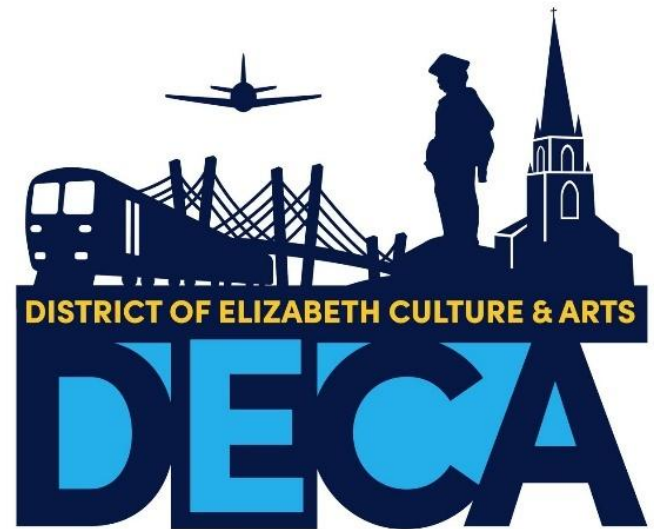


Figure 25: Original DECA logo provided by DECA committee.



Figure 26: Revised DECA logo and alternative DECA logo.

DECA: BRAND IDENTITY SYSTEM

Primary Logo



The DECA logo is composed of three core elements:

- Iconic landmark silhouettes
- The district title in ALL CAPS
- A bold typographic workmark. The emphasized "E" in DECA anchors the identity to Elizabeth, establishing a clear geographic reference.

Iconic Silhouettes



(1) **Mass Transit Train:** Represents Elizabeth's daily pulse, linking neighborhoods, jobs, and visitors through a city built on movement and access.

(2) **Airplane:** Symbolizes movement, accessibility, and tourism, reflecting Elizabeth as a connected destination.

(3) **The Goethals Bridge Silhouette:** A landmark of industry and flow, carrying people, commerce, and energy between Elizabeth and the region every day.

(4) **Minuteman Statue Holding an Artist Palette & Brush:** Honors Elizabeth's revolutionary spirit and enduring pride, a reminder of the city's historic role and resilient identity. The palette and brush ties the logo back to the arts.

(5) **First Presbyterian Church:** A defining silhouette of Elizabeth's heritage, representing faith, community, and the city's deep historical foundations.

Color Use



Full Color
on Light Backgrounds

1 Color
on Light Backgrounds



Full color on dark backgrounds
Include white outline

1 Color
on Dark Backgrounds

Colors & Meanings



DECA Navy
Strength & Integrity
PMS: 282 C
RGB/HEX: #071944
CMYK: 100, 93, 38, 49



DECA Aqua
Water & Movement
PMS: 2995 C
RGB/HEX: #26AEEA
CMYK: 68, 14, 0, 0



DECA Gold
Value & Excellence
PMS: 123 C
RGB/HEX: #F9C82B
CMYK: 2, 20, 93, 0

Clear-Space



The minimum clear space surrounding the logo is equal to the width of the vertical stroke of the letter **D** in the logotype.

This measurement defines an invisible frame that must remain free of any other elements.

Typography

SOFIA PRO BLACK

Primary Logo & Title Typeface: Used exclusively for DECA logo and Title. Used in ALL CAPS. Custom Spacing.

SF Pro Light SF Pro Regular SF Pro Bold

Secondary Typefaces: Used for supporting copy, headlines, and body text.

Figure 27: DECA branding guide created by DECA Committee.

Colors

The primary colors used on the logo are navy, aqua, and gold. As part of the branding, the team suggested adding cobalt and crimson to the palette color. These colors were also used to add different cultural references, as the city has a long history of cultural diversity. These colors primarily highlight countries such as Cuba, Haiti, Puerto Rico, Colombia and the Dominican Republic.



Figure 28: Suggested expanded DECA color palette.

The project team also created examples of handouts such as a map brochure, an informational postcard, and an engagement activity (Figures 29, 30, and 31). All branding information and examples can be found in Appendix G.

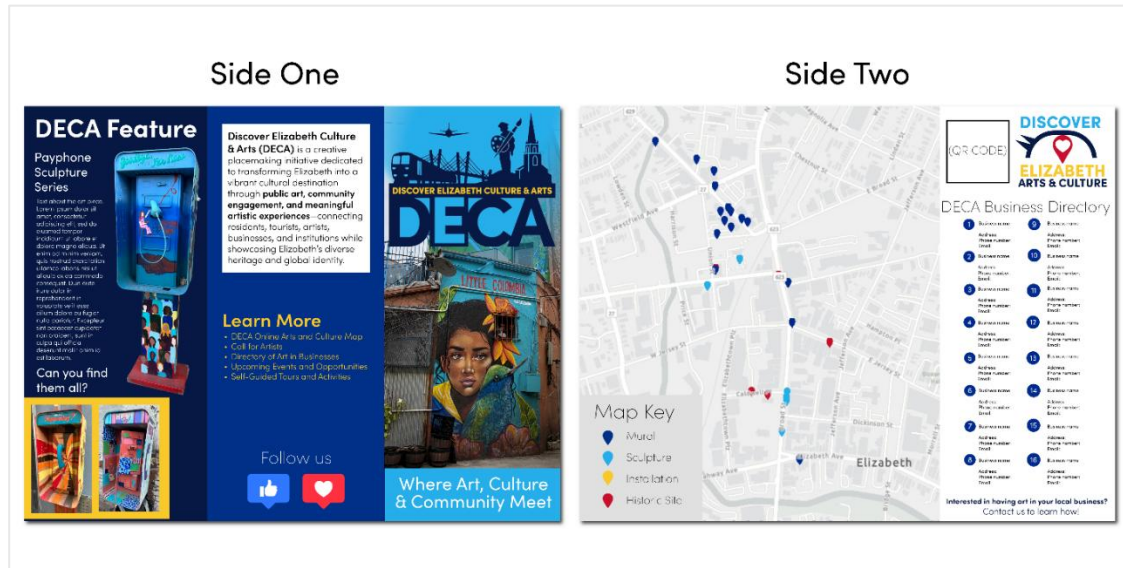


Figure 29: Example of a DECA map brochure to be shared with other tourist information.



Figure 31: Example of a DECA post card.

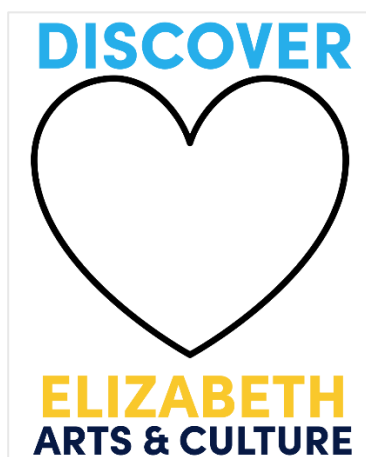


Figure 30: Example public engagement activity; postcards with cutouts become frames can be used for photos. DECA can post images for a scavenger hunt, or community members can share their favorite public art.

3.2. Prioritize Community-Informed Public Art

Community Feedback on Public Art Themes

The project team collected feedback on public art themes through its outreach efforts, including a community questionnaire, pop-up events, and canvassing. The following themes were identified by Elizabeth's community participants:

- **Culture and Diversity:** Most questionnaire responses emphasized Elizabeth's diversity in culture and population, including Latin heritage and the City's international character. Participants expressed interest in seeing a broader range of ethnic groups, cultures, and traditions represented in public art. Some suggested showing diversity with a mural of world flags. Other themes mentioned included Elizabeth's car culture and Christianity.
- **History:** Questionnaire comments referenced Singer sewing machines and Elizabeth's role in early mass production, the country's founding fathers and Revolutionary history, and themes related to blue-collar workers, industry, and historical figures connected to the area.
- **Local Pride:** Respondents expressed interest in public art that reflects Elizabeth's local identity and represents people from the community. They mentioned Elizabeth is a diverse and welcoming community, with people that accept and support one another. This is also reflected in the children's mural activity, where children drew pictures of their friends, family, and schools.
- **Nature:** Questionnaire respondents mentioned nature-based themes, such as floral designs. The children's mural activity also had a theme of nature, plants, flowers, and the outdoors.



Figure 32: Park Lane Underpass Brick Project in Macclesfield, England.
Source: <https://www.brickproject.co.uk/projects/park-lane-underpass-macclesfield>



Figure 33: "Be the Change" mural by Angel Garcia through Groundswell, a New York City-based organization that connects local youth artists, community organizations, and resident artists for community-informed public art. Source: <https://www.groundswell.nyc/projects/be-the-change-33>

Community Engagement and Outreach for Public Art Projects

As indicated by the feedback gathered through the community questionnaire and other outreach efforts, members of the community would like to showcase Elizabeth's culture, history, and local talent in its public art. Recommendations include:

- **Require Public Outreach and Engagement for DECA Public Art Projects.** Urban planning projects require public engagement to provide opportunities for community participation. DECA's public art projects could incorporate similar requirements that ensure Elizabeth's community members are represented in the creation of the built environment. Community members could participate in painting, such as the examples in Figures 32 and 33. Artists could lead workshops, demonstrations, or collaborative events to connect with community members.
 - The following areas have the potential for hosting collaborative murals:
 - 233 Broad Street wall
 - Grand Street and Union Street intersection
 - 55 Rahway Avenue underpass
- **Prioritize Local Talent for Public Art.** DECA can conduct targeted outreach for the Artists Registry and encourage applications from Elizabeth-based and locally connected artists. During project selection, DECA can also consider an artist's connection to the local community as one of the factors in selecting artists for public art opportunities.

Funding and Support

Potential technical assistance programs and funding sources to assist with Complete Streets, placemaking, and infrastructure improvement projects include:

NJTPA Complete Streets Demonstration Library: The NJTPA, in partnership with Hudson Transportation Management Association (Hudson TMA), hosts a Complete Streets Demonstration Library to support the broader use of tactical urbanism. Assembled is a collection of delineator posts, barricades, traffic signs, paints, stencils, barriers, traffic cones, and other materials available for loan at no cost to communities who want to test out street designs and implement a temporary demonstration in their community. Applications are welcomed year-round at any time.

NJTPA Complete Streets Technical Assistance Program: This program, funded by the NJTPA, supports municipalities by providing them with the knowledge, skills, and resources to develop Complete Streets-related solutions. Technical assistance is provided through a partnership with Sustainable Jersey (SJ) and the Voorhees Transportation Center at Rutgers University (VTC). Selected participants receive free direct technical assistance to complete a task related to advancing a Complete Streets initiative in their community. No direct funding to municipalities is provided.

NJTPA Planning for Emerging Centers: This program supports the development of municipal plans and regulatory updates that respond to the demographic, land use, housing, accessibility, environmental, and economic changes taking place within the NJTPA region. Consultant and staff support is provided to municipalities, or groups of municipalities, to address increased demand for diverse, mixed-use places that are economically sustainable and that provide social, cultural, educational, and economic opportunities for all members of the community while supporting transit, bicycling and walking.

NJTPA Transit Hub Planning: This program enables development of strategic plans to re-use, redevelop, or improve areas surrounding a bus, rail, light rail or ferry station or stop in the NJTPA region. These plans help communities identify implementable strategies to improve access to the transit station, increase economic activity in the hub area, create improved public spaces, and promote a more vibrant and connected community.

Transportation Management Associations (TMAs): TMAs are private, nonprofit organizations established to work with employers, local governments, schools, community organizations, and the public to encourage and create alternatives to driving alone for commuting and other trips. TMA activities serve to reduce traffic congestion and air pollution, including promoting and supporting commuter vanpools and carpools, increasing transit ridership, encouraging walking, offering information on available public transit and local transportation services to enhance the accessibility and mobility of communities for and bicycling, and promoting electric vehicles use. Other activities include conducting road safety audits, walkability assessments, and speed studies.

NJTPA Local Safety Improvements Program: The NJTPA works with its federal partners and the New Jersey Department of Transportation (NJDOT) to fund its county and city member subregions for infrastructure improvements to make travel safer. The NJTPA solicits candidate projects from its subregions under two safety funding programs every other fiscal year, the Local Safety and High-Risk Rural Roads programs. Typical projects include new and upgraded traffic signals, road diets, modern roundabouts, pedestrian safety including countdown signal heads, high visibility crosswalks, curb extensions, new and upgraded signs and pavement markings, bike lanes, and other improvements. New Jersey is a focus state for Pedestrian and Bicycle Safety and Intersection Safety.

State-Administered Federal Aid Infrastructure Grant Programs

Transportation Alternatives Set Aside Grant Program: The Transportation Alternatives Set-Aside (TA Set-Aside) program provides federal funds for community-based “non-traditional” surface transportation projects to strengthen the nation's intermodal system's cultural, aesthetic, and environmental aspects.

Safe Routes to School (SRTS) Grant Program: The SRTS program provides federal funds for infrastructure (construction) projects that encourage and enable students from grades K-12 to safely walk and bike to school within 2 miles of the school. Municipalities, counties, schools, and school districts can apply. Eligible SRTS projects include the installation of ADA-compliant sidewalks, bike paths, striping, lighting, signals, and traffic calming improvements.

Supplemental and Local Funding

- **NJDOT Municipal Aid Program:** Annual funding for street improvements, including striping, safety upgrades, and lighting.
- **Safe Streets to Transit / Transit Village Programs:** Applicable if tied to transit access or transit-oriented development (TOD) improvements.
- Municipal **Capital Improvement Program (CIP)** allocations
- **UEZ (Urban Enterprise Zone)** funds
- County-level transportation or economic development grants
- Utility partnerships (for lighting upgrades and energy efficiency programs)

Private and Partnership-Based Funding

- Business Improvement District (BID) contributions
- Sponsorship of signage elements by local businesses
- Partnerships with arts organizations for grant-supported installations
- Philanthropic or cultural grants (e.g., placemaking, creative placemaking funds)

Funding Sources and Financing Strategies Table

Funding Source / Strategy	Program Type	Eligible Improvements	Typical Funding Range	Timeline Considerations	Key Implementation Notes
NJDOT Municipal Aid Program	State grant	Road striping, crosswalks, lighting, pedestrian safety	\$150,000 – \$500,000+ per award	Annual application cycle; ~12 months to implementation	Highly competitive; prioritize safety-focused projects with clear engineering justification
Transportation Alternatives Set-Aside (TA Set-Aside)	Federal (administered by NJDOT)	Crosswalks, signage, streetscape, pedestrian lighting	\$250,000 – \$1.5M	12–24 months (federal compliance required)	Strong fit for Phase 2–3 improvements; requires design and environmental review
Safe Routes to School (SRTS)	Federal/state	Crosswalks, striping, lighting near schools	\$50,000 – \$500,000	12–24 months	Must demonstrate proximity to schools or youth-serving facilities
Safe Streets to Transit / Transit Village Grants	State	Lighting, walkability, wayfinding	\$100,000 – \$1M	12–18 months	Applicable if tied to transit access improvements
Urban Enterprise Zone (UEZ) Funds	State/local (if eligible)	Signage, lighting, streetscape, economic development improvements	Varies (local allocation-based)	Flexible; can be deployed within fiscal year	Strong fit for signage and placemaking; less restrictive than federal funds
Municipal Capital Improvement Program (CIP)	Local	All categories (especially quick wins)	Flexible	Annual budgeting cycle	Ideal for “Quick Wins” implementation and local match requirements
County Grants (Union County)	Regional	Safety improvements, streetscape upgrades	\$25,000 – \$250,000	Typically annual or rolling	Can supplement smaller-scale improvements or fill funding gaps
Utility Partnership Programs (e.g., PSE&G)	Public-private	LED lighting retrofits, energy efficiency upgrades	Covers 25%–70% of lighting costs	6–12 months	May include rebates or financing; reduces upfront capital burden

Business Improvement District (BID) Funding	Local special assessment	Signage, branding, lighting enhancements	Varies (district revenue)	Ongoing	Strong for maintenance and artist programming rather than capital-heavy work
Creative Placemaking Grants (e.g., NEA, state arts councils)	Federal/state	Artist-integrated signage, public art, branding	\$10,000 – \$100,000	6–12 months	Best aligned with artistic signage and district identity initiatives
Private Sponsorships / Naming Rights	Private	Signage, lighting features, public art	\$5,000 – \$50,000 per sponsor	Flexible	Can fund individual assets (e.g., branded sign panels or lighting features)
Foundation / Philanthropic Grants	Private	Arts, placemaking, community revitalization	\$25,000 – \$250,000	6–18 months	Often requires demonstrated community engagement and equity focus

Appendix A: Existing Plans and Conditions

Technical Memorandum 1: Background and Context of Midtown Elizabeth, NJ.

March 18, 2026

Introduction

The NJTPA, with support from Rutgers University's Placemaking, Outreach and Engagement Team (POET), provided technical assistance to The District of Elizabeth Culture and Arts (DECA), the Elizabeth Development Company (EDC), and the City of Elizabeth through the Vibrant Places Program to support placemaking and activation strategies within Midtown Elizabeth. This Technical Memorandum presents findings from context research conducted by POET in fulfillment of Task 1: Context Research. This memo charts POET's research on the following:

- Demographic, economic, and transportation context of Elizabeth
- A review of relevant planning documents

The project area is within and adjacent to Midtown Elizabeth Special Improvement District Boundaries, shown in Figure 1.

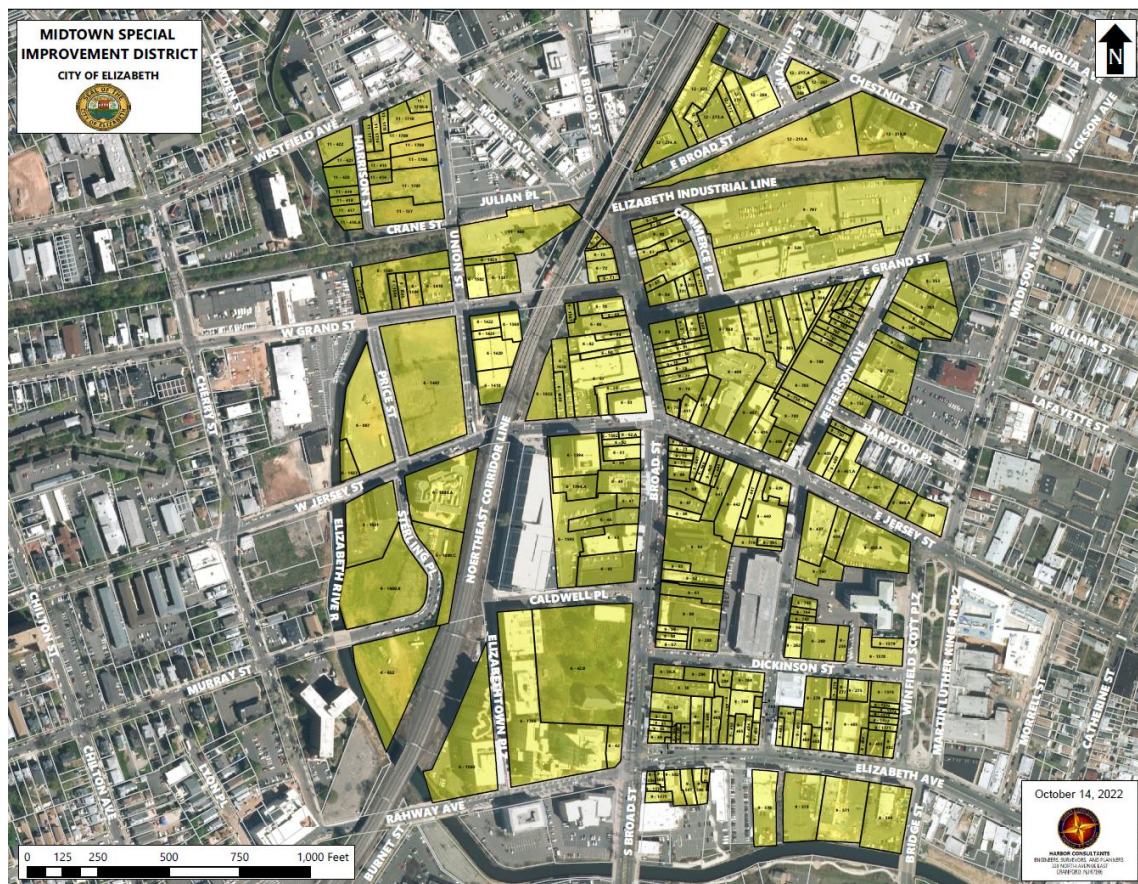


Figure 34: Map of Midtown Special Improvement District in the City of Elizabeth.

Characteristics of City of Elizabeth and Union County

This demographic and economic profile provides important context for placemaking and redevelopment efforts. Strategies developed for the Elizabeth Arts District must reflect the City’s density, diversity, economic realities, and strong regional connectivity, while aligning with broader Union County and regional planning frameworks.

Demographics

The City of Elizabeth is in Union County, northeastern New Jersey, and serves as the county seat. Elizabeth is one of the state’s largest cities and a key urban center in the NJTPA region. The City has an estimated population of approximately 137,000 residents. Poverty rates in Elizabeth are higher than county averages, and housing patterns reflect a dense urban environment with a greater share of renter-occupied units compared to the broader county. Union County, by contrast, encompasses a mix of suburban and urban municipalities, with a larger and slightly older population and generally stronger income indicators. The contrast between Elizabeth and its surrounding county context underscores the city’s role as both an economic gateway and a community that requires socio-economic uplift. Table 1 summarizes the comparison between Elizabeth and Union County on a few socio-economic and demographic parameters.

Table 1: Elizabeth and Union County Characteristics

Characteristic	Elizabeth	Union County
Population Age Structure	Younger population (median age mid-30s)	Slightly older population
Ethnic Composition	Majority Hispanic/Latino (66.8%) with significant Black and White populations	More demographically balanced
Foreign-Born Residents	Higher proportion	Lower proportion
Median Household Income	~\$66,555	~\$103,000
Poverty Rate	15.70%	9.20%
Housing Structure	Dense urban, renter-dominated	More suburban, higher homeownership

Source: U.S. Census Bureau, ACS 5-Year estimates, 2024

Below, Tables 2 through 5 show demographic characteristics for Elizabeth compared to Union County, the NJTPA region, and the State of New Jersey. Generally, Elizabeth has a higher percentage of Hispanic or Latino individuals and individuals experiencing poverty compared to the county, region, and state.

Table 2: Race and Ethnicity

	Elizabeth		Union County		NJTPA Region		New Jersey	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Total population	137298	100.00%	557320	100.0%	7066138	100.00%	9343809	100.0%
Hispanic or Latino	51339	37.39%	171189	30.7%	1711695	24.22%	2098960	19.7%

Non-Hispanic or Latino	85959	62.61%	386131	69.3%	5354443	75.78%	7244849	80.3%
White	27542	20.06%	226675	40.7%	3460694	48.98%	4759979	56.1%
Black or African-American	24260	17.67%	111889	20.1%	796473	11.27%	1136658	12.7%
Asian	2908	2.12%	27503	4.9%	798623	11.30%	938728	9.4%
Some other race	0	0.00%	11682	2.1%	59955	0.85%	74315	0.4%
Two or more Races	28518	20.77%	7926	1.4%	232710	3.29%	326661	1.7%
American and Indian and Alaska Native	1529	1.11%	410	0.1%	4550	0.06%	6569	0.1%
Native Hawaiian and Other Pacific Islander	53	0.04%	46	0.0%	1438	0.02%	1939	0.0%

Source: U.S. Census Bureau, ACS 5-Year estimates, 2024

Table 3: Individuals Experiencing Poverty

	Elizabeth		Union County		NJTPA Region		New Jersey	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Individuals in Poverty	21413	15.70%	52582	9.20%	649,079	9.16%	891891	9.72%
Individuals under 185% of the poverty level	51639	37.97%	122645	21.40%	1302410	18.37%	1813294	19.75%

Source: U.S. Census Bureau, ACS 5-Year estimates, 2024

Table 4: Languages

	Elizabeth		Union County		NJTPA Region		New Jersey	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Language Spoken at Home (pop. age 5 and over)	127077	100.00%	543714	100.0%	6662259	100.00%	8816621	100.00%
English	29142	22.93%	284671	56.4%	4197980	63.01%	5894484	66.86%
Spanish	78643	61.89%	163990	28.1%	1256393	18.86%	1514828	17.18%
Other Indo-European languages	15572	12.25%	65501	11.1%	669030	10.04%	776104	8.80%
Asian and Pacific Islander languages	668	0.53%	16092	2.7%	378649	5.68%	448688	5.09%
Other languages	3052	2.40%	13460	1.6%	160207	2.40%	182517	2.07%
Total Limited English Proficient (LEP) Population	36224	28.51%	101421	19.9%	559,509	8.40%	282065	3.20%
Spanish and LEP	29145	22.93%	62866	14.3%	119,270	1.79%	173565	1.97%
Other Indo-European languages and LEP	5423	4.27%	26368	4.3%	257,541	3.87%	56518	0.64%

Asian and Pacific Islander languages and LEP	282	0.22%	7259	0.9%	124,468	1.87%	40801	0.46%
Other languages and LEP	1374	1.08%	4928	0.4%	58,230	0.87%	11181	0.13%

Source: U.S. Census Bureau, ACS 5-Year estimates, 2024

Table 5: Hispanic or Latino Population by Origin

	Elizabeth		Union County		NJTPA Region		New Jersey	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Hispanic or Latino:	99033	100.00%	217886	100.00%	1,711,695	100.00%	2229464	100.00%
Mexican	4049	4.09%	15481	7.11%	175,842	10.27%	270758	12.14%
Puerto Rican	7399	7.47%	24858	11.41%	324,977	18.99%	484119	21.71%
Cuban	6431	6.49%	14264	6.55%	86,319	5.04%	96396	4.32%
Dominican (Dominican Republic)	15946	16.10%	27475	12.61%	330,872	19.33%	389580	17.47%
Central American:	22226	22.44%	50769	23.30%	230,281	13.45%	329331	14.77%
Costa Rican	69	0.07%	1693	0.78%	21,755	1.27%	29629	1.33%
Guatemalan	979	0.99%	13251	6.08%	57,152	3.34%	107164	4.81%
Honduran	6735	6.80%	11597	5.32%	55,610	3.25%	74589	3.35%
Nicaraguan	1382	1.40%	1382	0.63%	8,481	0.50%	12254	0.55%
Panamanian	125	0.13%	281	0.13%	5,624	0.33%	10733	0.48%
Salvadoran	12936	13.06%	22565	10.36%	81,111	4.74%	94403	4.23%
Other Central American	0	0.00%	0	0.00%	548	0.03%	559	0.03%
South American:	40952	41.35%	77780	35.70%	457,639	26.74%	540541	24.25%
Argentinean	1016	1.03%	2188	1.00%	18,037	1.05%	20027	0.90%
Bolivian	31	0.03%	196	0.09%	5,236	0.31%	5118	0.23%
Chilean	711	0.72%	1348	0.62%	10,192	0.60%	11866	0.53%
Colombian	17356	17.53%	30733	14.11%	145,687	8.51%	164808	7.39%
Ecuadorian	14350	14.49%	27637	12.68%	152,894	8.93%	185266	8.31%
Paraguayan	59	0.06%	59	0.03%	3,398	0.20%	3994	0.18%
Peruvian	4306	4.35%	10687	4.90%	91,642	5.35%	106013	4.76%
Uruguayan	1972	1.99%	2983	1.37%	10,248	0.60%	13834	0.62%
Venezuelan	1151	1.16%	1949	0.89%	18,853	1.10%	28810	1.29%
Other South American	0	0.00%	0	0.00%	1,452	0.08%	805	0.04%
Other Hispanic or Latino:	2030	2.05%	7259	3.33%	105,765	6.18%	118739	5.33%
Spaniard	446	0.45%	1056	0.48%	31,668	1.85%	30754	1.38%
Spanish	62	0.06%	1767	0.81%	16,020	0.94%	20553	0.92%
Spanish American	0	0.00%	0	0.00%	382	0.02%	650	0.03%
All other Hispanic or Latino	1522	1.54%	4436	2.04%			66782	3.00%

Source: U.S. Census Bureau, ACS 5-Year estimates, 2024

Economic Context

To better understand the target audience for the project, POET utilized Esri Business Analyst to summarize a variety of demographic and economic data to build a profile of the members of a community. Overall, Esri portrays the City of Elizabeth as a market where convenience retail and major department stores are popular, but low overall disposable income levels constrain spending relative to statewide norms.

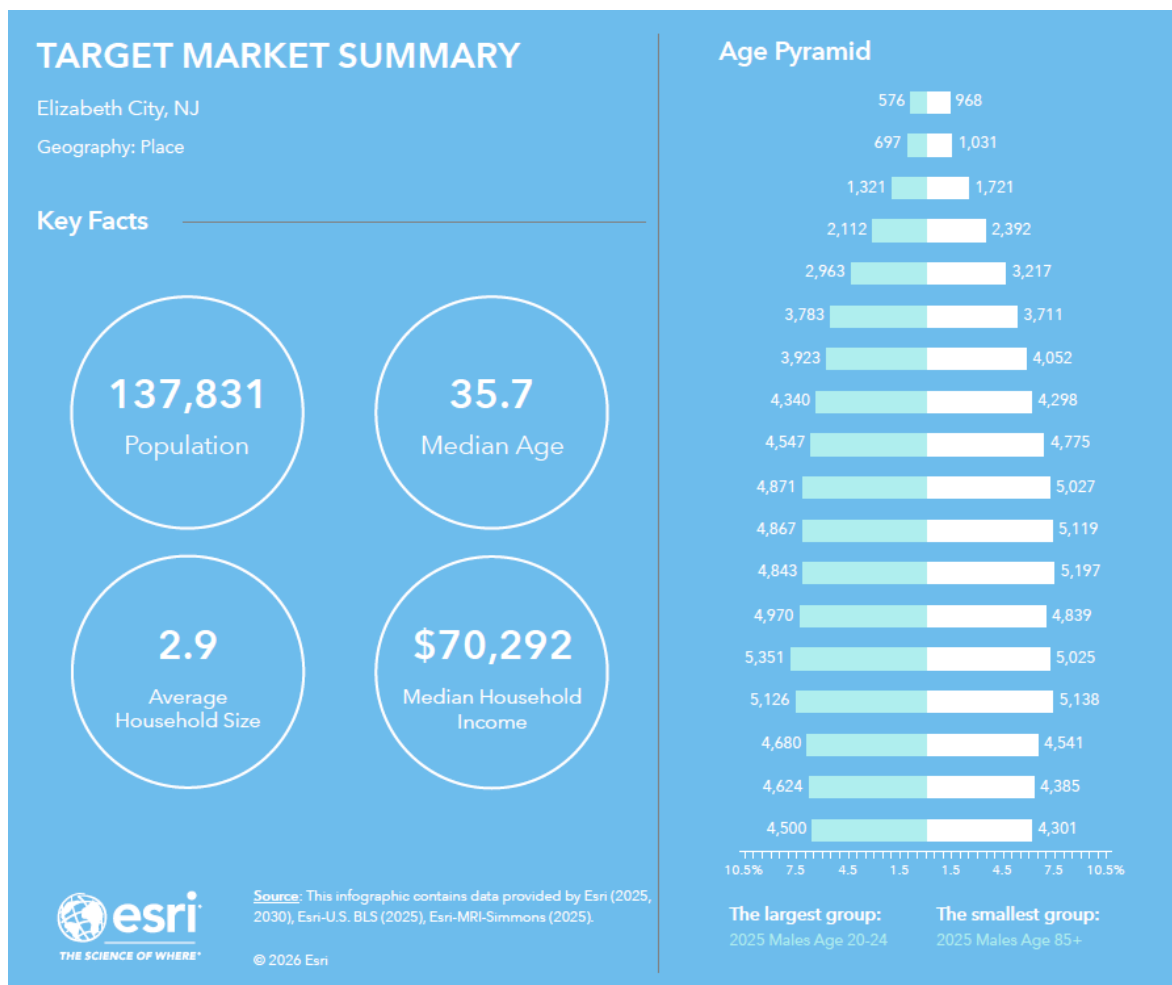


Figure 35: Graphic of Esri Target Market Summary.

The City of Elizabeth has approximately 46,400 households with a median age slightly below the U.S. average and a median household income of about \$70,300. Home values are notably higher than the national norm.

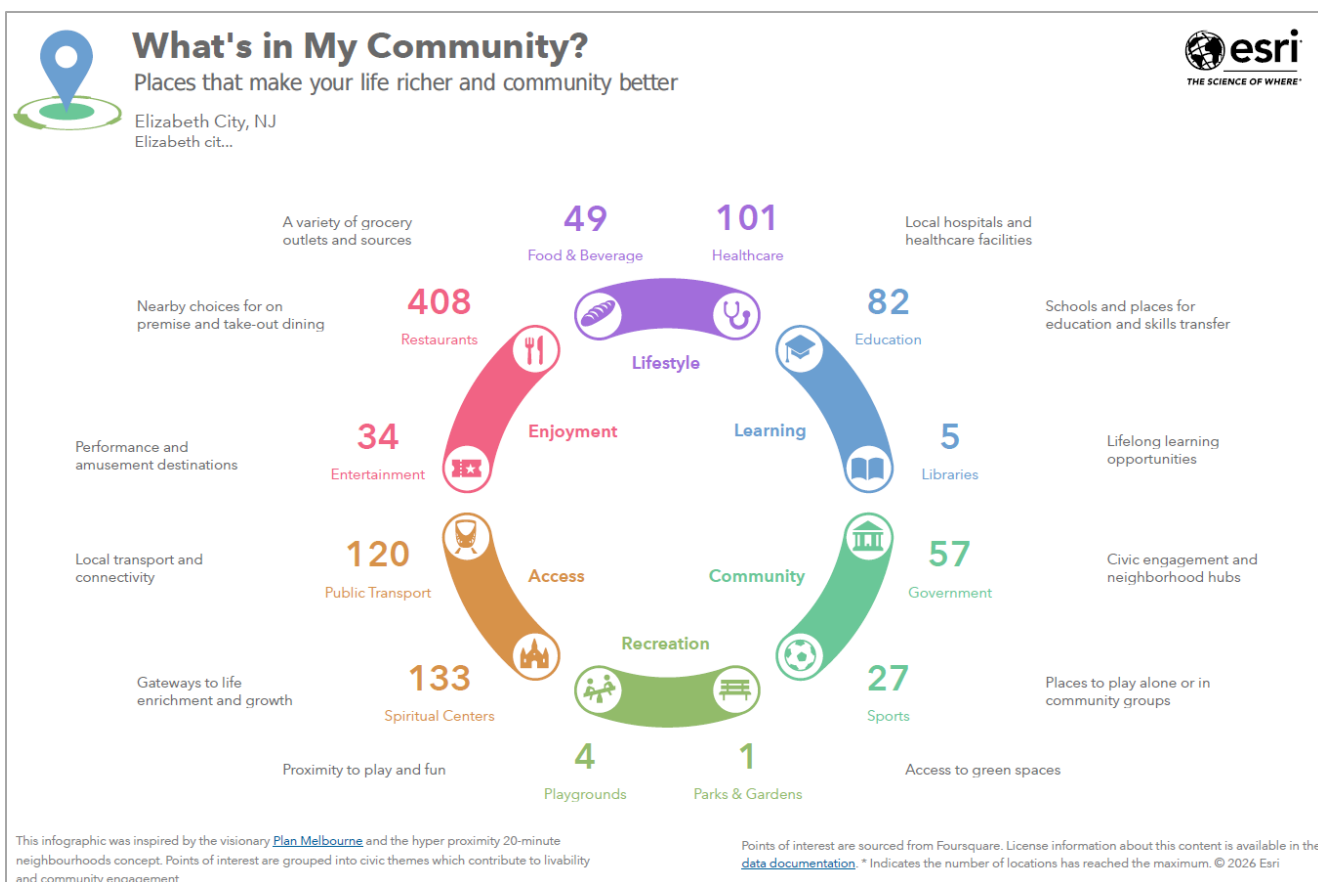


Figure 36: Graphic of the number of available amenities in Elizabeth, NJ.

Figure 3 highlights the range of amenities and points of interest available in Elizabeth, New Jersey. Elizabeth is a community with good access to everyday services, recreation, and opportunities for engagement. The city offers a strong concentration of food and dining options, including more than 400 nearby restaurants, along with numerous food and beverage outlets. Residents also benefit from extensive healthcare facilities, schools, libraries, and government services that support learning, wellness, and civic life.

Overall, Esri Business Analyst portrays Elizabeth as a well-resourced, highly accessible community designed to support daily needs, lifelong learning, and quality of life within a convenient, neighborhood-focused environment.

Transportation System

Public transportation options are widely available, enhancing local connectivity. The community includes approximately 120 public transportation locations, indicating a dense network of transit options within the city.

VPP Elizabeth - Bus, Rail, and Open Space

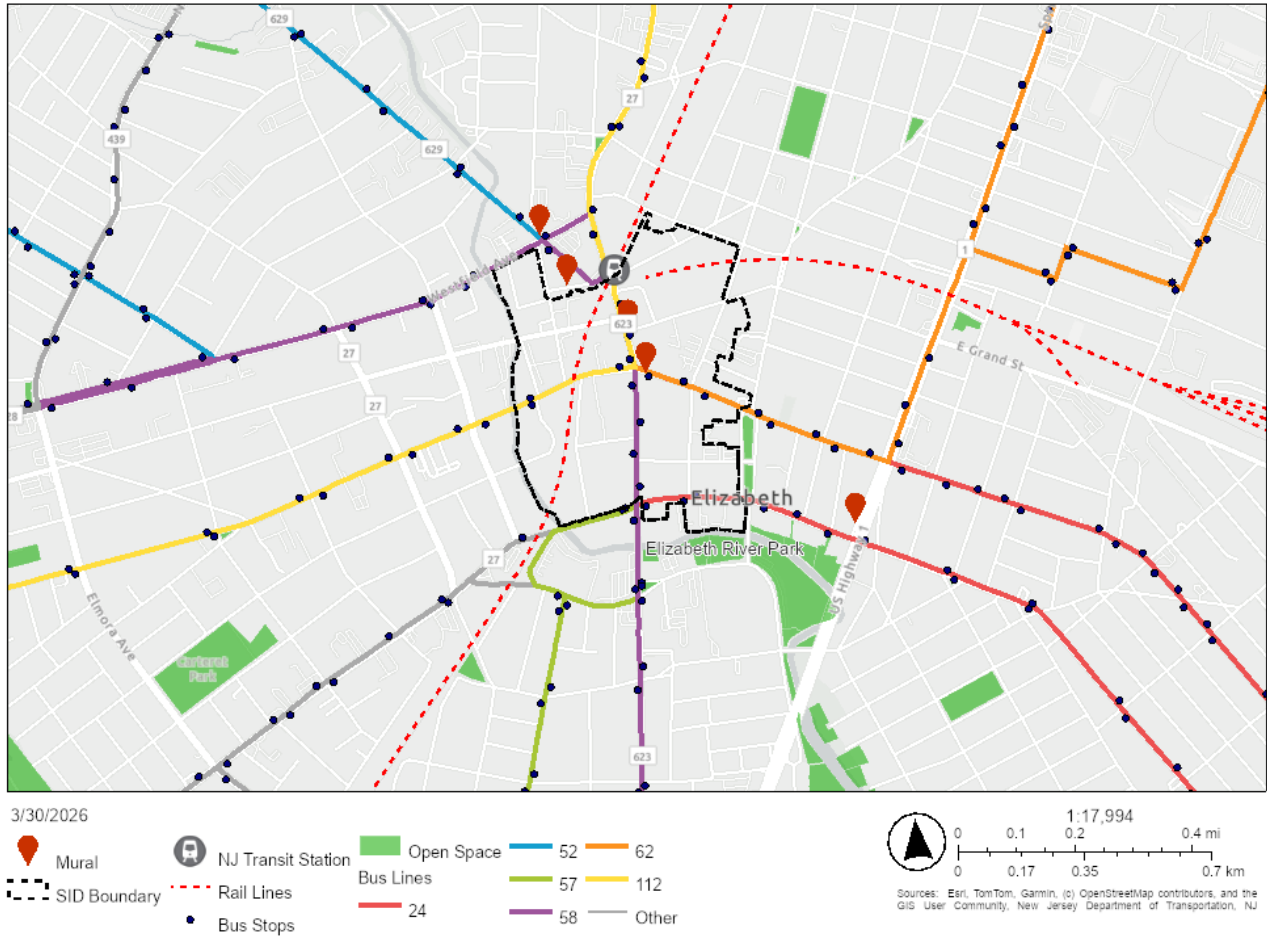


Figure 37: Map of Bus, Rail and Open Space in Elizabeth, NJ

Rail

Midtown Elizabeth is the location of the Elizabeth (Midtown/Broad Street) NJ TRANSIT Train Station. Located in the Midtown district, between Broad Street and West Grand Street, it is considered the “main” or central station for the city. The station is positioned at the center of the proposed arts district and closely neighbors existing public art installations nearby. Many utilize the station to access downtown Elizabeth and its many businesses and restaurants.

Bus

There are six NJ TRANSIT bus lines in the project area (lines 24, 52, 57, 58, 62, and 112). There are about 20 bus stops in the project area that are within a block of an existing or proposed public art location.

Elizabeth River Park

Located south of the project area, the Elizabeth River Park includes the Elizabeth River Trail, a pedestrian walkway along the river that includes local art along the path. Although outside of the Midtown SID, it provides a connection to the future Arts District from other areas in the city.

Traffic and Safety

Figure 5 is a map of real-time traffic based on data from Esri. The map also shows “survey points,” which are locations of existing and potential murals or public art. These points are located on roads with moderate to stop and go traffic, potentially impacting pedestrian safety and the accessibility of the public art in the district.

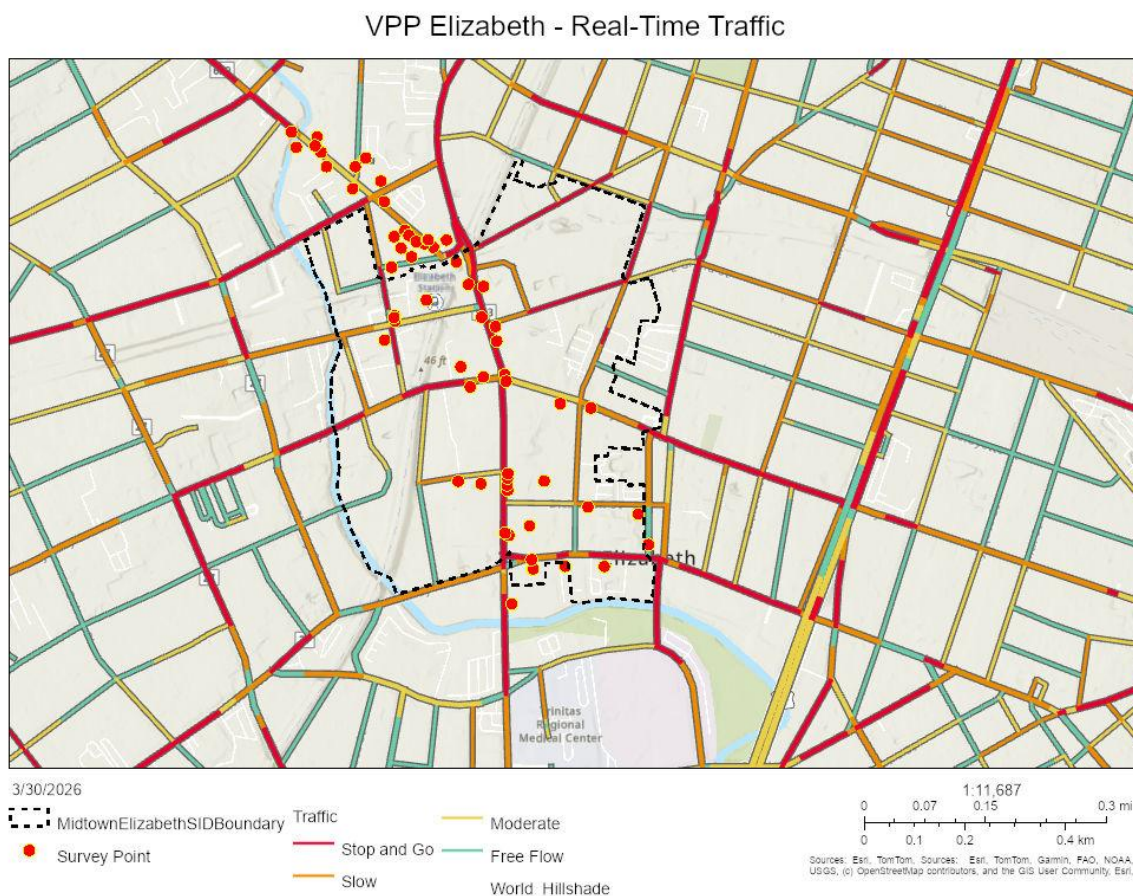


Figure 38: Map of Real-Time Traffic in Elizabeth.

Review of Relevant Planning Documents

POET conducted a review of the following previously adopted redevelopment plans, master planning documents, and relevant cultural district precedents:

1. Parcel I Area in Need of Redevelopment Study (2023)
2. Reexamination Report for the City of Elizabeth Master Plan (2020)
3. Amended Midtown Elizabeth Redevelopment Plan – Parcel I (2024)

4. Magnolia Avenue Redevelopment Exhibits (O-2 / O-4) (2023)
5. Spring Street & Meadow Street Redevelopment Plan (2024)
6. Butler Street / Elizabeth Avenue Redevelopment Study Area (2024)
7. Phelps Dodge Redevelopment Study Area (2015)

Across these plans, the City of Elizabeth has consistently focused on:

- Establishing redevelopment authority
- Reducing regulatory friction
- Clarifying land-use controls
- Encouraging private reinvestment

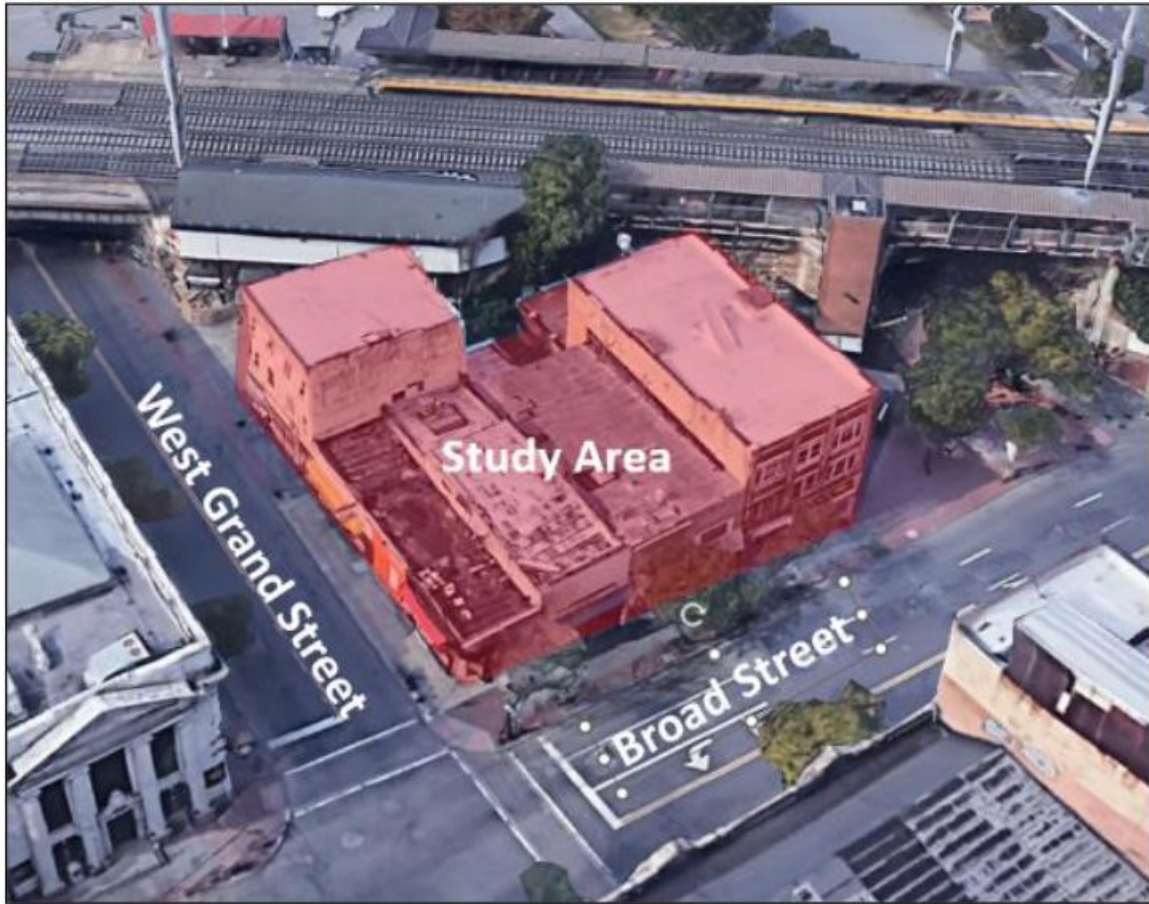
None of the reviewed plans establishes a formal arts district or comprehensive cultural activation framework. Arts and cultural uses are largely implicit within mixed-use zoning allowances rather than explicitly leveraged as redevelopment tools. The seven plans reviewed share a common thread: getting underperforming land back into productive use through legal and regulatory tools. Cultural uses are technically permitted under mixed-use zoning, but they're never named, prioritized, or strategically leveraged in these documents. The NJTPA Vibrant Places Program provides an opportunity to create a cultural activation framework in Midtown Elizabeth.

Most of the work is procedural, establishing redevelopment designations, and tightening zoning controls. The 2020 Master Plan Reexamination addresses quality-of-life basics like parking, density creep, and neighborhood character. The 2023 Parcel I Study targets a small cluster of Broad Street properties that haven't meaningfully changed since the 1970s and have racked up hundreds of fire violations and police calls. The Phelps Dodge study concerns a 9-acre former copper manufacturing site that is undergoing environmental remediation. Two documents push back against the city's approach: the Magnolia Avenue planning evaluation argues that the city's redevelopment designation relied on aerial photos rather than site visits, misapplied legal criteria.

The following section outlines key findings from previously adopted redevelopment studies and master planning documents relevant to the Elizabeth District. These plans collectively establish the regulatory and redevelopment context within which placemaking and cultural activation strategies must operate.

1. Parcel I Area in Need of Redevelopment Study (2023)

Purpose & Overview: This study evaluates Parcel I (Block 327, Lots 2–4) under the New Jersey Local Redevelopment and Housing Law (LRHL) to determine eligibility as an Area in Need of Redevelopment. The document provides an analysis of site conditions, land utilization, and statutory criteria to justify redevelopment designation.



The above snapshot from Google Earth shows the parcel, located at the intersection of two streets, Broad and West Grand Street.

Primary Objective: To unlock redevelopment authority and enable reinvestment in underperforming parcels by establishing legal eligibility for redevelopment designation.

Key Takeaways for Project Purpose:

An August 2023 preliminary investigation report prepared by Harbor Consultants for the City of Elizabeth, NJ, evaluating three properties on Broad Street (Block 327, Lots 2, 3 & 4 totaling ~0.279 acres) as a Condemnation Redevelopment Area.

These properties have been part of the Midtown Elizabeth Redevelopment Area since they were declared blighted in 1988 and have never been removed from any subsequent redevelopment plan or amendment.

All three properties qualify under NJ redevelopment criteria "e" (economic stagnation, assessed values unchanged since 1976–1980), "g" (located within the Elizabeth Urban Enterprise Zone), and "h" (consistent with smart growth principles given proximity to NJ Transit station). Lot 4 (208–210 Broad St.) is included under Section 3 as necessary for effective redevelopment even though it doesn't independently meet criterion "e."

111 fire violations, 628 police calls since 2015, visible structural deterioration (loose brick, façade cracking), and no significant property improvements in nearly 50 years.

The Planning Board and City Council declare the area a condemnation redevelopment area and amend the existing Midtown Redevelopment Plan accordingly.

2. Reexamination Report for the City of Elizabeth Master Plan (2020)

A 2020 reexamination (dated June 4, revised July 2, 2020) of Elizabeth's Master Plan, prepared by Harbor Consultants for Elizabeth, Union County, NJ. Under NJ law, municipalities must reexamine their master plans at least every 10 years.

Prior Planning History & Goals: The City of Elizabeth has engaged in continuous master planning since 1990, with reexaminations in 2003, 2008, and 2015, and a comprehensive Master Plan adopted in 2005. The 2005 plan identified Elizabeth as historically commercial and industrial but also an affordable residential community, with housing stock split roughly between single-family/two-family (about 47 percent) and multi-family (about 52 percent). Its overarching goal was improving housing stock quality and value across all income levels. The 2015 reexamination and 2016 Land Use Element sharpened the focus, recommending stricter zoning to protect lower-density residential neighborhoods, increased parking requirements, and channeling higher-density growth exclusively into designated redevelopment areas near transit.

What Carried Forward into the 2020 Reexamination: The 2020 report largely continues and refines those same priorities:

- Parking** remained the most persistent unresolved issue, now proposed to be addressed by a hard standard of 2 spaces per unit

- Density control** continued, with new FAR standards added to R-2 and R-3 zones and high-density uses removed from C-1 and C-4 zones

- Redevelopment** expanded significantly, from 14 designated areas before 2015 to 23 by 2020, as the primary tool for accommodating growth without disturbing neighborhood character

- Industrial modernization** continued, with the MRC zone being split into MRC-1 and MRC-2 to better reflect distinct contexts and permit warehousing in appropriate locations.

Core concerns driving the 2020 report:

- Persistent parking scarcity citywide

- High-density residential development encroaching into lower-density neighborhoods

- Need to preserve the character of one- and two-family residential areas

- Incompatible land uses across zones

- Quality of life for residents (noted as especially urgent given COVID-19)

Key recommendations:

- MRC Zone Split:** The existing manufacturing and commercial zone would be divided into two separate zones (MRC-1 and MRC-2) to better reflect that different parts of the zone have different characteristics and needs. MRC-1 would allow warehousing and storage as a new permitted use, while stricter rules would apply to outdoor storage and large truck-loading facilities.

- Lot Width Standard:** The rule used to determine how wide a new lot must be is proposed to become much stricter, rising from matching 65 percent of neighboring lots to matching 95 percent of them. This makes it harder to subdivide land into narrower lots that could support denser development.

- Building Size Limits in Residential Zones:** For the first time, R-2 and R-3 residential zones would have a cap on how large a building can be relative to its lot size, preventing oversized structures from being built on smaller lots.

Parking for Residential Buildings: Every new residential unit, regardless of size, would be required to have 2 dedicated off-street parking spaces, a stricter and simpler standard than the current state guidelines.

Parking for Warehouses and Industrial Uses: The parking formula for warehouses and industrial buildings would shift from being based on land area to being based on building size and number of employees, which better reflects actual parking demand and avoids excess paved parking areas.

Apartments Removed from Neighborhood Commercial Zone: Garden apartments, multifamily buildings, and elevator apartment buildings would no longer be permitted in the C-1 neighborhood commercial zone, which was not considered appropriate for that level of residential density.

Warehousing Removed from C-4 Zone: Warehousing, storage, and light manufacturing would be removed as permitted uses from the C-4 zone, where lot sizes and the surrounding neighborhood character make those uses incompatible.

Ward-Level Rezoning Proposals: Based on community feedback gathered at public meetings, several areas are recommended for further study and potential rezoning, including changing parts of Magnolia Avenue from commercial to residential, downzoning a stretch of West Grand Street to better protect its existing one- and two-family homes, converting a commercial strip along Livingston Street and Broadway to residential zoning, and correctly classifying the Elizabeth Police Station under the Public zone rather than a commercial designation.

Outdoor Stair Height: A new rule would limit how high a front stoop or outdoor staircase can rise before requiring a landing, capping it at 5 feet. This addresses concerns about overly tall and imposing front staircases on residential buildings.

Fee Schedule Update: The city's application and variance fees, unchanged since 2010, would be updated. A new per-space fee for parking variances is also proposed as a way to discourage developers from seeking relief from parking requirements.

Zoning Map Corrections: Two errors on the official zoning map would be fixed, a privately owned senior housing building on West Grand Street that was mistakenly labeled as a public zone in 2016, and a portion of the Renaissance Hotel's parking lot that was incorrectly shown as open space rather than highway commercial.

Redevelopment areas: Since the 2015 reexamination, 9 new redevelopment areas were designated (on top of 14 previously existing ones), including the East Broad Street area, 56-78 Murray Street, the Former Elizabeth General Hospital site (901-931 East Jersey Street, 5.75 acres), Hersh Tower (125 North Broad Street, a historic 14-story building), the Magnolia Avenue area, and the Bank Street/New Point Road area, among others. These allow higher-density development in targeted locations without broadly upzoning residential neighborhoods.

3. Amended Midtown Elizabeth Redevelopment Plan – Parcel I (2024)

Purpose & Overview: The plan exists to transform a long-designated blighted area in central Elizabeth into a vibrant, transit-oriented mixed-use district. Rooted in New Jersey's Local Redevelopment and Housing Law, its legal and planning foundation has been continuously updated since 1989 to reflect shifts in state policy, particularly the adoption of Smart Growth and Transit Village principles, and to respond to the changing physical reality of the area as parcels have developed over time. The 2024

amendment specifically addresses the last undeveloped parcel adjacent to Elizabeth's NJ Transit station, converting it to public open space.

Primary Objective: The plan pursues several interconnected goals. It seeks to attract higher-density residential development to support the central business district and provide a range of housing. It aims to activate ground-floor commercial life along key street frontages while discouraging car dependency by leveraging the Broad Street rail station and local bus network. It wants to create a meaningful public open space along the Elizabeth River and around the historic NJ Central Railroad Station. It also seeks to support Union County College's expansion, create employment through office development, and improve pedestrian infrastructure. Key Takeaways for Project Purpose:

The area is divided into 12 lettered parcels with tailored use, height, and design requirements, most allowing high-density residential mixed-use buildings of 6 to 24 stories. Ten of the 12 parcels are now built out or have approved plans.

The 2024 decision to designate Parcel I as public open space rather than a development site signals a shift from maximizing density toward place-making and community activation near the transit core.



4. Magnolia Avenue Redevelopment Exhibits (O-2 / O-4) (2023)

Document Type: Planning Evaluation prepared by Peter G. Steck, P.P. (NJ Planner License No. 1776), dated May 2, 2024, opposing redevelopment designation.

Properties Under Objection: Three lots in Block 281 fronting exclusively on Madison Avenue
Block 281, Lot 1, 305-311 Madison Avenue (0.2907 acres), Madison 305, LLC
Block 281, Lot 2, 313-315 Madison Avenue (0.1148 acres), Madison 315, LLC
Block 281, Lot 3, 317-319 Madison Avenue (0.1125 acres), Madison 319, LLC
Total: ~0.518 acres, operated as a single tract by Rana Construction Inc.

Current Use: Active contractor's yard with two buildings, one for vehicle/equipment maintenance, one for material storage. Concrete and gravel surfaces. No violations on record, no NJDEP records, no Construction Department records.

Based on the statutory criteria as reproduced in the document (p. 3):

Criterion d: Areas with buildings or improvements that are dilapidated, obsolete, overcrowded, poorly designed, or have excessive land coverage/deleterious land use that is detrimental to the safety, health, morals, or welfare of the community.



Criterion g: Properties located within a designated New Jersey Urban Enterprise Zone, where the execution of the zone development plan is considered sufficient grounds for a redevelopment determination, but only for the purpose of granting tax exemptions or abatements.

Criterion h: The proposed redevelopment area's designation is consistent with smart growth planning principles adopted pursuant to law or regulation.

Criteria Invoked by City's Report (February 2024): d, g, and h

Criterion d: Report relied solely on aerial/satellite imagery without an on-site inspection; mischaracterized the site; failed to identify actual harm as required by *Malanga v. West Orange* (2023)

Criterion g (UEZ): Can only support tax exemptions/abatements, cannot serve as basis for eminent domain or adopting a redevelopment plan

Criterion h (Smart Growth): Not yet activated by law or regulation; no NJ statute formally adopts "smart growth planning principles"

Overall Conclusion: The February 2024 Preliminary Investigation Report does not constitute substantial credible evidence supporting redevelopment designation for the three properties. Steck concluded that Harbor's report does not constitute substantial credible evidence to support redevelopment designation for these three properties for three reasons: criterion d was improperly applied because Harbor's author relied solely on aerial imagery without conducting an on-site inspection, mischaracterized the site, and failed to identify any actual harm as required by *Malanga v. West Orange* (2023); criterion g by its own statutory language can only support tax exemptions and abatements and cannot serve as a basis for eminent domain or adopting a redevelopment plan; and criterion h has not been legally activated because no New Jersey law or regulation has formally adopted "smart growth planning principles." On this basis, Steck argues the February 2024 Report should be rejected as insufficient grounds for designating Lots 1, 2 and 3 as a condemnation redevelopment area.

5. Spring Street & Meadow Street Redevelopment Plan (2024)

The Site: The redevelopment area covers three contiguous properties totaling approximately 9.6 acres in Ward 5, located along Route 1 and 9 near Newark Liberty International Airport:

729-763 Meadow Street (Block 570, Lot 1), ~3.6 acres, currently vacant

705-725 Spring Street (Block 570, Lot 12), ~1.3 acres, an existing commercial strip mall

703 & R 703-727 Spring Street (Block 570, Lot 13.01), ~4.7 acres, used primarily for truck storage. All three properties are owned by entities connected to Spring Street Development LLC / J. Dimare.

Background & Process: The redevelopment process began in October 2017 when the Planning Director requested a study to determine if the area qualified as one in need of redevelopment without condemnation. The Planning Board recommended that designation in April 2018, and the City Council adopted it in May 2018. In June 2023, the City Council authorized preparation of a formal Redevelopment Plan, and Harbor Consultants was engaged in September 2023 to prepare it.

Proposed Development ("Seaport Plaza"): The plan envisions a mixed-use commercial development including a retail/office building along Route 1 and 9 with tenants such as Chipotle and food establishments with drive-thru services, a large warehouse building capped at 110,000 square feet (conceptually labeled "Northeast Cold Storage"), and associated surface parking totaling 191 spaces (64 warehouse, 127 retail).

Key Development Standards:

Maximum building height: 35 feet for retail/office, 65 feet for warehouse

Maximum impervious coverage: 90 percent

Maximum FAR: 0.35

Minimum open space: 10 percent of total area

Up to 15 loading docks for the warehouse

EV charging/make-ready spaces required per New Jersey law
Green building practices encouraged (LEED, solar, green roofs)
All three lots must be consolidated into one

Design & Infrastructure Requirements: Facade materials must be high quality (brick, stone, hardiplank for retail). Tractor-trailer routes must be kept separate from the retail areas. A full traffic study is required at site plan application. The developer bears all costs for infrastructure, utilities, sidewalks, and road improvements.

Planning Consistency: The plan aligns with Elizabeth's 2005 Master Plan, 2016 Land Use Element, and 2020 Master Plan Reexamination, as well as the Union County Master Plan and New Jersey State Development and Redevelopment Plan (Metropolitan Planning Area PA1). No property condemnation or resident relocation is involved.



Figure 2: Aerial Map of the Spring and Meadow Street Redevelopment Area (2020)



Figure 6: Historic Aerial Imagery of the Redevelopment Area from 1995



Figure 7: Historic Aerial Imagery of the Redevelopment Area from 2007



Figure 8: Historic Aerial Imagery of the Redevelopment Area from 2012



Figure 9: Historic Aerial Imagery of the Redevelopment Area from 2015

6. Butler Street / Elizabeth Avenue Redevelopment Study Area (2024)

The study concerns parcels in Elizabeth, specifically Block 779 (Lots 30–35, 38) and Block 780 (Lot 1.01), comprising eight (8) properties identified as 31-35 Butler Street (Block 779, Lot 30), 37-39 Butler Street (Block 779, Lot 31), 41 Butler Street (Block 779, Lot 32), 43 Butler Street (Block 779, Lot 33), 45-47 Butler Street (Block 779, Lot 34), 49-51 Butler Street (Block 779, Lot 35), 61 Butler Street (Block 779, Lot 38), and 110-140 Elizabeth Avenue (Block 780, Lot 1.01), which are the eight (8) properties

comprising the Butler Street/Elizabeth Avenue Redevelopment Study Area (the “Study Area”) within Ward 1 of the City.

Purpose & Overview: This study evaluates properties along Butler Street and Elizabeth Avenue for designation as a Non-Condensation Area in Need of Redevelopment. It assesses physical conditions, land use, zoning, and economic viability of the parcels. The goal is to determine whether redevelopment designation would help revitalize underutilized or deteriorating properties and align the area with the city’s planning goals.

Parameters of study: The study follows the framework of New Jersey’s Local Redevelopment and Housing Law and includes:

Site analysis: review of existing buildings, infrastructure, and land conditions.

Planning review: comparison with zoning regulations and the city master plan.

Municipal record review: tax, construction, and city department records.

Physical and economic assessment: evaluation of building condition, vacancy, and functional obsolescence.

Legal criteria assessment: determination of whether the area meets statutory redevelopment criteria.

Key Findings:

Several properties show underutilization, aging structures, and functional obsolescence.

Existing building layouts and physical conditions limit modern commercial or industrial use.

The area’s current zoning and development pattern may not support efficient land use or economic growth.

Recommendations: Designate the study area as a Non-Condensation Redevelopment Area and allow the city to create a redevelopment plan that can Encourage appropriate land uses, public transportation and utilities, recreational and municipal facilities, and other public improvements; and to indicate proposed land uses and building requirements.



Figure 6: The Study Area depicted on the Elizabeth Urban Enterprise Zone (UEZ) Map



Figure 9: USGS Aerial Map of the Redevelopment Study Area (1970)



Figure 11: Google Earth Aerial Map of the Redevelopment Study Area (2002)



Figure 12: Google Earth Aerial Map of the Redevelopment Study Area (2005)



Figure 14: NJ DEP Aerial Map of the Redevelopment Study Area (2012)



Figure 15: NJ DEP Aerial Map of the Redevelopment Study Area (2015)



Figure 16: NJ DEP Aerial Map of the Redevelopment Study Area (2020)

7. Phelps Dodge Redevelopment Study Area (2015)

Properties: Two parcels in Elizabeth, NJ (Ward 2, Bayway neighborhood)

Block 752, Lot 1, 713-743 Amboy Avenue (2.45 acres)

Block 761, Lot 4, 701-733 South Front Street (6.73 acres)

Total: 9.18 acres

History: Former Phelps Dodge copper manufacturing site dating to the 1930s; acquired by Freeport-McMoRan in 2007; manufacturing ceased in 2020; buildings demolished between April 2022 and October 2023; vacant since.

Current Zoning: M-2 Heavy Industrial + CMO (Cannabis Manufacturing Overlay)

Environmental aspect: Active confirmed contamination (7 of 9 NJDEP records active); soil and groundwater remediation ongoing as of 2024; contaminants include 1,4-dioxane, perchlorates, trichloropropane.

Flood: Block 761, Lot 4 falls entirely within the 500-year flood hazard area; a small portion on its eastern corner also falls within the 100-year floodplain. No specific flood designation noted for Block 752, Lot 1.

Redevelopment Criteria Met: b (discontinued manufacturing use), d (environmental contamination/deleterious land use), e (stagnant/unproductive land), g (Urban Enterprise Zone), h (smart growth/Metropolitan Planning Area PA1)

Designation: Non-Condensation Area in Need of Redevelopment, no eminent domain.



Figure 4: Aerial Map of Study Area 2022



Figure 3: Aerial Map of Study Area 2025

Appendix B: Arts Districts Case Studies

1. Rahway Arts District

Source: [Rahway Arts District Redevelopment Plan - 022420 reduced.pdf - Google Drive](#)

Plan Overview: The Rahway Arts District redevelopment plan builds off existing redevelopment plans and offers an extensive set of recommendations to improve its arts district. The plan highlights existing anchor institutions and promotes mixed use, multipurpose spaces. In addition, this plan includes options that permit rehabilitation, redevelopment, and highlights strategic areas for investment. It also expands on how to create partnerships with other community organizations to execute placemaking strategies, such as public art, streetscaping, using vacant spaces, and improving urban amenities.

Key Takeaways for DECA:

- Create a gateway that is based in arts and culture.
- Link anchor arts institutions to transportation such as bus stops and parking lots/structures.
- Create and enforce streetscaping and design standards for the district.
- Identify spaces, such vacant stores or units, as opportunities for artists to use them as studios or galleries on a short-term basis.
- Vacant store windows can be transformed into gallery space visible to pedestrians.
- Explore funding opportunities specific to Union County.

Other Notes:

- Planning Principals
 - Create an identity for the Area as an arts-driven gateway to the City from the north with unique branding, urban design, and high-quality aesthetic.
 - Create high quality public spaces that are accessible to people of all ages, and physical abilities to encourage a sense of community and shared space.
 - Revitalize the Area by attracting new residential development in appropriate locations at a greater density than currently permitted by zoning.
 - Provide a mix of land uses that focus on supporting the arts and create an anchor for the north end of the Central Business District.
 - Prioritize public safety and health through urban design and placemaking.
 - Promote economic development, entrepreneurship, and local businesses, artisans, and artists.
- The plan provides detailed goals and objectives on the topics of land use, urban design, economic, health and well-being, transportation, sustainability, and equity

- The plan identifies priority areas for improvements based on the visual connections to anchor institutions include the Union County Performing Arts Center, the Hamilton Stage, and the Gallery Space.
- The plan also identifies potential funding and partners, some specific to Union County.

2. Powerhouse Arts District Redevelopment Plan in Jersey City

Source: [Redevelopment Plan - Powerhouse Arts District — Jersey City Open Data](#)

Plan Overview: The Powerhouse Arts District (PAD) Redevelopment Plan included multiple recommendations to redevelop specific geographic areas, improve urban patterns, and beautify those improvements, while also fostering additional engagement through arts and culture. Some of the relevant objectives of this plan were to create workspaces for future artists and to find ways to anchor the arts within the project's district.

Key Takeaways for DECA:

- Explore possibilities to create live/work opportunities for artists, especially low-income artists.
- Establish design standards to create a cohesive sense of place.
- Identify an arts anchors (such as the Ritz Theater or Vintage Studio) within the arts district.

Other Notes:

- Key goals of plan:
 - Establish a positive image and a sense of place; a place people will come to live, work, visit, shop, and enjoy returning to.
 - Multiuse zoning
 - Develop streets, sidewalks, and public places that are safe, comfortable, and interesting to pedestrians.
 - Establish architectural requirements
 - Provide for the development of an artist's work/live project initiated by the City or its agents.
 - Accommodate at least one major arts anchor within the district, such as an arts magnet high school, university program center, or museum.
 - Provide for and encourage a mix of land uses that will generate a community that is active twenty-four / seven, and populated by residents, business workers, and support personnel.
- Actions and Strategies
 - Preservation and rehabilitation along with the construction of new structures and facilities
 - Uniform schedule of streetscape elements and design requirements
 - Public park and open space requirements

- Create the Powerhouse Arts Residence District that provides work/live units to artists with low and moderate incomes.
 - Established requirements for marketing to artists

3. Metuchen Arts District Redevelopment Plan

Source: [Metuchen Arts District Redevelopment plan](#)

Plan Overview: The Metuchen Arts District was created to revitalize an underutilized area near the historic Forum Theater. The Borough of Metuchen collaborated with the County utilizing the Middlesex County Cultural and Arts Fund. to provide its community members with a redevelopment plan. During the visioning process, Metuchen sought community input on future projects for its arts district and the theater's renovation or improvements. Their main goals were to leverage the arts for community and economic development, position the arts in relationship to the surrounding area and region, and partner, finance, and seek funds to develop and sustain the arts.

Key Takeaways for DECA:

- Consider creating a redevelopment plan that is shaped by the goals of DECA and includes design standards, land use, and sustainability guidelines.
- Explore partnership opportunities with Union County.

Other Notes:

- Plan Goals
 - Eliminate those conditions that cause the Project Area to be considered an “area in need of rehabilitation.”
 - Stimulation of private investment in the Project Area by assembling sites and assisting as necessary and appropriate to support such rehabilitation.
 - Make available the full range of benefits and inducements for the Project Area, including federal, state, county and local government funding.
 - Foster public-private partnerships to accomplish revitalization of the Project Area in a manner that best serves the needs of the community, strengthens the local economy, attracts residents and new businesses to the area, and contributes to the continuing vitality of the Borough.
- Other goals
 - **Arts & culture** – Using the arts to drive community and economic development, positioning them regionally, and exploring funding/partnerships to sustain them
 - **Transit-oriented, mixed-use development** – Capitalizing on proximity to the Metuchen train station to create unique development, using creative design standards beyond conventional zoning, and adding public, institutional, and commercial space.
 - **Historic preservation** – Finding ways to preserve, relocate, or repurpose deteriorating Victorian-era structures.

- **Streetscape & connectivity** – Extending Main Street's streetscape design (sidewalks, trees, lighting) and applying Complete Streets principles for pedestrian/bike-friendly, traffic-calmed corridors.
- **Regional planning context** – Reviewing site plans through a Smart Growth lens that considers Borough, County, and regional impacts.
- The Borough envisioned an expanded Metuchen Arts District would enable leveraging development potential to facilitate the reactivation of the theater use
- The Borough explored a range of potential new activities that could not be accommodated within the space of the current theater by exploring other alternatives.
 - The Borough imagined a larger-scale Metuchen Arts District that could “foster creativity” as a unique place to play, work, and live - perhaps home to a hub of local “artists-in-residence” and support the growth of the downtown and local economy.
- The district also provides an opportunity to strategically expand the downtown area by extending the Main Street sidewalk treatment along the Old Colonial Cemetery to Amboy Avenue, as well as implementing the Borough's Complete Streets Policy, including incorporating pedestrian and bicycle-friendly streetscape elements, internal walkways, active street fronts, and local art, all hallmarks of a transit-friendly place.
- Visions for smaller-scale arts and cultural activities, including potential features such as an open-air stage or performance space, lighting displays, visual art displays, murals, sculptures, as well as accommodation for food trucks and outdoor dining.
- Includes specific development and design standards.

4. Hoboken Public Art Master Plan

Source: [659c516a06b70dca0bb6ce6c_240103_Hoboken Public Art Plan_Adopted.pdf](#)

Plan Overview: The plan guides the city of Hoboken with three fundamental recommendations: to create a public arts program, to define methods for prioritizing and selecting public art collections, and to establish policies, criteria, and parameters for artistic content and themes. This plan was thoroughly developed with support from numerous internal and external stakeholders. In addition to the stakeholders, this plan included community input and a call-for-artists selection process to determine specific art assets based on the community's needs and desires.

Key Takeaways for DECA:

- Expand DECA committee to include more community members/stakeholders.
- Establish a maintenance plan for existing art.
- Develop an annual work plan to establish guidelines, renovations, and other needs in the district.

Other Notes:

- Plan Strategies

- Designate a Public Art Program Administrator to manage Hoboken’s PAP.
- Establish an annual work plan task to establish budgets, funding sources, and review ongoing projects.
- Commission a conditions assessment of Hoboken’s existing public art assets to document existing maintenance and conservation needs.
- Establish project implementation task forces to implement new public art projects.
- Stakeholder findings
 - **Coordination & predictability:** more coordination was needed for the city to effectively implement its public art projects in order to ensure regulatory compliance.
 - **Judicious & Equitable use of public art funding:** the city should equitably distribute public art funding for better decision-making and guide investments in public art that relate to Hoboken’s authentic history, cultural identity, and community values.
 - **Protection, conservation & maintenance:** although the plan clarifies that any strategy to conserve public art assets will not be addressed entirely, it will create a framework for cyclical review and evaluation of conservation need.
 - **Engaging & leveraging the local creative community:** stakeholders of this plan expressed a big interest in having a local creative community by building collaborations with established artists.
 - **Authenticity & relevance:** the city sought to have new public art projects represent Hoboken’s living experience and any relevant community context.
- Recommendations
 - **Create a comprehensive public art program** by designating administrative staff, establishing policies, and managing the process of creating and maintaining public art assets by establishing guidelines.
 - **Define methods and processes for creating public art** by documenting a cyclical process for prioritizing and maintaining its public art collection, and by establishing an Annual Work Plan that defines the projects undertaken by the city in the future.
 - **Establish policies, definitions, criteria, and parameters** by undertaking efforts to develop forms of regulation that can govern the public art program, that is, guidance on funding, artist selection, site selection, and creative directions.

5. Erie County Master Public Art Plan

Source: [FINAL AIPP Master Plan](#) , [Art in public places – art catalogue](#) , [artist-info-5.pdf](#)

Plan Overview: Erie County’s Art in Public Places (AIPP) initiative seeks to make art more accessible to its residents and visitors, while fostering community connection, cultural expression, and civic pride. In conjunction with the AIPP master plan 2026, the catalog showcases works acquired through small- and large-scale public art projects commissioned at county-owned facilities.

Key Takeaways for DECA:

- Collaborate with other county-wide departments to do outreach and select the public art proposals.
- Once the DECA committee has selected the artist and their proposal, they can consider hosting a community hearing for residents and business owners to comment and provide input on that proposal. This can enhance a more participative and engaging community.
- Consider purchasing small artworks, especially from local youth, to display on rotation at locations throughout the district.

Other Notes:

- The Committee uses County funding to support its public arts.
- The Arts in Public Places Committee, comprised of visual art professionals and community representatives.
- The Committee collaborated with other county departments to develop a call for artists to solicit public art proposals.
- Once the committee selected local artists and reviewed proposals, they held a public hearing for community members to attend and comment on the proposals selected.
- The committee released an additional call for artists to purchase small artworks and display them inside various county-owned facilities, thereby comprising the public art collection of the county.
 - These artworks are periodically rotated to other county-owned facilities such as libraries, government offices, and community centers.

6. DC Commission on the Arts and Humanities Public Art Master Plan

Source: [DC Commission on the Arts and Humanities Public Art Master Plan](#)

Plan Overview: This master plan update provides guidance for the public art programs that are led by the Washington, D.C., Commission on the Arts and Humanities. These programs involve a range of grants for artists, organizations and curators; for the creation, acquisition and presentation of public art; as well as the management of extensive Public Art and Art Bank collections.

Key Takeaways for DECA:

- MuralsDC is a partnership with the Department of Public works as an anti-graffiti effort; this program should be explored for potential implementation in the district.
- This plan provides details on engagement and partnership strategies.

Other Notes:

- The plan was developed by a consulting team through the following stages: research, engagement, and a preliminary assessment of findings and recommendations.
- The plan uses six key lenses to understand the role of public art.
 - Artists and Curators
 - Arts and Community Organizations

- City Agencies
- Public Audiences
- Urban Design and Planning
- Artistic Legacies
- Goals
 - A More Equitable Public Art Landscape
 - A Strong Public Art Ecosystem
 - A Vibrant Public Realm
 - Strengthened Cultural, Economic and
 - Social Fabric in Communities
 - A More Fully Engaged Public
- Tools and Techniques
 - **Direct Commissions** - Direct commissions can be a valuable tool for filling gaps that are not being addressed by the public art grant programs, or for pursuing projects that have a level of complexity that better lends the project to a commissioning process approach.
 - **Public Art Grants: Public Art Fellowship Program** - a new grant opportunity for artists and curators, modeled after CAH's Arts and Humanities Fellowship Program (AHFP), but would provide artists with funding to develop a public art project or curatorial idea that could be implemented in the District.
 - **Public Art Grants: Public Art Planning Grant** - a new grant for organizations to fund planning that supports the development of a public art plan or a specific public art project.
 - **Public Art Implementation Grants: Public Art Building Communities** - a way for artists and organizations to fund the implementation of public art projects. Both organizations and individuals should be eligible for funding. Eligibility and evaluation criteria can be used as a way for CAH to focus its funding on areas of the city, types of organization, or types of artistic practice, to build geographic and artistic diversity in the activities the grant funds, or to respond to specific community needs or opportunities.
 - **Public Art Grants: MuralsDC** - MuralsDC is a collaboration with the Department of Public Works (DPW) on anti-graffiti efforts. The goals are to help combat illegal graffiti by beautifying neighborhoods, to promote youth engagement and artistic education by teaching the art of aerosol painting, and to value hip hop-street art-aerosol spray murals as a positive art form. The program offers grants for aerosol artists to create murals on privately owned walls that are currently or likely to be targets of graffiti. DPW provides base funding through intra-district transfer, and secures the walls. CAH Public Art manages the artist solicitation process, enters into the grant agreement with the selected artists, and together with DPW manages the production of the murals.
 - **Art Bank Program Grant** - Through these grants, CAH acquires fine art by metropolitan artists to grow the Art Bank Collection. Artwork in the collection is owned by CAH and

loaned to District agencies for display in public areas and offices of government buildings.

- **Art Exhibition Grants** - provides support for curators to develop and present public visual art exhibitions.
- Engagement Tools
 - Develop Resource Networks
 - Disseminate Best Practices
 - Direct Support for Applicants and Grantees
- Partnerships – Departmental, Capital Project, and Public Art Leadership

7. Johnson County Park and Recreation District Public Art Program

Source: [JCPRD Public Art Master Plan Update 2026 | Johnson County Park & Rec, KS](#) Example projects: [2025-JCPRD-Poster-Project-Plan.pdf](#), [Big-Bull-Creek-Public-Art-Project-Plan-FINAL-02.19.25.pdf](#)

Plan Overview: The JCPRD Public Art Program’s vision is to inspire deeper connections to place through interactive, immersive, and inclusive experiences, supported by four core goals — Celebrate Place, Cultivate Community, Support Creativity, and Increase Arts Access, emphasizing accessibility and engagement. The plan lays out specific near-term (2027–2031) and long-term (2032–2038) projects across categories like permanent commissions, temporary installations, artist residencies, murals, and functional public art tied to specific parks

Key Takeaways for DECA

- Develop phases for implementation of projects, not just abstract goals. JCPRD connects its goals with specific projects and timing.
- Establish a dedicated funding mechanism. Include management and maintenance funding.
- Establish governance and processes for the DECA Committee.

Other Notes:

- Strategies
 - Develop opportunities for artists to work closely with Natural Resources staff on projects engaging visitors in JCPRD's restoration and preservation efforts.
 - Develop distinctive, site-responsive artworks that strengthen connections to individual parks, trails, and facilities by reflecting each location's ecological features, cultural history, or community stories.
 - Have artists collaborate on the design of functional park elements that respond to unique aspects of each site.
 - Work with artists from diverse backgrounds and across a variety of media, styles, and approaches.

- Develop public art opportunities that draw on the strengths of the regional artist community.
- Leverage JCPRD's broad distribution of parks, trails, and facilities to reach a wide audience for public art.
- Work with artists to include hands-on community engagement components in their projects whenever possible.
- Inform, engage, and educate people of all ages through programs and resources centered on the public art collection.
- Operational strategies - supporting local artists (mentorships, restricted-eligibility opportunities, educational programming), cultivating a regional public art network, building community/project partnerships, and strengthening communications to raise the program's public profile.
- The plan pairs every goal with concrete, site-specific projects and timing (near-term 2027–2031, long-term 2032–2038).
- JCPRD ties public art funding to a fixed percentage of capital improvement spending (their "Percent for Art," moving from 0.5% to 0.75%). JCPRD sets aside 10% of program funding specifically for maintenance/conservation.
- The standing committee (PAC) has defined roles, term limits, and a standard commissioning process avoids ad hoc decision-making and gives the district credibility with artists and funders from day one.
- **Toronto Public Art Strategy**

Source: [Toronto Public Art Strategy](#)

Plan Overview: The Toronto Public Art Strategy (2020–2030) is a ten-year plan, approved by City Council in December 2019, setting out a vision to advance public art across Toronto and enhance the impact of the City's public art programs for residents and visitors. Administered by the City's Economic Development and Culture Division, the plan acknowledges the city's extensive history with Indigenous communities and territories and seeks to restore their visibility and create a stronger sense of belonging. The city is responsible for acknowledging the Indigenous history, present, and future of the land in all its public art projects. For the decision-making process, Indigenous communities and creators were prioritized as the decision-makers. The growth of public art in Toronto has been driven by the guidance of the city's official plan and its strategic objectives. To achieve the goals of these policies and plans, the City delivers three core public art programs—including the City of Toronto Public Art and Monuments Collection, the Percent for Public Art Program, and StreetARToronto (StART).

Key Takeaways for DECA:

- Include public art that addresses the local identity and interests of its community.

- Include community members, not just the organization or key stakeholders, but the people who are constantly interacting with the city by commuting and working.
- Include city members but make the community members and local artists stakeholders to be part of the decision-making and suggest ideas for future programs, events, and activities.

Other Notes:

- City of Toronto Public Art and Monuments Collection
 - Some of the artworks in the city's public spaces were donated to them by individuals, groups, or commemorative foundations.
 - The Economic Development and Culture Division's public art program builds upon existing relationships between the City, artists, arts organizations, and community members to create opportunities for citizens
 - These opportunities include participating in the arts during their daily lives; encouraging civic discussion about public art and making possible the expression of a variety of cultural voices; and enhancing the community's sense of ownership and value.
 - All by commissioning works that are site-specific and encourage awareness of collective heritages and neighborhood identities.
- The Percent for Public Art Program
 - The overall objective is to create public art that adds character and distinction to a site, neighborhood, or major destination.
 - This guiding principle has been used for decades across North America and Europe, and therefore, being successful, the city's official plan provided the authority and tools to encourage the inclusion of public art in significant private sector developments
- StreetARToronto (StART)
 - This project sought to reduce public art challenges and turn them into colorful and vibrant artwork.
 - They added street art installations to make Toronto's streets more inviting and safer, encourage active transportation like walking and cycling, and help maintain infrastructure in a state-of-good-repair, thereby reducing maintenance costs.
 - They included workshops to showcase local artists, mentor emerging talent, and seek to support Toronto artists in developing their careers locally, nationally, and internationally.
- Strategic action
 - Creativity: The Toronto Public Art Strategy will create new platforms for artists and community partners to create and experiment with public art. Seeking to support a broader range of public art projects, including media art, temporary and ephemeral art, and performance art, among others, and using a wide variety of commissioning practices, including community-engaged art practices and co-creation.

- Community: This action puts a renewed focus on the public's experience of public art, exploring new methods of engaging residents and visitors through innovative digital tools, creative, community-focused educational programming, and active consultation.
- Everywhere: Public art will provide opportunities for residents to engage with the city's diversity and creativity on an everyday basis, no matter where they live with a focus on increasing access to public art in underserved areas.

8. Downtown Van Public Art Strategy

Source: [DowntownVanPAS 2025 Public FINAL REV01.pdf](#)

Plan Overview: The Downtown Van Public Art Strategy plan is a complement to the Downtown Public Space Strategy from the City of Vancouver. Downtown Van is a BID in the city. This plan prioritizes four main strategies 1. Include Members & Local Communities in Public Art Process, 2. Create Opportunities for Artworks that Enhance Safety, 3. Include Artworks of Various Scales, Permanence, and Budgets, and 4. Instigate Action and Impact Through Art.

Key Takeaways for DECA:

- Examine how safety concerns in Midtown could be addressed through public arts programing, especially lighting installations.

Other Notes:

- To support members of the BID, the plan frames public art as a safety tool.
- Strategies to address safety:
 - Allocating resources to identify and rate the safety of all Downtown Van's public art sites, updating site info sheets to include a "safety level," and considering this in project prioritization.
 - Prioritizing lighting-based artworks specifically
 - Encouraging public art that incorporates inviting elements like seating, shade, bright colors, and botanical elements.
 - Creating art opportunities thoughtfully curated to acknowledge and include diverse views, enhancing a sense of belonging and safety.

Appendix C: Placemaking Program Case Studies

1. Newark, NJ – Harriet Tubman Square



Project Overview: Harriet Tubman Square is a park in downtown Newark, New Jersey, on land that was once part of the territory of the Munsee-speaking Lunaape (Lenape) people. In 2022, the park was renamed Harriet Tubman Square to celebrate Juneteenth and acknowledge the under-recognized histories of African Americans and Newark’s Underground Railroad history. The park is home to the monument and sculpture *Shadow of a Face* by Nina Cooke John and a collection of tiles created by local residents.

Implementation Phases

- Phase one of the improvement project, comprising Harriet Tubman Square – among one of the five parks in the city’s Arts & Education District – was the installation of the Harriet Tubman monument “Shadow of A Face,” which was unveiled in 2023.
- Phase two, the Harriet Tubman Square will be transformed into a “multifunctional park” with the addition of two playgrounds and an event plaza
- A new entertainment plaza will be installed along Washington Street at the intersection of Jane Street. It will be built with decorative pavement, a comforting station, new landscaping, a wall of bench seating, and tables with seats located throughout the plaza.
- New light posts and light fixtures are also proposed throughout the site.

Key Takeaways for DECA :

- Harriet Tubman Square was a collaboration between public and private entities. DECA could facilitate a similar public and private partnership to develop green and community spaces in the district.
- DECA can consider creating spaces that are a combination of art, green space, and public history that reflects Elizabeth's communities, past and present.

2. Newark Downtown District Parklet Program



Project Overview: The Newark Downtown District Parklet Program implemented its placemaking strategy to repurpose street space and create vibrant public mini-parks. These parklets convert parking spots into inviting, green areas where people can relax, socialize, and enjoy the urban environment. By fostering a pedestrian-friendly atmosphere, the Parklet Program not only enhances the aesthetic appeal of our streets but also promotes community engagement and local business patronage.

Features:

- Parklets are available at no cost to small businesses or companies.
- Corporate entities can sponsor parklets.

Key Takeaways for DECA:

- Explore temporary parklets using the NJTPA Demonstration Library, which includes materials communities can use to pilot a parklet.
- Facilitate the partnership between corporate sponsors and small businesses.

3. Newark Alliance Halsey Street Pedestrian Mall



Project Overview: Halsey Street is situated within the Arts and Education District of Newark. This placemaking strategy celebrates Newark’s past while embracing its evolution into a dynamic hub for entrepreneurs, artists, and residents. The goal is to foster a blend of cultural events, local commerce, and seasonal activities.

Placemaking initiatives include:

- Halsey Place Brand identity
- Halsey Fest Events
- Festivals United (funded by NJEDA ART grant award)
- Placemaking Investments (Halsey Street lighting and restoration of murals)
- Newark Food Network Project

Brand Identity: The Newark Alliance’s first step was in collaboration with minority entrepreneurs operating businesses on Halsey Street and key community members to define and develop an engaging place brand that will attract new entrepreneurs, large corporate organizations, and visitors to Downtown Newark and Halsey. It aims to put the spotlight on small businesses and local talent, fueling their growth while celebrating and valuing their stories.

Features:

- Street is transformed into a vibrant, pedestrian-friendly urban space, attracting downtown employees, residents, and visitors by blocking off vehicular traffic. Open, walkable environment that enhances access to local retail and eateries.
- The program Halsey Pedestrian Mall is also part of the Sidewalk Access for Everyone (SAFE) initiative, which is committed to creating more livable and accessible urban spaces.
- Based on the successful response from its community members, this program expanded to other parts, replicating the same commitment to a traffic-free environment and implementing mini-markets, live musical performances, information tables, and more.

Key takeaways for DECA:

For DECA to create a stronger sense of community and become an engaging program of throughout the city of Elizabeth, it can:

- Use the visual identity, logo, and messaging created by the POET team to help residents and visitors recognize DECA's involvement in the Midtown area and potential in surrounding areas.
- Highlight local artists, makers, and cultural traditions by applying these placemaking strategies.
- Collaborate with other organizations to tell the stories of the city and business, specifically the Midtown area.
- Position the district as both a cultural destination and a community gathering place.
- Prioritize local and minority-owned businesses in district programming.
- Create annual arts festivals.
- Organize monthly art walks.
- Host seasonal markets and cultural celebrations.
- Partner with community organizations to co-produce events.

4. [Common Ground - St. Petersburg Arts Alliance](#)



Project Overview: Founded in 2012, the Arts Alliance evolved from a shared desire among city and community leaders to make a serious investment in their local arts organizations, artists, and creative businesses. The alliance has developed four main art projects: an Artwalk, SHINE Mural Festival, Arts Guide, and Performing Arts Events

Art Programs:

- **Artwalk:** Multiple art districts of the area come together as one arts destination with many venues hosting the opening night of their latest exhibit, while also facilitating artist local shops.
- **SHINE Mural Festival:** illuminates the power of art in public spaces by revitalizing areas reflecting St. Petersburg's creative and vibrant spirit. It has created nearly 200 murals throughout its downtown and surrounding arts districts since 2015.
- **Arts Guide:** They produced the Studio, Gallery, Museum & Performing Arts Guide to help residents and visitors to find local art and creative businesses throughout St. Petersburg's seven arts districts.
- **Performing Arts Events:** Including the local theatre, concerts for up-and-coming bands, poetry readings, and dance performances by local companies.

Key Takeaways for DECA:

- Consider developing a district-wide alliance of galleries, studios, cultural organizations, and creative businesses in the future.
- Organize monthly or quarterly art walks and coordinate gallery openings on the same evening.
- Create self-guided public art tours highlighting the public art, streetscape ideas, and businesses.

5. Middlesex Greenway Art Cycle



Project Overview: In 2022, the Metuchen Arts Council commissioned artists to create a walkable outdoor gallery along the Middlesex Greenway, displaying art made from recycled road signs. Thirteen artists were tasked with repurposing the signs into unique art pieces around the theme “nature as a healer.” The outdoor art gallery invites Greenway visitors to reflect on its themes as they embark on their own journey to reconnect with nature.

Process: Grant funding for the project was provided by the Middlesex County Board of County Commissioners through a grant award from the Middlesex County Cultural and Arts Trust Fund. The project was led by the Metuchen Arts Council.

Key takeaways for DECA:

- Use an outdoor art gallery to connect the Arts District to the Elizabeth River Trail. Visitors can take a self-guided tour admiring the various art projects depicting themes of nature as the breadcrumb of art installations eventually leads to the entrance to the River Trail.

- The process can be made collaborative by inviting the community to vote on the theme or contribute their own thoughts and reflections on nature. Artists can take these reflections and incorporate them into their final works.

6. [Burlington County Troll Trek](#)



Project Overview: In 2023, Danish artist Thomas Dambo chose an abandoned lot in Hainesport, NJ, as the home for his two-story-tall troll sculpture affectionately named “Big Rusty.” The sculpture is made out of a mix of recycled wood, metal, and electronic materials. Its popularity amongst locals and tourists inspired the Burlington County Commissioners and the Burlington County Parks System to commission artists to create 18 more trolls to scatter throughout the county.

Each troll is made from recycled materials and displayed in various parks, on trails, and at local businesses. An interactive map with GPS coordinates for each troll is available on the county website. All are encouraged to go on “troll hunts” to look for all 19 trolls. The troll scavenger hunt has attracted many intrepid troll hunters to the area to explore all of what Burlington County has to offer.

Process: The Burlington County Parks System sent out a call for artists. Out of dozens of submissions, 16 artists were each awarded a \$500 stipend to cover the cost of materials and installation. Funding for the stipends was supplied by the Burlington County Commissioners and the New Jersey State Council for the Arts. Support was also given by the following co-sponsors for the project: Mill Race Village, Main Street Mount Holly, Rancocas Valley High School Environmental Club, Rancocas Nature Center, Township of Lumberton, Delanco Environmental Advisory Board, Delanco Recreation Commission, Arts Guild New Jersey, Rising Sun Counseling Service, Bordentown City Environmental Commission, and Springfield Township.

Key takeaways for DECA:

- Create self-guided scavenger hunt to encourage visitors to explore the area. Public art installations can adhere to the same general theme or concept. GPS coordinates and an interactive map for visitors to check off their findings could introduce an immersive element to the scavenger hunt.
- One example of a potential scavenger hunt could involve pieces depicting Elizabeth's history. Participants could be encouraged to look for each art installation and learn more about the history as they play along. Survey results show that Elizabeth residents are interested in seeing art that reflects the history and multicultural character of the area. They are interested in learning and engaging more with this shared history through art.

7. New York City, NY – Groundswell Community Murals (1996 – present)



Project Overview: Groundswell is a NYC-based organization that brings together youth, artists, and community organizations together to collaborate on compelling murals that reflect the history, identity, and values of each community. The group formed in 1996 and has since created over 500 murals

throughout the five boroughs, with timelines ranging from around 2 months to 1 year, depending on scope and scale.

Process: The organization facilitates collaboration between a team of youth artists, community organizations, and resident artists on a shared vision of social change. The team of youth artists then conducts intensive research on the mural's topic. The team uses a variety of strategies to gather ideas, including design jams, speaker presentations, and community engagement sessions, to incorporate feedback from neighborhood residents. Teams ensure that the final design speaks for the community where the mural will be located.

Once a final design is created, the resident artist guides the youth through the fabrication process and teaches them hands-on mural-making skills. The final mural pieces imbue a neighborhood with a sense of identity, ground a place in its history, and touch upon themes of community resilience, youth empowerment, and coming together on a shared vision for the future.

Examples:

- [One Crown Heights](#) – Recognizes and celebrates the diversity, history, and future of Crown Heights. It highlights key historical events in the area and commonalities across differences.
- [Be the Change](#) – Encourages elders to mentor youth and become agents of positive change in their communities. Takes inspiration from 2 existing murals in the neighborhood.
- [Bridges](#) – From extensive community engagement conversations, the team identified four common threads of technology, respect, recreational activities, and comfort zones. The planning process and the mural emphasize connectivity between generations.
- [A Welcoming Celebration](#) – Artists aimed to raise awareness by painting a mural showcasing community and linguistic diversity. This project included a partnership with the New York Housing Authority and public housing, and the participation of 200 young adults in the development of 3 mural projects.

Key takeaways for DECA:

- Surveys show that many Elizabeth residents want to see murals that depict their community's shared culture and history.
- Including the community in the collaboration process can strengthen and empower residents of all generations to work together on a shared vision of where they call home.
- Murals can be implemented in a variety of settings – on blank buildings, playground walls, under overpasses, and along walkways. The following areas have the potential for hosting collaborative murals:
 - 233 Broad Street wall
 - Grand St/Union St intersection
 - 55 Rahway Ave underpass

Additional Notes: The Groundswell partnered with a Medical Center and its Office of Community Health and Wellness Healing Arts Program to create five murals celebrating the theme “Visions of a Healthy

Community.” Groups of young people were recruited from local after-school programs to participate in the five-week project. Along with Groundswell professional artists, these youth were charged with researching, conceptualizing, designing, and painting the murals on stretched canvas. Each completed mural was then installed in the waiting area of one of the five local health centers, enhancing these spaces for thousands of patients and community members.

- DECA can use the same strategy and have its young population participate in an art project like the one in Groundswell.
- These art pieces can be rotated within organizations and institutions in the Midtown area for later expansion to surrounding areas.

8. *Brick Projects*



Project Overview: A Brick Project creates social painting activities that gather communities together to personalize their neighborhood. Workshop days welcome the community to paint a brick with their personal touch. Multiple workshop days were necessary depending on the scope, level of involvement, and the size of the area of interest. Together, all the bricks display the unique identities and personalities of

everyone in the community. It is a low-cost, low-commitment activity that includes all members of a place in the beautification process.

Process: Any surface lined with bricks is eligible for a Brick Project. Once an area of interest is identified, outreach is conducted to the local community to invite them to participate in a brick-painting workshop day. Anyone is welcome to paint a brick. Each brick can follow a central theme or just reflect the painter's interests or personality.

Examples:

- [Newtown, Bristol Brick Project](#) – Two workshop days were planned to paint the side of a blank brick wall.
- [Macclesfield Brick Project](#) – Over 7,000 bricks in an underpass were painted in the course of 42 painting sessions over 2 years.
- [Portland, Maine Brick Project](#) – Two artists take a more involved role in the brick project process. The project collaborated with local artists to handmade each brick. Each brick is dated and starts with the words “On this spot...” for local residents to fill in the blanks with their own personal stories. Bricks and stories were collected throughout a span of 2 years. A website also showcases recordings of local residents telling their brick stories.

Key takeaways for DECA:

- The underpass on 55 Rahway Ave has large stone bricks that could act as the perfect canvas for a local brick project. Each brick can be painted by local residents to reflect the unique personalities of those living in the area.
- The tunnel at 233 Broad St could also serve as a canvas for residents to express themselves. Brick projects do not have to be limited to walls. The bricks lining the tunnel's pathway could also be painted on.
- Pairing a brick project with lighting installations in the tunnel could encourage residents to stop and appreciate each brick as a work of art. Residents who pass through the tunnel regularly can also appreciate the reminder that they played a hand in creating a unique public art display for their neighborhood.

9. Washington, D.C. — Fourth Street Underpass (2024)



Project Overview: An underpass in the Southwest D.C. neighborhood has been transformed into a public community art gallery. Artists reimagine the underpass with murals that depict themes of community resilience and important figures who grew up in the neighborhood.

The project is significant for successfully transforming an unwelcoming underpass that has historically cut off the Southwest neighborhood from the rest of D.C. The artists and collection of murals were selected by the community with the community's values and identity in mind. The next phase of the project involves adding lighting to illuminate the space at night to improve safety and allow visitors to appreciate the art even on their evening walks.

Key takeaways for DECA:

- DECA murals can depict the culture, history, and values of the Elizabeth community.
- Each mural can be connected to a greater self-guided tour of all public art pieces with descriptions of their significance.
- The following areas are a few examples of spaces that could be improved with an artist's mural:
 - 233 Broad Street wall
 - Grand St/Union St intersection
 - 55 Rahway Ave underpass

10. North Beach, Miami – Rue Vendome Plaza (2020)



Project Overview: Local residents came together on “Paint the Pavement!” Day to transform a small block into a plaza. The area hosts many community events and welcomes residents to sit and relax when not in use. The community plaza paintings were temporary as the city works to make the area into a permanent plaza. Nevertheless, it is an opportunity to involve the community in the shared vision and to welcome current and future uses as a space to form connections.

Key Takeaways for DECA:

- A community plaza can potentially be used for the following:
 - Food festivals
 - Art fairs
 - Yoga classes
 - Small, outdoor concerts
 - Community mural projects
 - Outdoor movie nights
- The following lots have potential to be converted into a community plaza:
 - 14 Julian Pl
 - 199 Price St/W Jersey St
 - 23-31 Jersey St

11. [Leesburg, Virginia – Kindness Rocks Project \(2022\)](#)



Project Overview: The Kindness Rocks Project is a collaborative effort to imbue positivity and connection to the Leesburg neighborhood. There are many elements of the space that spark creativity, radiate positivity, and provide a welcoming space for frequent visitations. Visitors are welcome to pick up a painted rock with positive messages scrawled on them or to leave their own for someone else to find. A tree is adorned with wishes. There are many elements of this garden that creates a refuge for all and welcomes people to contribute to its message of positivity.

Process: The garden is owned by Margie Hunter who started the project to counteract the hateful messages she was seeing around her neighborhood. While many of the key elements are led by Hunter, community members have contributed their artistic talents and efforts to maintain the space's magic.

Elements:

- **Painted Rock Garden** – Visitors are welcome to take or contribute a painted rock to the pile with words of positivity. [Kindness Rocks Projects](#) are gaining traction everywhere. Workshops can be incorporated into community events where residents can stop by a table to paint their own

kindness rocks and contribute to the garden. This activity is incredibly popular amongst kids and families.

- Yarn-bomb Wishing Tree – [Yarn-bombing](#) is a form of tactical urbanism that provides a low-cost, temporary solution to beautifying a space. It presents an opportunity for local textile clubs to contribute their craft in the beautification of a public space. In the case of the Kindness Rocks Project, crocheted yarn wraps around the trunk and branches of a large wishing tree. Visitors can also write their wish on a small sign and hang it on the tree. Paper and string are made available.
- Little Free Library – A small mailbox sized pantry provides a space to share books and encourage reading for all ages. Visitors can either leave or take books for free. [Little Free Libraries](#) are not only limited by books. Some installations double as a food pantry or a “little free art gallery” for others to contribute their micro-art pieces.
- Santa’s Mailbox (Seasonal) – During the Christmas season, a magic mailbox collects letters from children to Santa. Response letters from Santa are then mailed back to the children. This seasonal display also welcomes residents to participate as “Santa’s elves” in responding to some of these letters.

Key takeaways for DECA:

- The following lots could be used to implement elements found in the Kindness Rocks Project:
 - 14 Julian Pl
 - 199 Price St/W Jersey St
 - 23-31 Jersey St

Appendix D: Community Questionnaire



**1. Which of the following describes you?
(Select all that apply)**

- ☐ Resident of Elizabeth
- ☐ Business owner of Elizabeth
- ☐ Visitor of Elizabeth

**2. What usually brings you to Midtown Elizabeth?
(Select as many as you'd like!)**

- ☐ Shopping
 - ☐ Restaurants and Bars
 - ☐ Work
 - ☐ Social Activities
 - ☐ Religious Services
 - ☐ Visiting friends or family
 - ☐ Personal errands (banking, medical, etc.)
 - ☐ Public transit access (I wait for the bus or train)
 - ☐ I live in the area
 - ☐ I do not visit Midtown Elizabeth
 - ☐ Other
-

**3. How do you get to Midtown Elizabeth?
(Select as many as you like!)**

- ☐ Walking
- ☐ Using a mobility aid (like a scooter)
- ☐ Bicycle
- ☐ E-scooter
- ☐ Bus
- ☐ Train
- ☐ Personal vehicle
- ☐ Ride-share (Uber, Lyft, taxi, etc.)

**4. Are there any factors or concerns that
limit your interest in and enjoyment of
Midtown Elizabeth?**

- ☐ Limited or poor lighting
 - ☐ Poor sidewalk conditions
 - ☐ Lack of activities
 - ☐ Limited seating
 - ☐ Limited gathering space
 - ☐ Parks need more maintenance
 - ☐ Other
-

**5. Which of the following features would
you like to see in Midtown Elizabeth?
(Select up to 3)**

- ☐ Public art (murals, sculptures, artistic crosswalks, interactive pieces)
 - ☐ Green spaces and community gardens
 - ☐ Seating and gathering places
 - ☐ Outdoor markets or food vendors
 - ☐ Festivals and community events
 - ☐ Wayfinding or signs that help you get around
 - ☐ Other
-



6. Would you attend any of the following community events or programs in Midtown Elizabeth?

- ☐ Concerts and performances
- ☐ Sports, dance, or fitness activities
- ☐ Faith-based events
- ☐ Food trucks
- ☐ Outdoor movies
- ☐ Art events or showcases
- ☐ Other

7. Do you have other ideas about community events or programs?

8. What types of art-based community features would you like to see in Midtown Elizabeth?

- ☐ Murals
- ☐ Art installations (immersive, interactive, or multimedia)
- ☐ Art sculptures
- ☐ Functional art (street features like benches or streetlights with designs)

9. Thinking about public art, what themes do you think could best represent Elizabeth? Or, what would you like to see in public art?

10. Are there any specific locations in Midtown Elizabeth that should have new public art? You can write an address, street name, business name, or other location.

11. Do you have suggestions or ideas for future public art projects or events in your community?

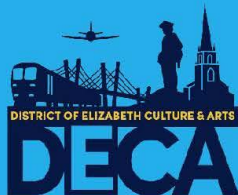
Would you like to learn more about this project and become involved (such as helping with mural painting, installing sculptures, etc.)?

Name: _____

Email Address: _____

Business name (if applicable): _____

If you are a business owner, do you have public art in or on your business or building? ☐ Yes ☐ No



ENCUESTA COMUNITARIA

1. ¿Cuál de estas opciones describe su relación con la ciudad? (Elija todas las opciones que apliquen a usted)

- ☐ Resido en Elizabeth
- ☐ Soy comerciante en Elizabeth
- ☐ Vengo de visita a Elizabeth

2. ¿Cuál es la razón de su visita a Midtown Elizabeth? (¡Elija todas las opciones que quiera!)

- ☐ Hago compras
 - ☐ Voy a restaurantes y bares
 - ☐ Voy al trabajo
 - ☐ Participo en actividades sociales
 - ☐ Participo en actividades religiosas
 - ☐ Visito a mis amigos y familiares
 - ☐ Voy por asuntos personales (como ir al banco, citas médicas, etc.)
 - ☐ Acceso al transporte público (Tomo el autobús o tren)
 - ☐ Vivo en la ciudad
 - ☐ No frecuento Midtown Elizabeth
 - ☐ Otros motivos
-

3. ¿Qué medio de transporte utiliza para llegar a Midtown Elizabeth? (¡Elija todas las opciones que quiera!)

- ☐ Camino
- ☐ Utilizo un medio que me ayuda con la movilidad (como un monopatín)
- ☐ Bicicleta
- ☐ Monopatineta eléctrica
- ☐ Autobús
- ☐ Tren
- ☐ Vehículo personal
- ☐ Servicio de viaje compartido (Uber, Lyft, taxi, etc.)

4. ¿Existen algunas condiciones que contrarresten su interés o impidan disfrutar de su estancia en Midtown Elizabeth?

- ☐ Poco alumbrado público o limitado
 - ☐ Las malas condiciones de las aceras
 - ☐ Pocas actividades o eventos comunitarios
 - ☐ Pocos espacios con asientos
 - ☐ Pocos espacios para reuniones sociales
 - ☐ Los parques necesitan más mantenimiento
 - ☐ Otro
-

5. ¿Cuáles de estas características le gustaría ver en Midtown Elizabeth? (Elija hasta tres opciones)

- ☐ Arte público (murales, esculturas, pasos peatonales decorados, piezas interactivas)
 - ☐ Espacios verdes y jardines comunitarios
 - ☐ Espacios con asientos y lugares para reunirse
 - ☐ Mercados al aire libre o vendedores de comida
 - ☐ Festivales y eventos comunitarios
 - ☐ Señalización o indicaciones que lo ayudan a orientarse
 - ☐ Otro
-



NJTPA
NORTH JERSEY
TRANSPORTATION
PLANNING AUTHORITY



edc
ELIZABETH DEVELOPMENT COMPANY
Transforming Neighborhoods
Changing Lives

6. ¿Iría a alguno de estos eventos o programas comunitarios en Midtown Elizabeth?

- ☐ Conciertos and espectáculos
- ☐ Eventos deportivos, bailables o actividades físicas
- ☐ Eventos religiosos
- ☐ Carros de comida
- ☐ Películas al aire libre
- ☐ Eventos artísticos u otras muestras de arte
- ☐ Otro _____

7. ¿Tiene otras ideas sobre eventos o programas comunitarios?

8. ¿Qué tipo de iniciativas comunitarias basadas en el arte le gustaría ver en Midtown Elizabeth?

- ☐ Murales
- ☐ Instalaciones artísticas (inmersivas, interactivas, o multimedia)
- ☐ Esculturas artísticas
- ☐ Arte funcional (elementos urbanos como bancos o alumbrado público con diseño)

9. Piense en el arte público: ¿qué temas cree que mejor representan a Elizabeth? ¿O qué tipo de arte le gustaría ver?

10. ¿Hay algún lugar específico en Midtown Elizabeth que debería tener nuevas obras de arte público? Puede escribir la dirección, el nombre de una calle, el de un negocio u otra ubicación.

11. ¿Tiene alguna sugerencia o idea para futuros proyectos de arte o eventos en su comunidad?

¿Le gustaría saber más sobre este proyecto y participar en él (por ejemplo, pintar un mural, instalar esculturas, etc.)?

Nombre: _____

Correo electrónico: _____

Nombre del negocio (si es su caso): _____

Si es un comerciante, ¿tiene arte integrado dentro o fuera de su negocio? ☐ Sí ☐ No

Questionnaire Summary

The project team developed and launched a questionnaire on February 21, 2026, in English and Spanish. The questionnaire was available online and administered on paper at inperson outreach events. The questionnaire focused on identifying opportunities to use public art, streetscaping, programming, and activation, like community events and programs, in the city of Elizabeth. It closed on May 26, 2026, receiving a total of 108 responses in English and Spanish, with the Spanish responses translated into English. After the questionnaire was closed, the responses were analyzed and categorized into themes.

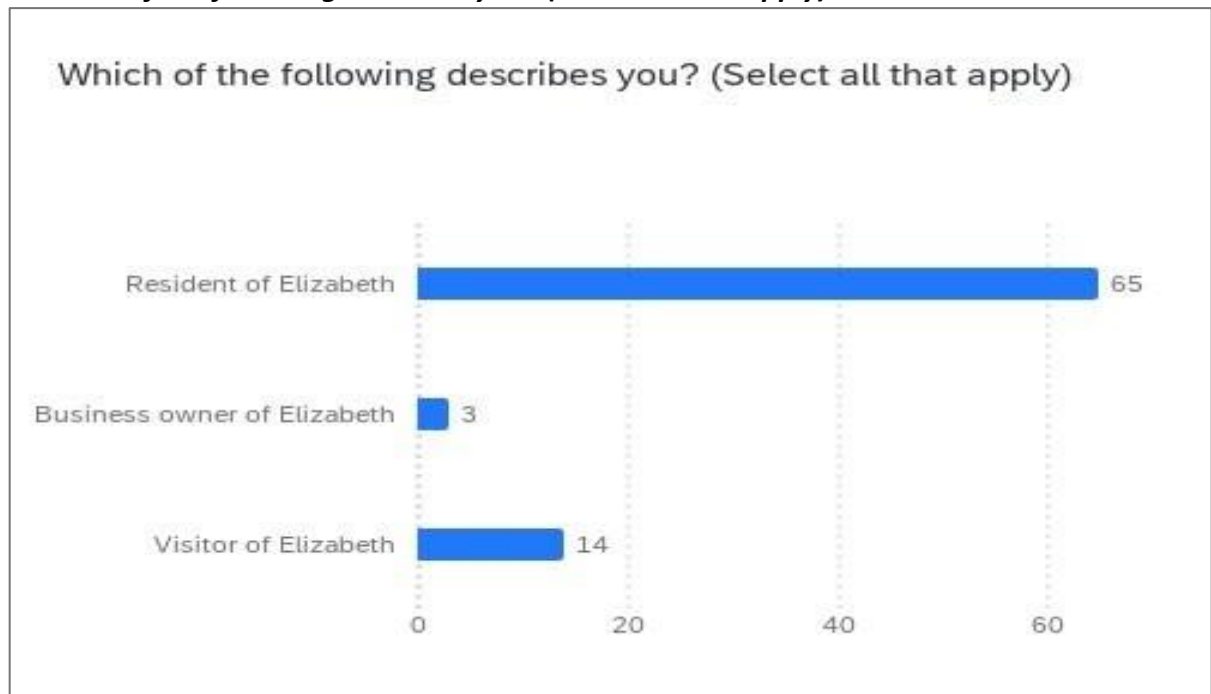
Key Takeaways from Responses

- There is a strong interest in increasing activities in Midtown, especially for specific groups such as children and older adults.
- Desired themes for public art include Culture and Diversity, History, Local Pride, and Nature.
- Many respondents discussed needed infrastructure improvements; in addition, the most desired form of public art is functional art, where art serves as infrastructure.
- Respondents would like to see more public art but are interested in community participation in the implementation process.
- There are concerns about safety and security.
- Most respondents are residents of Elizabeth; more outreach to business owners is needed.

Question Responses and Analysis

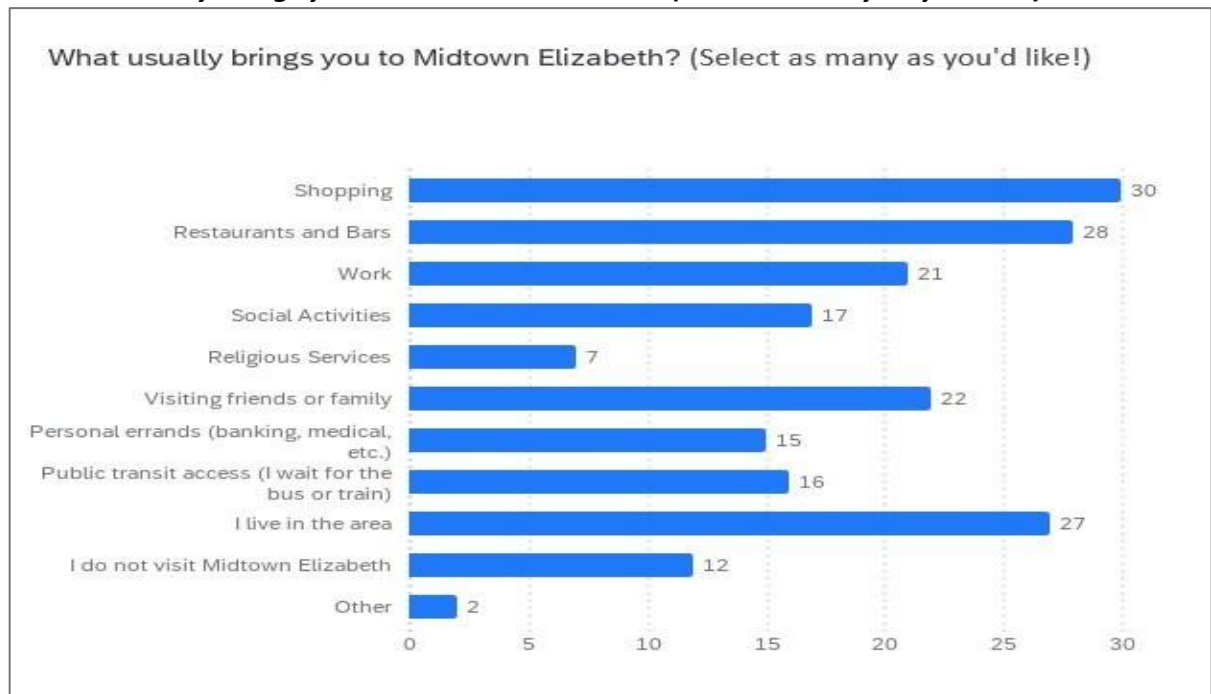
The following section shows the questions and responses received. Responses submitted in Spanish have been translated into English. The graphs show the number of responses and the tables show the percentage of responses.

Q1. Which of the following describes you? (Select all that apply)



Residents of Elizabeth	84%
Business owners of Elizabeth	4%
Visitors of Elizabeth	18%

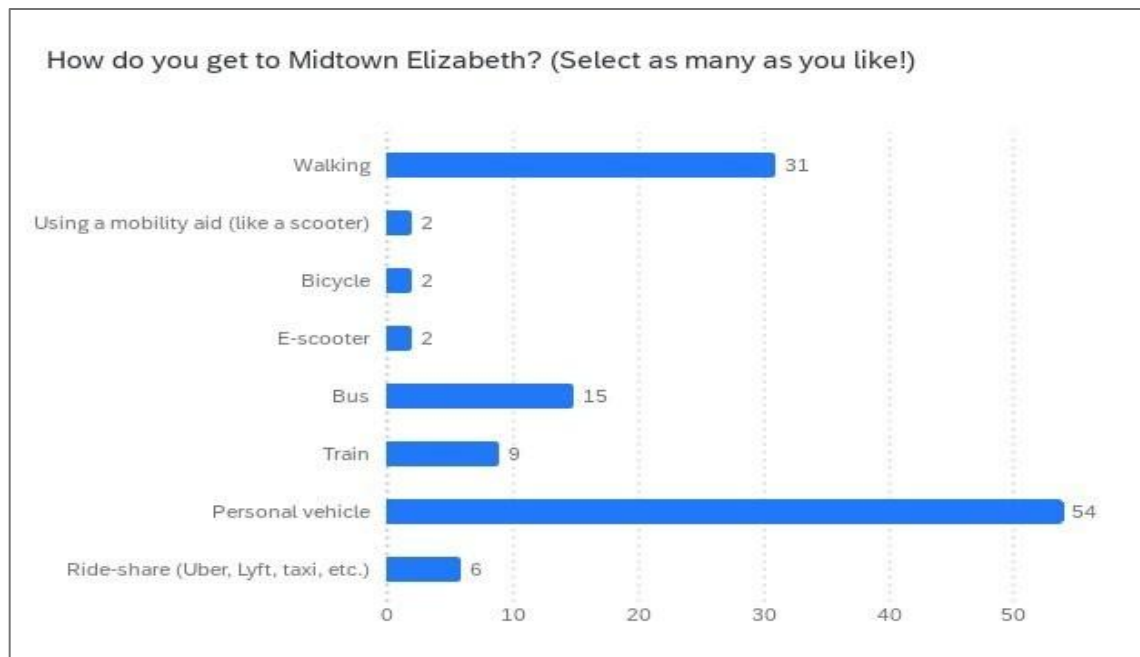
Q2. What usually brings you to Midtown Elizabeth? (Select as many as you like!)



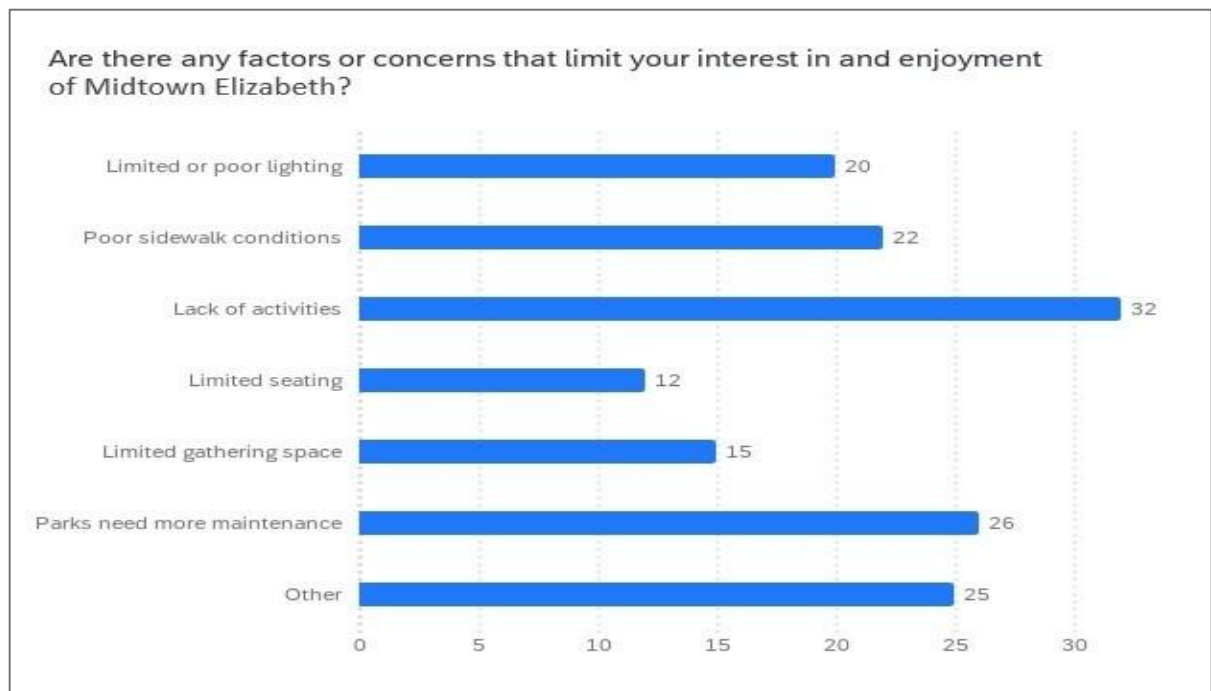
Those who wrote in responses for “Other” mention the following:

- Library
- City Hall
- DMV
- Public meetings

Q3. How do you get to Midtown Elizabeth? (Select as many as you like!)



Q4. Are there any factors or concerns that limit your interest in and enjoyment of Midtown Elizabeth?



Those who wrote in responses for “Other” addressed the following topics:

- Infrastructure (ex. include street design, lighting, lack of parking)

- Amenities (ex. lack of shade, parks and green spaces, cultural events)
- Safety and security (ex. perceive area as unsafe, crime)

Analysis of Responses:

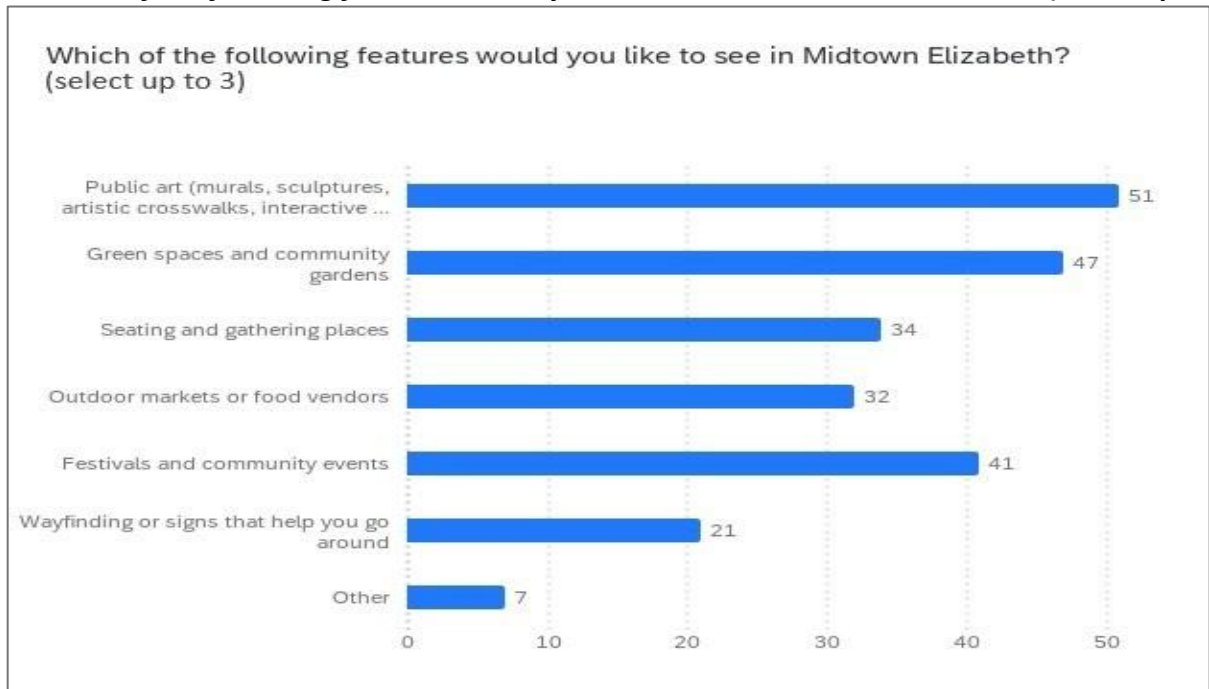
Lack of Activities

Many respondents indicate that lack of activities was a limiting factor for Midtown Elizabeth. Respondents also express interest in improving amenities in the area. Respondents who provide more feedback using the “Other” options express a strong interest in activating and advertising more public spaces and public events such as art pop-ups, food trucks, and concerts. Others suggest adding more public restrooms. Although some respondents report having restaurant and store options, others disagree and express a need for more variety and to fill all the empty spaces.

Infrastructure Improvements

Another popular theme among respondents was the need to improve Midtown Elizabeth's infrastructure. Some respondents emphasize improving sidewalks and street lighting, specifically at the train station, which is also linked to perceptions of safety. People indicate that the lack of police presence and crimes happening contribute to feeling unsafe in the area. Others suggest adding more green spaces and parks and improving the environment by planting more trees in these areas, which could encourage more community gatherings and events.

Q5. Which of the following features would you like to see in Midtown Elizabeth? (Select up to 3)



Those who wrote in responses for “Other” addressed the following topics:

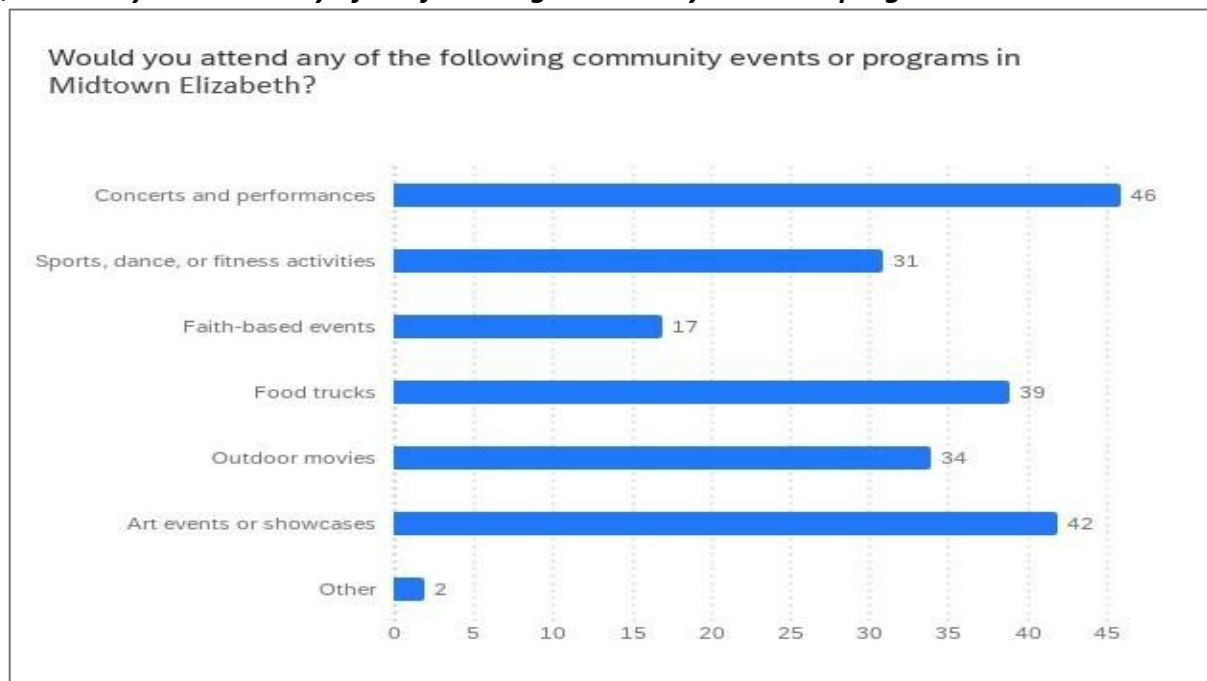
- Public engagement
- Transportation

- Safety

Analysis of Responses:

The most popular feature selected was public art, followed by green spaces, and festivals and community events. Those that provided more feedback for the response of “Other” express interest in events for kids and having more variety of businesses in the area. Respondents also emphasize the importance of safety in the area, while others express interest in transportation, such as adding bike lanes and bringing back trolleys.

Q6. Would you attend any of the following community events or programs in Midtown Elizabeth?



Those who wrote in responses for “Other” addressed the following topics:

- Outdoor markets

Q7. Do you have other ideas about community events or programs? (Open-ended)

Analysis of Responses:

Community Resources

Respondents want more resources available to the community, such as more little free libraries, summer camps for kids, expanding the Union County Resource Center, resources for homelessness and housing. Others also express concerns about addressing litter and cleanliness of the streets.

Arts-Based Events

Respondents are interested in art-based events and programs for people of all ages. Many respondents want to see more community-based art events, including opportunities for students in the city of Elizabeth to paint murals, arts demonstration events, and art programs for children. Other ideas include events about music and movies such as outdoor concerts showcasing local talent, drive-in outdoor movies, dance performances and classes, and holding martial arts demonstrations.

Culture and History

Some respondents want to highlight the city's history and culture through programs such as historic tours, festivals and parades, open streets, and bike tours. Others suggest opportunities that could

support local businesses such as flea markets, beer festivals, food festivals, makers markets, and other walkable fairs.

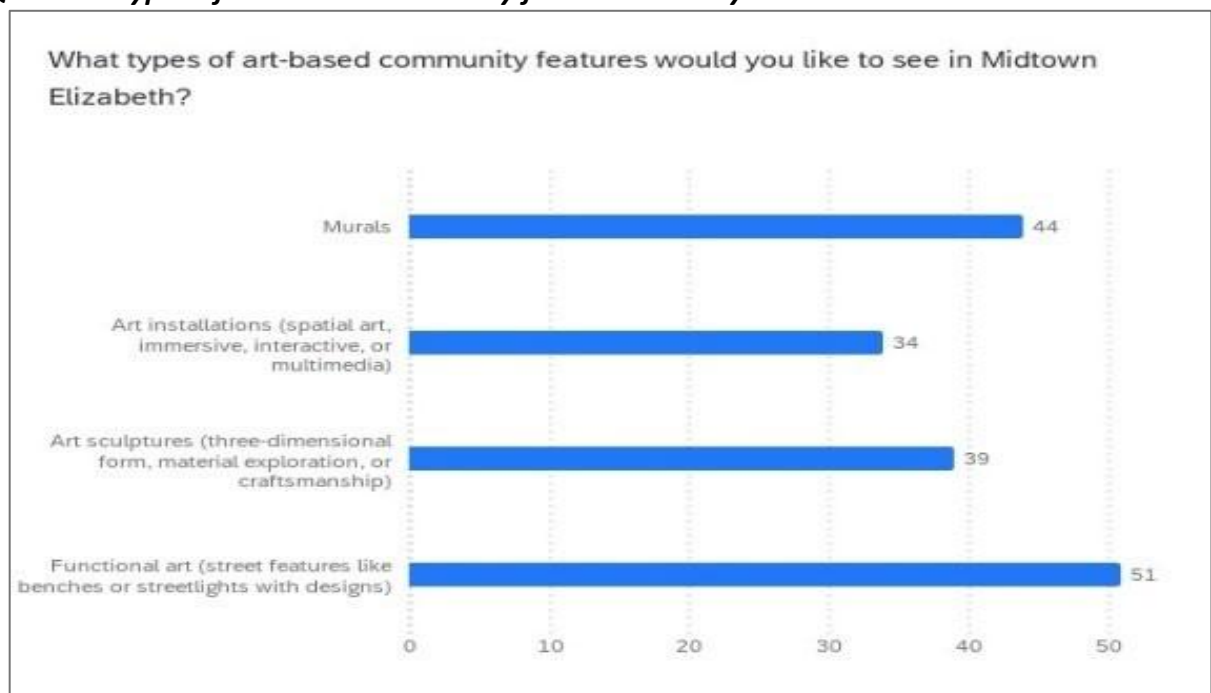
Programs for Diverse Populations

Respondents suggest a need for a variety of events and programs for different populations, such as age groups and abilities/disabilities. Participants have a strong interest in children's events, and they also want older adults. Respondents also mention having events for people with disabilities. Another suggestion was to have pet-friendly events or programs.

Mobility

Some participants had specific comments about mobility in Midtown Elizabeth. These comments mainly suggest bringing back specific modes of transportation, such as the trolley or the rickshaw (a three-wheeled vehicle with a seat for passengers behind the driver). Others mention having biking tours, while others want to allow visitors to rent bicycles to view the area.

Q8. What types of art-based community features would you like to see in Midtown Elizabeth?



Analysis of Responses:

Most the response with the most support was functional art, which relates to the need for infrastructure improvements in Midtown.

Q9. Thinking about public art, what themes do you think could best represent Elizabeth? Or, what would you like to see in public art? (Open-ended)

Analysis of Responses:

Culture and Diversity

Most responses are related to Elizabeth's diversity in culture and population. Respondents want to see themes that embrace Latin heritage and the city's international diversity. They also want to include other ethnic groups with distinct cultures and traditions. Some suggest showing diversity with a mural of world flags. Other cultures mentioned include Elizabeth's car culture and Christianity.

History

Elizabeth's history is another theme identified by respondents. Some specific comments include the Singer sewing machines, referring to the first place where mass production began, the country's founding fathers and revolutionary history, and themes related to blue-collar workers, industry, and, in general, historic people of the area.

Local Pride

Respondents want to see local identity and people from their own community represented in public art. They mention Elizabeth is a diverse and accepting community, with people that support one another.

Nature

Respondents mention nature, such as floral designs, as a theme.

Q10. Are there any specific locations in Midtown Elizabeth that should have new public art? You can write an address, street name, business name, or other location.

(Open-ended)

Street	Number of respondents
Broad Street	8
Elizabeth Avenue	4
Elmora Avenue	2
North Broad Street	1
Westfield Avenue	1
Jefferson Avenue	1
Grand street	1
East Jersey Avenue	1
West Jersey Avenue	1

Other respondents want art in public spaces near schools, libraries, and civic buildings, and in the train station, as well as in nearby parks. Some had specific suggestions highlighting the Winfield Scott Park and the Elizabeth River water trail.

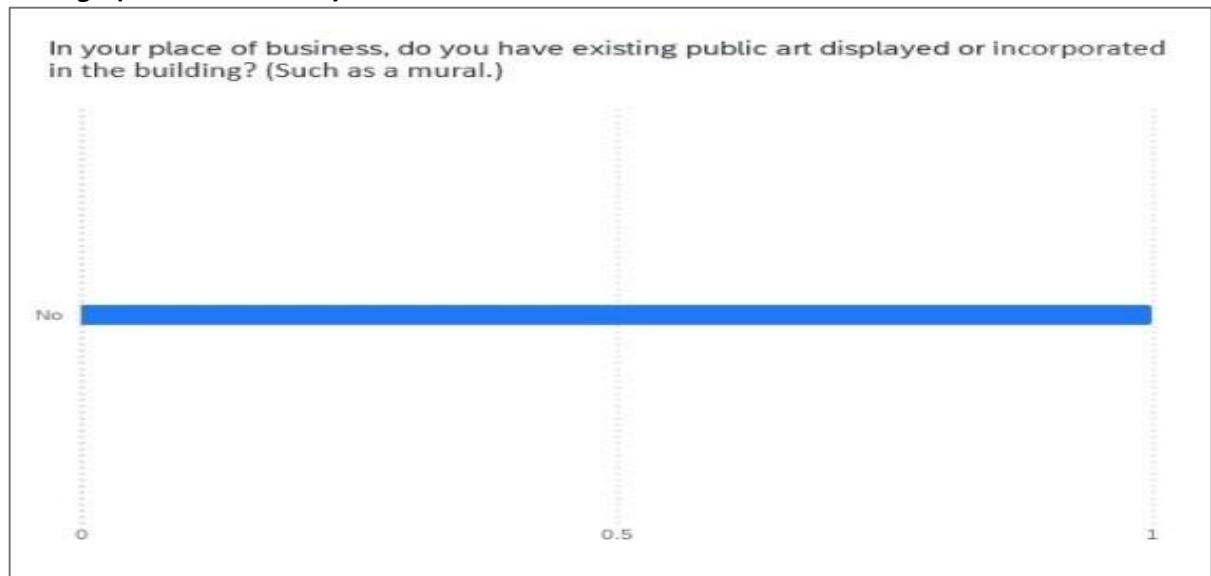
Q11. Do you have suggestions or ideas for future public art projects or events in your community?
(Open-ended)

Analysis of Responses:

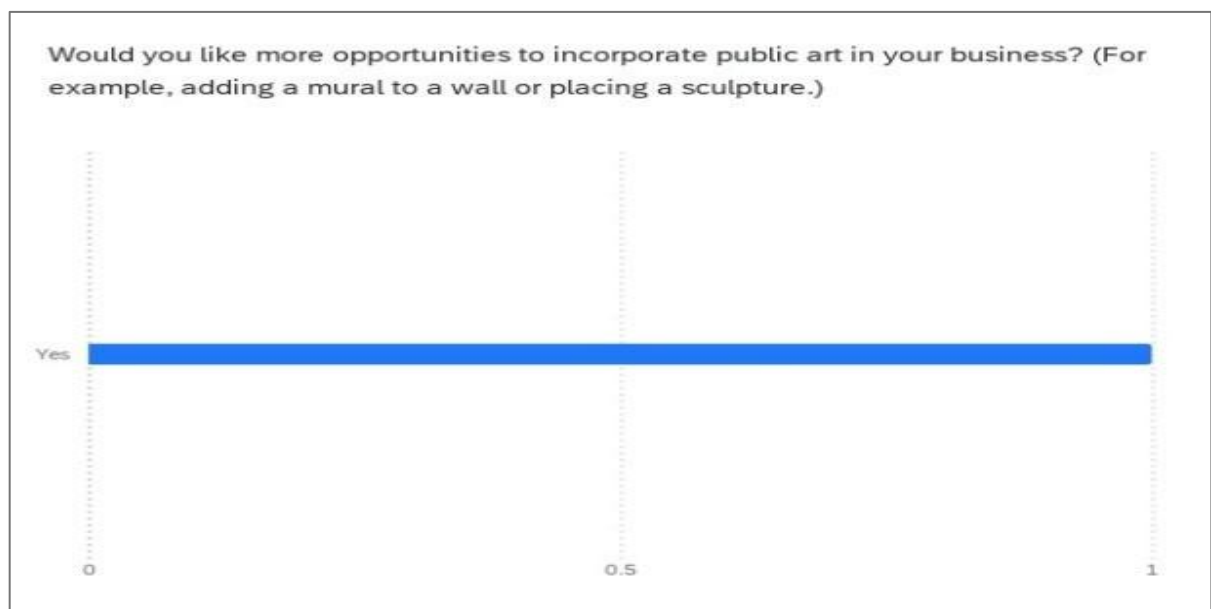
Most responses fell into the following categories: social events and activities, arts events and activities, and general suggestions for the Midtown area. Examples include historic tours, food tours, activities for all ages, and activities that provide opportunities for community member participation and engagement. Arts events include art from different cultures and art pieces created from recycled materials. Some respondents want to address having clean streets and ways to keep them clean.

The final two questions, Q12 and Q13, were shown to business owners. Only one business owner responded, but indicated they are interested in incorporating art into their business.

Q12. In your place of business, do you have existing public art displayed or incorporated in the building? (Such as a mural).



Q13. Would you like more opportunities to incorporate public art in your business (For example, adding a mural to a wall or placing a sculpture)?



Appendix E: Public Outreach and Engagement Summary

Public engagement is a key component to the NJTPA's work. To complement the project team's background research and site visits, POET created a public outreach plan to incorporate community feedback into the team's recommendations. These activities were designed to gather community input on opportunities for public art, streetscaping, programming, and activation, and to identify a potential flagship project through a community-driven process. The team also sought feedback on themes such as safety, mobility, and infrastructure across the Midtown area. The City of Elizabeth has a very diverse population with many Spanish speakers, so outreach was conducted in both English and Spanish, granting language accessibility and participation for as many community members as possible. The outreach for this project began in late January 2026 and continued until late May 2026.

Questionnaire Outreach and Promotion

The project team developed a questionnaire that was available online and administered in-person at outreach events. The team developed promotional materials to promote the questionnaire, including email templates, social media graphics and captions, flyers, and WhatsApp messages. Promotional materials were collaboratively posted by VTC, NJTPA, Midtown Elizabeth, the City of Elizabeth, and EDC. Additionally, the team compiled lists of potential stakeholders and community groups to assist in the promotion of the community questionnaire. The team reached out to these groups, emailing businesses, schools, libraries, community and recreation centers, and churches, and making calls to stakeholders.



Figure 39: Flyers created to promote the community survey.

In-Person Outreach Events

Midtown Elizabeth's Easter Eggstravaganza

The project team conducted an in-person pop-up outreach activity on Saturday, April 4, at Midtown's Easter Eggstravaganza in Elizabeth. The event was hosted by Midtown Elizabeth SID, a VPP project partner. The team conducted outreach in English and Spanish and carried out two activities. The goal of these activities was to capture feedback on the development of the arts district and gather ideas for public art themes:

- **Kids' Mural Activity** – Kids were given the prompt, "What do you love about Elizabeth?" and provided 6"x6" cardstock and crayons to draw their responses. The squares were then glued to a canvas to create a mural of images.
- **Community Questionnaire** – Adults were given an opportunity to fill out the Community Questionnaire, printed on paper in both English and Spanish, to provide their feedback.



Figure 40: Image of mural created at the Midtown Easter Eggstravaganza.

The project team received 38 drawings to include in the mural. They analyzed the drawings to identify themes that could inform public art in Elizabeth. Fourteen (14) drawings included people, and some specifying amigos and parents. Nine (9) drawings featured outdoor spaces, objects, or activities, including a park, plants, trees, flowers, butterflies, a sunset, and planting or gardening. Many children (8) also drew the Easter Bunny or Easter Eggs, showing their fondness for community and family events such as the Eggstravaganza. Five (5) drawings included schools. Lastly, two (2) drawings included businesses, suggesting that children also enjoy commercial spaces.

Key Takeaways from Mural Activity

Overall, the mural's content shows kids' positive associations with Elizabeth, including their family and friends, as well as other known community members, such as their classmates and teachers.



Figure 41: Selfie by Duda Penteado at Midtown Easter Eggstravaganza.

They also value the city's outdoor spaces and activities, as well as formal events that encourage community gathering and celebration.

Based on youth feedback, placemaking and public art in the District of Elizabeth Culture and Arts could engage Elizabeth's youth communities by promoting **community celebrations, family gatherings, and opportunities to interact with nature and the outdoors.**

Elizabeth Public Library Information Table

Part of the community outreach efforts included contacting key stakeholders with existing connections to community members and residents in the city to promote the community questionnaire. The project team reached out to the Elizabeth Public Library and the Elizabeth Recreation Department; promotional materials in English and Spanish were sent for distribution in the five branches and in the City's recreation center.

The project team coordinated with the Elizabeth Public Library's Main Branch to host a tabling event at the library to talk to community members about the project and administer the questionnaire. On April 2, 2026, the event was posted on the library's official website. The event took place on Monday, May 4, 2026, during which the team gathered community input on opportunities to use public art in the city.

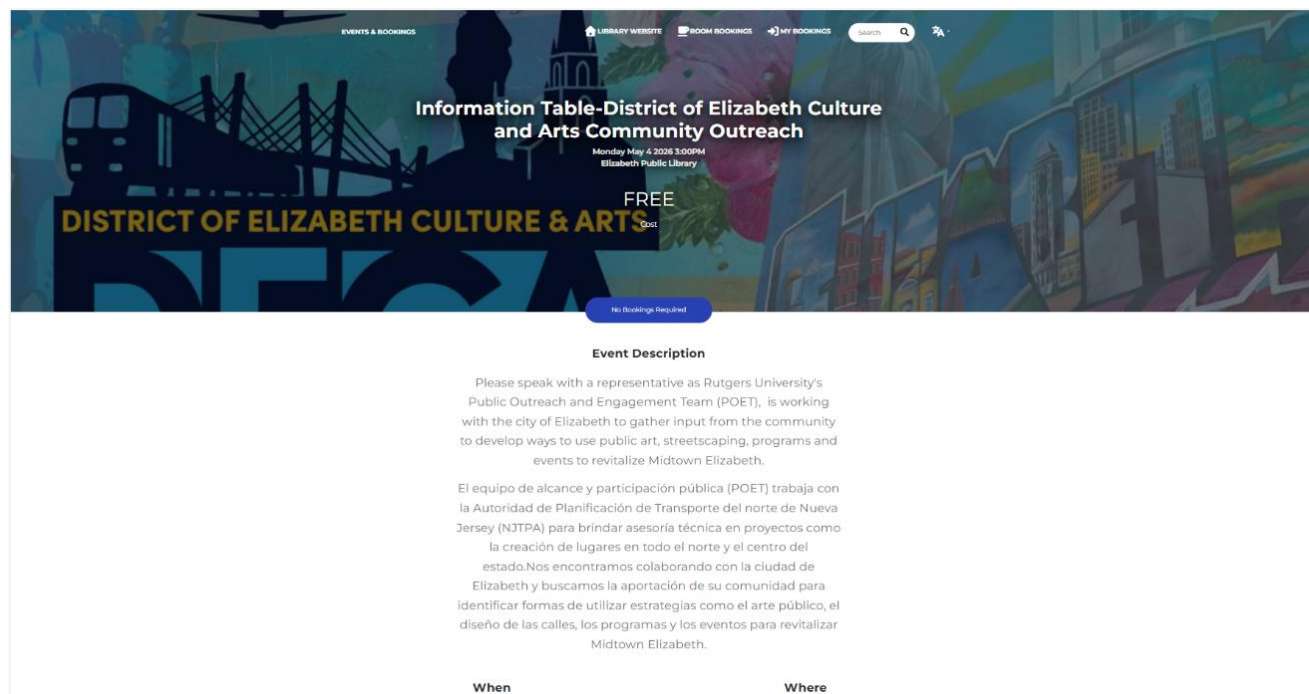


Figure 42: Screenshot of the event created by the Elizabeth Public Library to promote our informational table in English and Spanish.

Key Takeaways from Library Information Table Session

During the informational session, participants provided feedback on **safety infrastructure and community resources** in Elizabeth and referred to a **lack of police presence and low vigilance** regarding stolen modes of transportation, such as scooters and bikes. Additionally, some infrastructure issues were raised, such as **clean streets**. While some indicated a **lack of community events**, others said that hosting more events can make it harder to keep streets clean, and if more events are held, then there should be ways to keep them litter-free.

Canvassing in Midtown

The project team's final community outreach effort was canvassing in Midtown on Monday, May 4, to talk to business owners and members of the public about public art, infrastructure, and activation in their community. The project team administered the questionnaire to document feedback. This outreach effort was conducted in English and Spanish, and promotional materials for the questionnaire were provided to businesses in both languages.

Key Takeaways from Canvassing

Overall, participants pointed out a **lack of community resources and events**. Some comments addressed the need for more **youth programs** that offer activities involving the arts, sports, and marketable skills such as content creation and financial literacy. Other comments include having more **activities and programs for older adults** and hosting **pet-friendly events**. Regarding community resources, some suggested having **alternative transportation options for seniors and youth** to access potential programs or events. Additionally, an older adult who recently moved to Midtown suggested developing welcome packages and **better strategies to promote existing and new events and programs**.

Appendix F: Call for Artists Promotional

Social Media Post 1



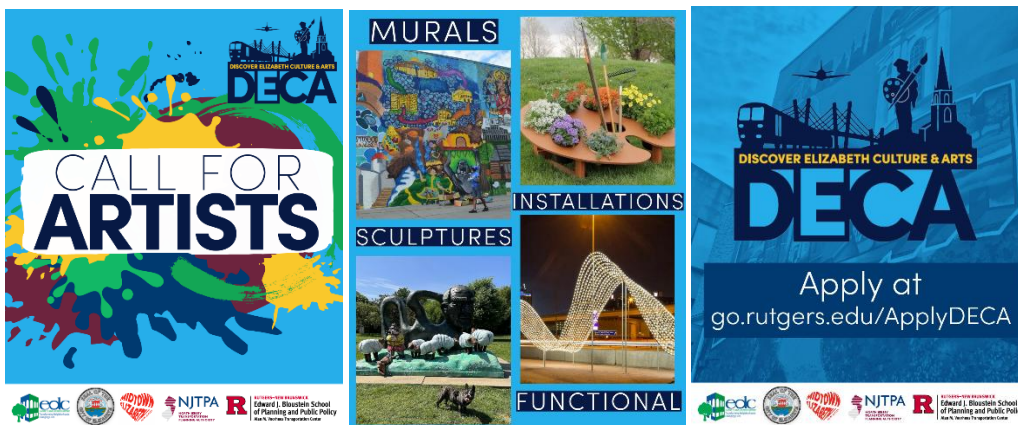
Social Media Post 2



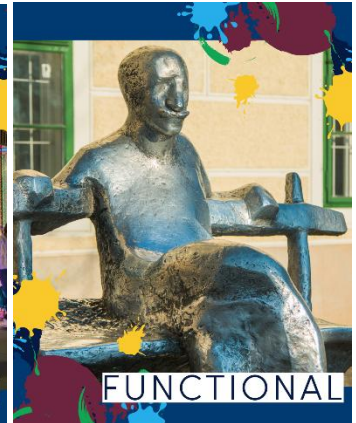
Social Media Post 3



Social Media Post 4



Social Media Post 5



Social Media Post 6



Call for Artists Flyer



The flyer features a vibrant blue background with a colorful, abstract paint splatter design in yellow, green, and red. At the top left, there is a silhouette of a city skyline including a train, a bridge, an airplane, and a church steeple. Below this, the text "DISCOVER ELIZABETH CULTURE & ARTS" is written in yellow, followed by "DECA" in large, bold, dark blue letters. The central text "CALL FOR ARTISTS" is prominently displayed in a white box, with "ARTISTS" in a larger font. Below this, the words "MURALS", "INSTALLATIONS", "SCULPTURES", and "FUNCTIONAL" are arranged in a grid-like fashion. A QR code is located on the bottom left. On the bottom right, a dark blue box contains white text providing application information. The footer includes logos for EDC, the City of Elizabeth, Midtown Elizabeth, NJTPA, and Rutgers-New Brunswick.

DISCOVER ELIZABETH CULTURE & ARTS

DECA

CALL FOR ARTISTS

MURALS INSTALLATIONS
SCULPTURES FUNCTIONAL



Discover Elizabeth Culture and Arts (DECA) is seeking applications from artists in Elizabeth, New Jersey, and beyond to join its artists registry.

To apply, scan the QR code or go to go.rutgers.edu/ApplyDECA

 **edc**
ELIZABETH DEVELOPMENT COMPANY
Transforming Neighborhoods
Changing Lives

 **SEAL OF THE CITY OF ELIZABETH**

 **MIDTOWN ELIZABETH**
NEW JERSEY

 **NJTPA**
NORTH JERSEY
TRANSPORTATION
PLANNING AUTHORITY

 **R** **RUTGERS-NEW BRUNSWICK**
Edward J. Bloustein School
of Planning and Public Policy
Alan M. Voorhees Transportation Center

Appendix G: DECA Branding Guide and Examples

Example Applications

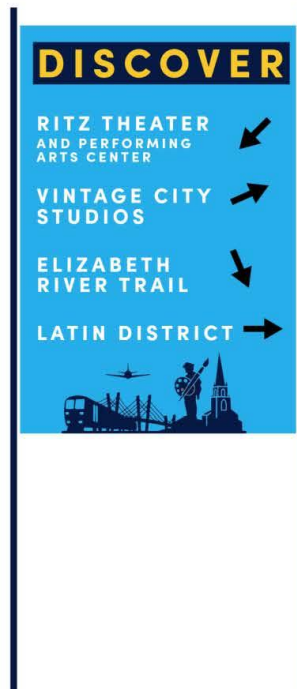
Lamppost Banners



Bus Stop Advertisement



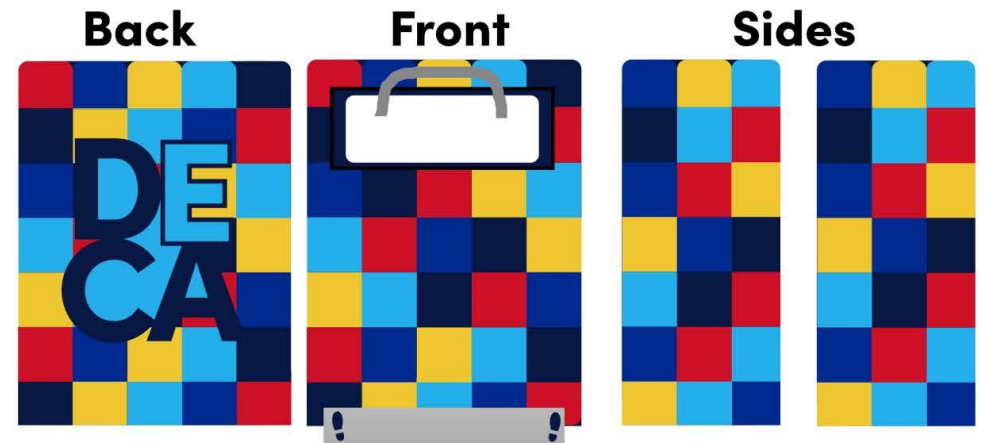
Wayfinding Signs



Interpretive Signs for Public Art



Trash Cans



Informational Handout: Map Brochure

Side One

DECA Feature

Payphone Sculpture Series

Text about the art piece. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Can you find them all?



Discover Elizabeth Culture & Arts (DECA) is a creative placemaking initiative dedicated to transforming Elizabeth into a vibrant cultural destination through **public art, community engagement, and meaningful artistic experiences**—connecting residents, tourists, artists, businesses, and institutions while showcasing Elizabeth's diverse heritage and global identity.

Learn More

- DECA Online Arts and Culture Map
- Call for Artists
- Directory of Art in Businesses
- Upcoming Events and Opportunities
- Self-Guided Tours and Activities

Follow us



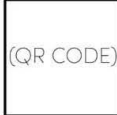


DECA



Where Art, Culture & Community Meet

Side Two



DISCOVER ELIZABETH ARTS & CULTURE

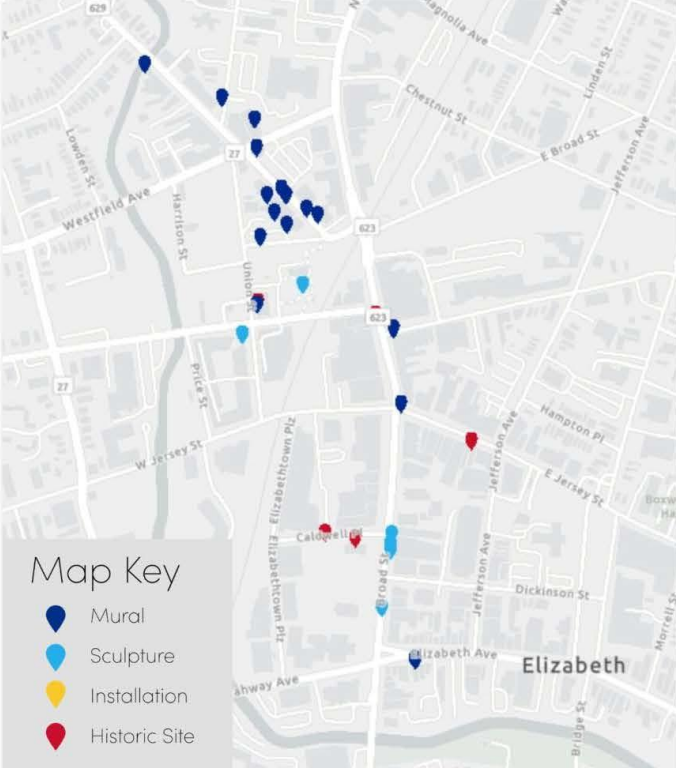
DECA Business Directory

1 Business name Address: Phone number: Email:	9 Business name Address: Phone number: Email:
2 Business name Address: Phone number: Email:	10 Business name Address: Phone number: Email:
3 Business name Address: Phone number: Email:	11 Business name Address: Phone number: Email:
4 Business name Address: Phone number: Email:	12 Business name Address: Phone number: Email:
5 Business name Address: Phone number: Email:	13 Business name Address: Phone number: Email:
6 Business name Address: Phone number: Email:	14 Business name Address: Phone number: Email:
7 Business name Address: Phone number: Email:	15 Business name Address: Phone number: Email:
8 Business name Address: Phone number: Email:	16 Business name Address: Phone number: Email:

Interested in having art in your local business?
Contact us to learn how!

Map Key

- Mural
- Sculpture
- Installation
- Historic Site



Informational Handout: Postcard

Side One



Side Two



Art in Business Window Sign



Photo Activity: Postcard with Cutout Frame

