



OPEN SPACES
CAPE MAY COUNTY

CAPE MAY COUNTY
CREATIVE PLACEMAKING PLAN

Summer 2019



A Message From the Board of Chosen Freeholders

Dear Residents and Visitors,

The Board of Chosen Freeholders is pleased to present you with the “Cape May County Creative Placemaking Plan”. This document, the result of a stakeholder-driven visioning process, provides partners in our Open Spaces Program with robust guidelines for use in designing projects for public spaces throughout Cape May County, using materials, patterns, colors, and other aesthetic elements derived from our natural and built environments.

We invite you to explore this plan and to learn about the Creative Placemaking Process, especially how it will help our residents and visitors recognize the impact of our Open Spaces Program within our local communities. Since 1989, we have permanently preserved over 4,500 acres of land, and have partnered in dozens of historic preservation and recreation projects throughout the County. Reinforcing Cape May County’s diverse and rich sense of place through project design, we will build recognition and appreciation for our Open Spaces Program and the legacy that it will leave for current and future generations.

With this Creative Placemaking Plan, we start a new era of how we and our partners envision and create public spaces. We launch this initiative to connect the wide variety of individual projects through visual cues, structures, furnishings, signage, and wayfinding to create a system of Open Spaces that residents and visitors will long to explore. We will build on the successes of our past partnerships, and embrace new synergies to implement our brand identity. In doing this, we will cultivate and nurture a new appreciation for Cape May County’s Open Spaces, and for the investment of our taxpayers’ dollars in high quality, accessible, and sustainable public spaces.

Sincerely,

Gerald M. Thornton
Freeholder Director

E. Marie Hayes
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Jeffrey L. Pierson
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Leonard C. Desiderio
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Acknowledgments

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Executive Summary



PROJECT INTRODUCTION

With over 50 miles of coastline, thousands of acres of tidal wetlands, and significant areas of inland forests, Cape May County is a diverse and unique place. County leadership and residents have worked to protect and enhance this quality of place through various initiatives, including the Cape May County Open Space and Farmland Preservation Program. This project fosters a brand identity, creates unique placemaking elements, and provides open space strategies to enhance the quality of life and steward unique resources for the residents and visitors of Cape May County.

WHAT IS CREATIVE PLACEMAKING?

Creative Placemaking is a relatively new approach to community planning, urban design, and public engagement that has emerged in the last decade. The primary goal is to engage community members through art, culture, and design to support growth, vitality, and sustainability. This will ultimately empower community members to enrich the cultural identity of the community, participate more directly in civic activities, and strengthen the local economy.

PROCESS

The planning process included four general phases: discovery; ideation; design development; and documentation. Each of these phases included an opportunity for feedback from the Cape May County Freeholders, various Stakeholders, County Planning Staff, County Administration, and members of the Cape May County Open Space Board.

BRAND IDENTITY

The Program's logo depicts an Osprey to serve as the symbol of the Cape May County's Open Space Program. The Osprey is a distinctive bird that is often seen flying over the water, plunging feet-first to catch fish in their talons. Throughout the County, Osprey may be found nesting on top of large trees and on nesting poles near water. Efforts to preserve the open spaces within the County have provided habitat for Ospreys, and many other birds, that attract a large and growing bird-watching community.

Additionally, the Osprey is migratory, spending summers locally and heading south for the winter. This is representative of many residents of Cape May County who are seasonal residents. The Osprey's distinctive appearance, its habitat in both inland and coastal landscapes, and its migratory habit make it the ideal symbol for the Open Spaces Program. The color scheme is based on the rich tones of the landscape and built environment. A deep navy and a vibrant light blue are the primary colors. The colors and typography have been influenced by the environment of Cape May County including its beautiful coasts, wetlands, historic architecture, parks and woodlands. The wave pattern on the inside of the logo alludes to the iconic coastal landscapes. Additionally, the circular geometry references multiple iconic nautical themes.



WAYFINDING ELEMENTS

Conceptual designs for various wayfinding elements have been provided to reflect the themes and design elements of the brand identity. Several sign types are intended for use along various Cape May County multi-use trails and other recreational facilities. Concepts for park entry signs, gateway elements, banners, and medallions have been provided to facilitate immediate and low-cost implementation of Open Space Program identifiers.

PLACEMAKING ELEMENTS

In addition to the wayfinding elements, conceptual designs have been provided for various custom site furnishings and other elements which support the brand identity. If custom site furnishings or park equipment are prohibitively expensive for specific projects, an outline of standardized furnishings and equipment which is aesthetically compatible to the custom elements has been provided. In all cases, the placemaking elements are intended to increase the overall quality of Open Spaces Program projects through increased functionality, better user experience, higher quality products, and lower overall life-cycle costs.

PUBLIC ART

A policy framework for public art is established in this document. This is intended to support the integration of public art elements into future open space projects. The goal is to support the local arts community while simultaneously increasing the quality and uniqueness of Open Space Program funded projects.

DEMONSTRATION SITES

To demonstrate how the wayfinding and placemaking elements could be implemented, two types of sites were selected for development of a conceptual park design. The first site is Beesley's Point at the northern end of the County, which will serve as the connection of the County's multi-use trail network to Atlantic County. The site includes a beach, parking area, and trailhead, making it ideal for implementation of numerous placemaking elements.

The second site is hypothetical and is intended to demonstrate how place making elements can be integrated along the multiuse trail network and within inland environments. The design program for this site includes a small shelter, cycling amenities, a parking area, and a boardwalk overlook.

IMPLEMENTATION

A framework for implementation provides guidance to Open Space Program users so they can fully understand and successfully implement the Creative Placemaking Plan. In addition, several additional items are recommended for future studies to continuously improve the Open Space Program for elements beyond the scope of this plan.





OPEN SPACES
CAPE MAY COUNTY

Chapter 1:

PROJECT INTRODUCTION & PROCESS SUMMARY

With over 50 miles of coastline, thousands of acres of tidal wetlands, and significant areas of inland forest, Cape May County is a diverse and unique place. County leadership and residents have worked to protect and enhance this quality of place through various initiatives, including the Cape May County Open Space and Farmland Preservation Program.

This project fosters a brand identity, creates unique placemaking elements, and provides open space strategies to enhance the quality of life and steward unique resources for the residents and visitors of Cape May County.

Plan Purpose and Need

The Creative Placemaking Plan was initiated in summer 2018 with the goal of creating a brand identity and design guidelines for Open Space projects throughout the County. The plan also included conceptual design of several sites in the County as well as goals and objectives for implementation.

This document includes a detailed summary of the process, work product, design guidelines, and other elements created through the planning process. The process resulted in other work products which are part of various appendices.

1.1.1. PROGRAM BACKGROUND

The Open Space and Farmland Preservation Program was established as a dedicated Trust Fund, approved by the voters of Cape May County on November 9, 1989. The Program was expanded to include the development of parks, recreational amenities, and historic preservation projects in 2013. The Trust is funded through a County property tax of \$.01 per \$100 of assessed property evaluation annually, or \$10 per \$100,000 of taxable value. The Program currently generates approximately \$5 million annually and has preserved approximately 4,500 acres of open space and farmland since its inception.

1.1.2. ESTABLISHMENT OF A STRONG IDENTITY

Prior to the commencement of this plan, a logo was being utilized to represent the Open Space and Farmland Preservation Program. However, it does not adequately represent the sense of place in the County and is not iconic and recognizable as a symbol of the County taxpayers' investments in the goals of the Program. This project creates a stronger and better-suited brand identity for the Program.

Despite the tremendous effectiveness of the Open Space and Farmland Preservation Program, many County residents did not fully understand or appreciate its scope and value. This is largely because many Open Space-funded projects represent partnerships that are led by local municipalities, with the Program contributing funding. Program identity is typically lost amongst the individual projects' identity. Also, many of the preserved open spaces and farmland are located inland, some of which are inaccessible, and therefore many seasonal residents and visitors do not regularly interact with them. Additionally, there is a need to better link the Program outcomes to the physical built environment. This project directly addresses these considerations.

1.1.3. CONSISTENT PROJECT EXECUTION

Because Open Space and Park & Recreation Development projects are led by the individual municipality in which they are located, the quality of execution is largely contingent upon the commitment of funds and design input by that individual municipality. This has created inconsistent project execution across the County. A key goal of this project is to establish a standard level of quality and design sensibility for all projects funded by the Open Space and Farmland Preservation Program.

What is Creative Placemaking?

Creative Placemaking is a relatively new approach to community planning, urban design, and public engagement that has emerged in the last decade. The primary goal is to engage community members through art, culture, and design to support growth, vitality, and sustainability. This will ultimately empower community members to enrich the cultural identity of the community, participate more directly in civic activities, and strengthen the local economy.

According to a white paper from the National Endowment for the Arts, creative placemaking is further defined as follows:

In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.

The NEA definition more directly ties creative placemaking to the design of the public realm and to economic development activities. The process for this plan builds upon this approach.

1.2.1. A CREATIVE, HOLISTIC APPROACH TO THIS PLAN

This plan provides the opportunity to build a creative identity for the Open Space and Farmland Preservation Program and carries it through the various elements of the Program. The primary goal is to establish a consistent and high-quality brand identity and to express it in all programs and projects funded by the Open Space and Farmland Preservation Program.

In addition, the Program may be expanded in the future to include elements such as public art and community activities. These new elements will further enhance the quality of public spaces and will increase quality of life for residents and visitors.

This plan includes two general categories of work elements. Both elements were developed through a collaborative process between County administration, planning staff, members of the Open Space Board (Client Group), and the Consultant Team. Insight was also gathered through a series of meetings with municipal officials, marketing professionals, and the historic preservation community through Stakeholder meetings.

1.3.1. BRAND IDENTITY & SUPPORTING COLLATERAL

The first key element of the project included the creation of a brand identity which consisted of a logo, color scheme, fonts, and other elements. The creative process to develop the visual identity was based on the input of the Client Group and Stakeholders, a visual survey of the study area, and site research and analysis.

Guidelines are included which describe the use of the brand identity, and includes the use of the logo, fonts, colors, and other elements in various typical considerations including standard park and open space system signage, letterhead and promotional materials, and placemaking elements such as site furnishings.

1.3.2. SIGNAGE, SITE AMENITIES, AND PUBLIC ART

Various parks, open spaces, and communities within the County were examined in order to determine different types of placemaking elements. A program was developed to communicate these different types of elements. Examples of this include typical site elements (benches, lights, litter receptacles, bike racks, construction materials, etc.), specialty site elements (interpretive signage, entrance signs), and site structures (picnic shelters, overlooks, screening structures, etc.).

The Design Team embarked on a process to develop concepts and schematic design documents for various typical placemaking elements including fencing, gateway features, bicycle racks, direction signage, interpretive signage, site furnishings, information kiosks, observation decks, waterway access points, and shade structures. These will incorporate the logo, color scheme, fonts, design motifs, and other relevant design elements described in the Brand guidelines. The Design Team will also provide guidance on the construction materials, plants, lighting, and other elements which are complimentary to the placemaking elements and most indigenous to Cape May County.

A design concept for a site at the terminus of a regional bike path and along the Great Egg Harbor Bay (known as the Cape May County Gateway Project) demonstrates how the plan can be implemented. This will assist various stakeholders in understanding the design intent of the placemaking plan, and how they can employ this resource in the planning and implementation of projects at all levels.

The planning process included four general phases: discovery; ideation; design development; and documentation. Each of these phases included an opportunity for feedback from Stakeholders, County Planning Staff, County Administration, and members of the Cape May County Open Space Board.

1.4.1. PHASE 1: DISCOVERY

Phase 1 included a stakeholder engagement meeting, site visits by the consultant team, and a significant amount of background research. This resulted in a strong understanding of the existing conditions in Cape May County as well as an understanding of the current policies and procedures of the Open Space Program.

1.4.2. PHASE 2: IDEATION

Phase 2 included a review of various best practices for placemaking elements by the stakeholders to determine general sense of preferences for aesthetics, functionality, and types. Additionally, three concepts for a preliminary brand identity were presented for initial feedback. The design team built upon the preferred direction for the brand identity and refined it into a conceptual approach for the new Program identity.

1.4.3. PHASE 3: DESIGN DEVELOPMENT

The design development phase included preliminary design of various placemaking elements and a refinement of the brand identity. The brand identity was expanded beyond the initial logo to include a color scheme and various supporting elements such as patterns, stationary, and sign entities and materials. The stakeholders provided feedback on all of these elements and the design team used this feedback to further refine various elements of the plan.

1.4.4. PHASE 4: DOCUMENTATION

The final phase included significant refinement of all elements developed and phases one through three and provided the opportunity for fine tuning of the brand identity and all placemaking elements.

QUESTION: WHAT IS YOUR FAVORITE THING ABOUT CAPE MAY COUNTY?

"beaches and wildlife, wetlands, birds"

"sunsets, open-space preservation"

*"diversity of environment, architecture,
beach, wetlands, farmlands"*

"slower pace and beauty"

"diversity of places"

*"the Delaware Bay
communities and locations"*

*"amount of green space & significance of
natural resources on global scale"*

"ocean, beach, bays, boardwalk"

*"well cared for, community, nature and access to a
variety of nature activities, coastal, ocean, and bay, both
with unique qualities"*

1.5 Stakeholder Engagement (Continued)

1.5.3. STAKEHOLDER MEETING 2

Preliminary concepts for a new brand identity were presented to the stakeholders in the second round of meetings. This included a preliminary color scheme, the shortened name for the Program, and three options for a new logo concept. The stakeholders were prompted to provide their first impressions of brand identity options and their preferred direction.

Stakeholders were also asked to provide their preference for various site furnishings, signage elements, and other items found in the built environment. This was used by the Design Team to generate initial ideas for placemaking concepts which supported the brand identity.



1.5.4. STAKEHOLDER MEETING 3

Based on direction received during stakeholder meeting two, the brand identity was refined and presented for additional feedback during stakeholder meeting three. This presentation included additional elements such as supporting patterns as initial concept for signs and other elements. Preliminary concepts for various placemaking elements were also included. Building from the patterns and colors derived for the brand identity, the design team presented five different families of placemaking elements which complement their context. For example, a “Coastal Family” was presented which would fit most comfortably into a site adjacent to the beach. A “Woodland Family” was also presented which would complement the environment of a park situated within one of the mainland communities. Feedback from the discussion group was received by the Design Team and was utilized to inform the next steps of the process.

1.5.5. PRESENTATION TO THE BOARD OF CHOSEN FREEHOLDERS & STAKEHOLDER MEETING 4

An overview of the plan was presented to the Board of Chosen Freeholders on June 11, 2019 and included a background of the plan, the development of the brand identity, a brief summary of placemaking elements, and the conceptual designs for the demonstration sites.

Immediately following the presentation, stakeholders in attendance participated in further discussions with County Staff and members of the Design Team. Additional feedback was provided at this time and was incorporated into the final plan document.

1.5.6. STAKEHOLDER ENGAGEMENT SUMMARY

Direct conversations with the stakeholders were critical throughout the process to create a plan that is both most representative of the County as a whole, is reflective of the Program goals, and is rooted in the ability to be implemented. Stakeholders will implement this plan throughout the foreseeable future, and it is important that they continue to be engaged as the concepts presented in this document are implemented and refined going forward.

The Open Space Program was originally established in 1989 as a trust fund to preserve open space and agricultural land. Through changes to state laws passed in 1997, the State of New Jersey expanded the functionality of Open Space and Farmland Preservation Trust Fund programs to allow for park/recreation development and historic preservation. As a result of this, Cape May County modified its program in 2013 to include these types of projects.

A key requirement of any funding through the Open Space Program is that all funded projects must be open and accessible to the general public. Additionally, applicants must develop a long-term management plan and maintenance agreement with the County to ensure the protection of the investment of public funds.

As a whole, the Open Space Program is a critical element in maintaining and enhancing the quality of both the built and the natural environment. The individual components of the Program have their own policy requirements.

1.6.1. FARMLAND PRESERVATION

The Farmland Preservation Program is guided by policies issued by the State of New Jersey and the State Agriculture Development Committee. The Farmland Preservation Program preserves active farmland throughout the County to maintain open space and support the agricultural industries. It accomplishes this mission through acquisition of development easements and placing deed restrictions on the properties to ensure that they remain in agricultural production and undeveloped for non-agricultural purposes.

1.6.2. OPEN SPACE ACQUISITION

The Open Space Program provides funds for acquisition and permanent preservation of regionally significant public open spaces and natural resources for recreation or conservation. This supports tourism, resident quality of life, and various industries which are reliant upon the health and vitality of the natural environment.

1.6.3. PARK & RECREATION IMPROVEMENTS

The Open Space Program will work with its 16 local municipalities to partner in funding improvements, amenities, and other components for community parks and recreational facilities. Site furnishings, recreational equipment, multi-use trails, wayfinding signage, and site infrastructure are just a few examples of the types of improvements the Open Space Program will fund. In certain years, the Program established “Special Funding Rounds” which incentivize certain types of improvements by providing matching funds for “soft costs” in addition to the regular capital costs. The Program currently will not fund maintenance activities, soft costs (unless they are part of a Special Funding Round Program), artificial turf athletic fields, projects on school district properties, or projects which may have an adverse effect on the environment.

1.6.4. HISTORIC PRESERVATION

Cape May County has several historic resources which help to define its unique sense of place and cultural identity. The Open Space Program provides funds to preserve and enhance these resources to make them accessible to the public and protected from demolition or lack of maintenance. Applicants for this type of funding can include municipalities or nonprofit organizations which have missions directly related to historic preservation.



GOAL 1

CREATE A CLEAR, CONCISE, AND COMPELLING IDENTITY FOR THE OPEN SPACE AND FARMLAND PRESERVATION PROGRAM

OBJECTIVE 1.1

Increase awareness of the Open Space and Farmland Preservation Program.

OBJECTIVE 1.2

Shorten the name of the Program to a shorthand version that is compatible with a brand identity design.

OBJECTIVE 1.3

Develop various collateral which express the identity in a consistent manner.

GOAL 2

ESTABLISH A CATALOG OF SITE ELEMENTS WHICH EXPRESS THE PROGRAM IDENTITY AND INCREASE QUALITY OF LIFE FOR RESIDENTS

OBJECTIVE 2.1

Develop banners, signs, and other markers which highlight the participation of the Open Spaces Cape May County Program in various projects throughout Cape May County.

OBJECTIVE 2.2

Establish a family of site furnishings that complement and reinforce the brand identity.

OBJECTIVE 2.3

Create elements which increase public access to trails, natural areas, waterways, and public open spaces.

OBJECTIVE 2.4

Elevate the design quality of County projects through establishment of guidelines for construction materials, site furnishings, public space design, etc.

GOAL 3

STRENGTHEN AND INTEGRATE PUBLIC ART, CULTURAL EVENTS, AND HISTORIC PRESERVATION INTO RESIDENT EXPERIENCES

OBJECTIVE 3.1

Highlight historic and/or cultural sites with signage, access, and publication in promotional materials.

OBJECTIVE 3.2

Create standardized facilities which support performing arts and community events.

OBJECTIVE 3.3

Create a policy and explore the establishment of a funding program for public art projects.

GOAL 4

ESTABLISH A CLEAR PROCESS FOR PROJECT COORDINATION, COMMUNICATION, IMPLEMENTATION, AND FUNDING

OBJECTIVE 4.1

Generate an understanding of new tools and processes for project utilizing funding from the Open Spaces Program.

OBJECTIVE 4.2

Create a process which fosters effective integration of standards of the Open Spaces Program into new and ongoing projects.

OBJECTIVE 4.3

Promote project milestones with standardized materials for social and traditional media communications.





OPEN SPACES
CAPE MAY COUNTY

Chapter 2:

COMMUNITY CHARACTER FRAMEWORK

Cape May County's sense of place is distinct and diverse. The geographic and ecological conditions inherent to the peninsula create beautiful natural habitats for numerous wildlife species. These conditions also are a strong driver of ecotourism and provide a wide array of recreational experiences for residents and visitors. Additionally, the County's proximity to major population centers and location at the mouth of the Delaware Bay has long supported economic activities based in commercial fishing, agriculture, and tourism. The blending of the natural landscape and built environment has created a strong visual and cultural identity.

The following Community Character Framework succinctly defines the unique aesthetic, cultural, and historical elements of Cape May County. This serves as inspiration for development of the brand identity, signage, and placemaking elements that are described and illustrated in this document. Further, this Community Character Framework provides a sourcebook for creative professionals who may be engaged in the implementation of this plan.



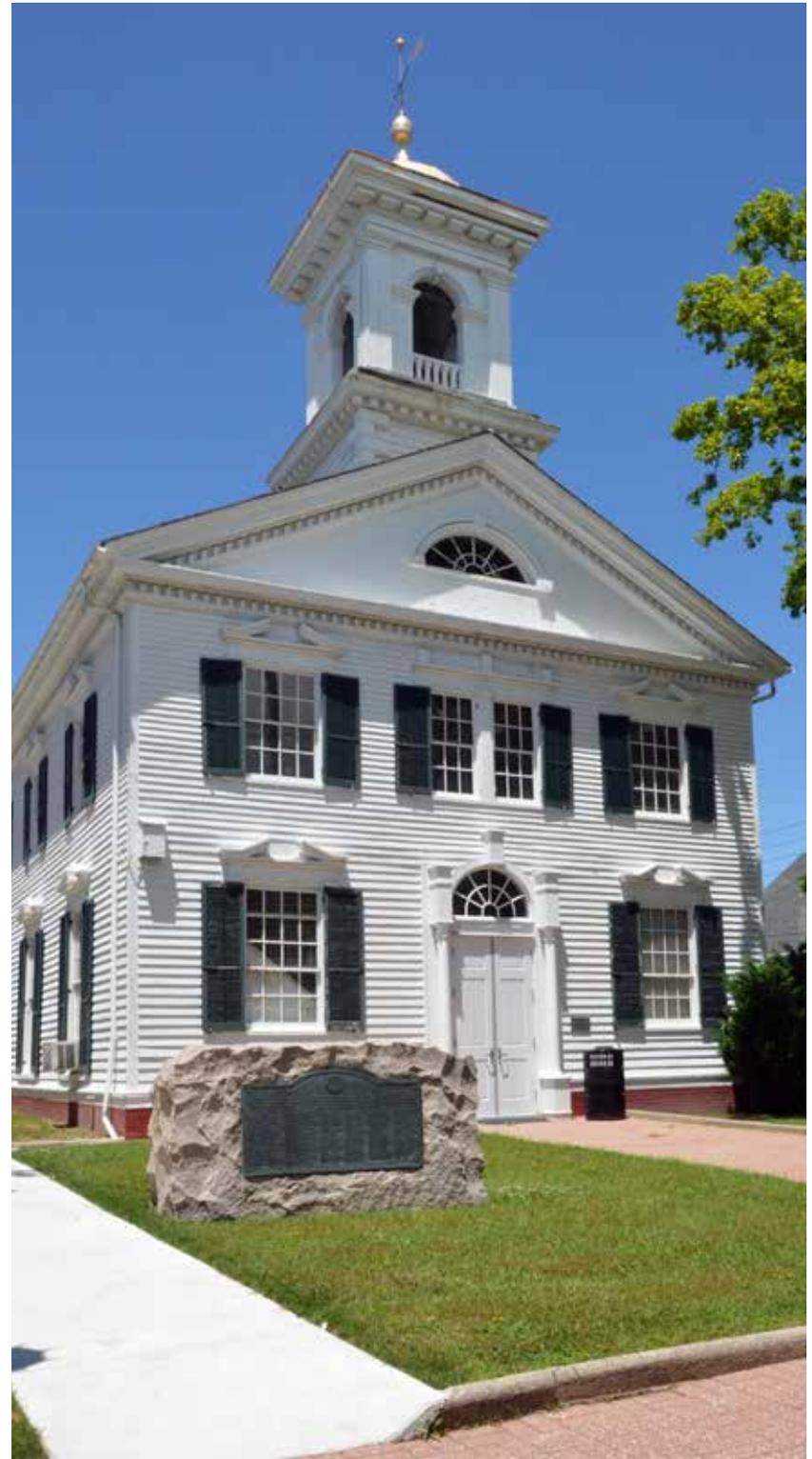
2.1 *Our Landscape*

WE CHERISH OUR DIVERSE AND RICH COASTAL ECOLOGY

The resident and visitor experience of Cape May County is defined by its distinctive landscapes. With numerous ecological environments that include beaches, marshes, forests, and open meadows, these landscapes have strong aesthetics characterized by bold textures, forms, and colors. The change in seasons is amplified by these distinct aesthetic elements, creating year-round sensory experiences throughout the County. The landscape diversity supports globally significant wildlife habitat.

The County is a key birding area highlighted by the efforts of many environmental advocacy groups. The County is along a key migration route for Monarch butterflies, with peak visibility during September and October. Perhaps the most notable seasonal resident of Cape May County is the Osprey, which builds stick nests along or even over water bodies throughout the peninsula.





2.2 *Our Vernacular*

WE EMBRACE AND PRESERVE OUR BOLD AND CREATIVE ARCHITECTURE

Cape May County has bold and creative architecture across the entire extent of the County's geographic boundaries. Cape May City is known for its Victorian architecture and has one of the largest collections of wood framed Victorian buildings in the United States. This provides the City's identity and generates significant economic activity through tourism and preservation activities. Conversely, Wildwood has very bold and modern architecture. With its bright and colorful mid-century

buildings, the community has a very distinct identity. In some ways, the designers of both Cape May City and Wildwood were approaching architecture with the same creative frame of mind; an energy that has stood the test of time. Other communities in Cape May County have similarly creative architecture as seen in the many adaptations of colonial design witnessed in stately farmhouses and residences within the mainland.





2.3 *Our Lifestyle*

WE SLOW THINGS DOWN AND SPEND TIME TOGETHER

Cape May County may best be known for its beautiful beaches and tourism. The County expands in population nearly tenfold during the summer because of an influx of vacationers and seasonal residents who come to the Cape to wind down and enjoy the summer. This creates an atmosphere in which people choose to relax, slow things down, and enjoy each other's company. In fact, the County is home to numerous

historic retreats, demonstrating a long-standing appreciation for the natural environment which encourages reflection and contemplation. This relaxed atmosphere is enhanced by various elements throughout Cape May County, including public gathering spaces, bike infrastructure, beach access routes, and signs which guide visitors and residents to the coast.





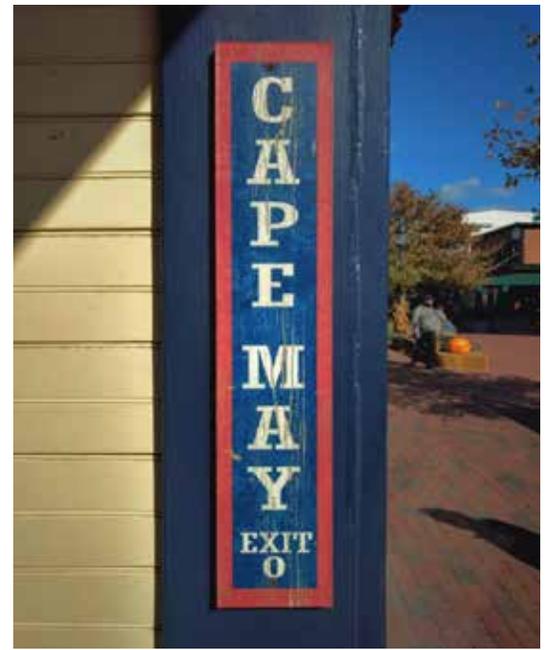
2.4 *Our Landmarks*

WE ARE PROUD OF OUR UNIQUE COMMUNITY ICONS

Cape May County is known for its significant community landmarks. From the Cape May Lighthouse, to the unique architecture throughout the County, to the whimsical elements of the Wildwood Boardwalk, to the colonial stylings of the County Court House, the County has numerous unique icons. The multiple bridges that connect the various communities along

the coast provide a distinctive travel experience throughout the County. In addition, numerous historic landmarks have been well preserved, are embraced by both visitors and residents, and demonstrate Cape May's historical significance.





2.5 *Our Typography*

WE EXPRESS OUR CREATIVITY IN UNIQUE AND FUN WAYS

A resident or visitor will find numerous different examples of creatively expressed typography throughout the County. This is a key part of the identity of each individual community and each of these communities has developed their own fun way of expressing their personality through typography. In addition, the

creation of commercial signs, boat stenciling, and other elements has been bolstered by the craftsmanship of generations of sign makers across the County. There are unique creative skillsets on display everywhere.





WE SHOWCASE OUR MEMORABLE TONES AND HUES

Bright and distinctive colors are a major aesthetic element throughout the County. The coastal communities utilized bold colors to communicate the fun attitude and creative energy of their residents. The inland communities utilize more muted tones to complement their more passive landscapes and rich forests. The strong sunsets and sunrises across the County's beaches have created a more significant experience of the landscape.

Various buildings and signs throughout the County utilize various blue tones allude to the coastal context. To contrast with this coastal blue, various bright complementary colors are common including strong tones of yellow, orange, green, and red. These contrasting tones create a strong dynamic that is evident throughout in the built and natural environments throughout the County.







OPEN SPACES
CAPE MAY COUNTY

Chapter 3:

BRAND IDENTITY GUIDELINES

A brand identity is a collective set of graphics, phrases, and other tools which collectively communicate a desired message for an organization or product. The brand identity developed for the Cape May County Open Space and Farmland Preservation Program represents the values and goals of the Program as well as the quality of life of the County itself.

The brand identity includes a brand mark, shorthand name for the program, color scheme, supporting patterns, and several variations on these elements to provide flexibility for implementation. Collectively this brand identity will create unified message for the Program's core intent and will generate awareness of its value.



3.1.1. INSPIRATION

The Program's logo depicts an Osprey to serve as the symbol of the Open Spaces Program. The Osprey is a distinctive bird that is often seen flying over the water, plunging feet-first to catch fish in their talons. Throughout the County, it may be found nesting on top of large trees and on nesting poles near water. Efforts to preserve the open spaces within the County have provided habitat for Ospreys, and many other birds, that attract a large and growing bird-watching community.

Additionally, the Osprey is migratory, spending summers locally and heading south for the winter. This is representative of many residents of Cape May County who are seasonal residents. The Osprey's distinctive appearance, its habitat in both inland and coastal landscapes, and its migratory habit make it the ideal symbol for the Open Spaces Program.

3.1.2. BRAND IDENTITY NAMING CONVENTION

The technical name of the Program – Cape May County Open Space and Farmland Preservation – is too long to be a part of a logo or brand identity. A shorthand version of the Program name is required for use in a brand identity. 'Open Spaces Cape May County' offers succinct phrasing that maintains the core intent of the Program but significantly minimizes the amount of text for the brand identity.

3.1.3. VISUAL REFERENCES

The color scheme is based on the rich tones of the landscape and built environment. A deep navy and a vibrant light blue are the primary colors. As mentioned in the previous chapter, the colors and typography have been influenced by the natural and built environments of Cape May County including its beautiful coasts, wetlands, preserved natural areas, parks, and historic architecture.

The wave pattern on the inside of the logo alludes to the coastal landscapes present in the County. Additionally, the circular geometry references multiple iconic nautical themes.

3.2 *The Brand Mark*



OPEN SPACES
CAPE MAY COUNTY

3.3 *Primary Lockup*

3.3.1. STACKED LOCKUP

This is the primary lockup and should be used in most applications.

Variation One includes a wave pattern. This variation should appear no smaller than 2-inches in height as measured from the top of the circle, to the baseline of Cape May County.

Variation Two is a simplified version. This version can be used at any scale.



Clearance

Clear space around the logo must be preserved in order to ensure an adequate amount of breathing room and clean presentation of the mark. A minimum of 1/2-inch clear space should be maintained at all times.

Minimum Scale

When scaling the logo, be sure to scale proportionately. The mark should not be stretched or skewed, and should not appear smaller than 1/2-inch tall for optimal legibility. If the mark is to appear less than 2-inches tall, then the waves should not be used.



3.4 *Secondary Lockup*

3.4.1. HORIZONTAL LOCKUP

This is the secondary lockup and should be used in applications where the stacked version does not fit. This lockup may be used in instances where there is limited vertical space.

Variation One includes a wave pattern. This variation should appear no smaller than 1 1/2-inches in height as measured from the top of the circle, to the baseline of Cape May County.

Variation Two is a simplified version. This version can be used at any scale.



Clearance

Clear space around the logo must be preserved in order to ensure an adequate amount of breathing room and clean presentation of the mark. A minimum of 1/2-inch clear space should be maintained at all times.

Minimum Scale

When scaling the logo, be sure to scale proportionately. The mark should not be stretched or skewed, and should not appear smaller than 1-1/4-inches wide for optimal legibility. If the mark is to appear less than 1-1/2 inches tall, then the waves should not be used.



3.5 *Brand Mark Elements*



Symbol

The symbol may be used on its own.

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Logotype

The logotype may be used on its own.

3.6 *Color Configurations*



3.7 *Incorrect Uses*



Do not adjust spacing.



Do not stretch when scaling.



Do not rotate.



Do not adjust the colors.



Do not adjust the alignment.



Do not adjust the fonts.

3.8

Primary Font

3.8.1. GOTHAM LIGHT & LIGHT ITALIC

Use Gotham Light when tertiary information needs to be included, or as secondary font when paired with Gotham medium.

AaBbCcDdEeFf
0123456789

3.8.2. GOTHAM BOOK & BOOK ITALIC

Use Gotham Book for body copy on marketing materials and online. This font is used for the body copy in this book.

AaBbCcDdEeFf
0123456789

3.8.3. GOTHAM MEDIUM & MEDIUM ITALIC

Use Gotham Medium for sign content. Signs usually need to have slightly thicker text for optimum legibility.

AaBbCcDdEeFf
0123456789

3.8.4. GOTHAM BOLD & BOLD ITALIC

Use Gotham Bold for titles, headlines, and important call outs.

AaBbCcDdEeFf
0123456789

If Gotham is not available, Montserrat may be used as an alternative.

3.9.1. FENWAY PARK JF

Fenway Park JF is a handwritten font that may be used sparingly to add personality to the Program's collateral. This font could be used on banners, marketing materials, and social media graphics. This font should never take the place of Gotham, or be used in any body copy.

AaBbCcDdEeFf
0123456789

capemay

love

3.10 Color Palette

3.10.1. PALETTE

The Program's primary colors are PMS 289 (Dark Blue) and PMS 291 (Light Blue). These colors are the dominant colors throughout the system.

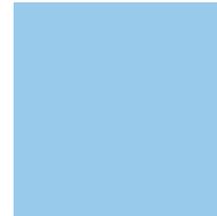
The dark blue color is used predominately as a background color, while the light blue serves as a highlight color. In some cases, the dark blue may be used as the text color on top of a light blue background.

The goal is to maintain an appropriate level of contrast between background and text colors to ensure legibility. See the color applications page for examples of how these colors may be used together.



Dark Blue

PMS 289
CMYK 100 76 12 70
#0C2340



Light Blue

PMS 291
CMYK 38 4 0 0
#9BCBEB



Red

PMS 7621
CMYK 0 98 91 30
#AF2F2C



Light Gray

PMS 7529
CMYK 7 14 20 22
#B7A99A



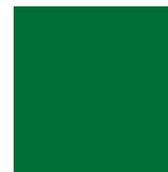
Dark Gray

PMS Warm Gray 10
CMYK 24 34 35 60
#796E65



Gold

PMS 130
CMYK 0 32 100 0
#F2A900



Dark Green

PMS 7734
CMYK 77 0 82 65
#286140



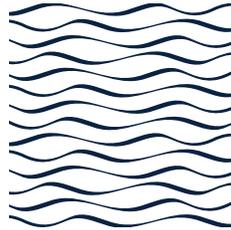
Light Green

PMS 2276
CMYK 48 8 83 9
#8EA851

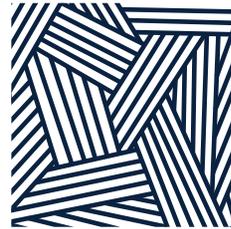
3.11 *Patterns*

3.11.1. INSPIRATION

A selection of five patterns are inspired by the Program's services including the preservation of farmland, open spaces, parks, and historical sites. The wave pattern is the Program's primary pattern, while the additional supporting patterns offer flexibility in the design of various site elements.



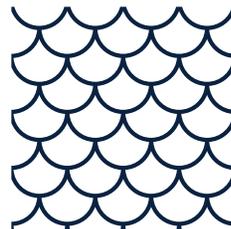
Open Spaces Cape
May County -
Inspired by ocean
waves.



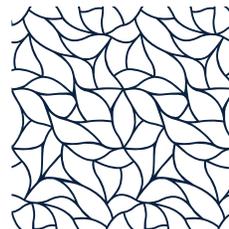
Farmland -
Inspired by farming
landscapes.



Open Spaces -
Inspired by grasses.



History -
Inspired by historic
architecture.



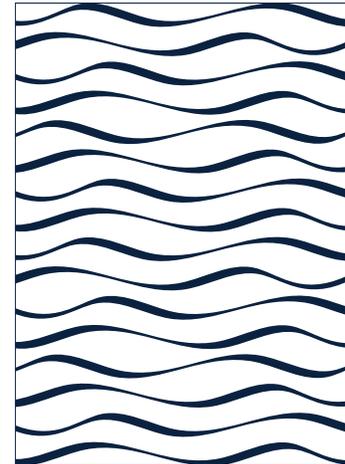
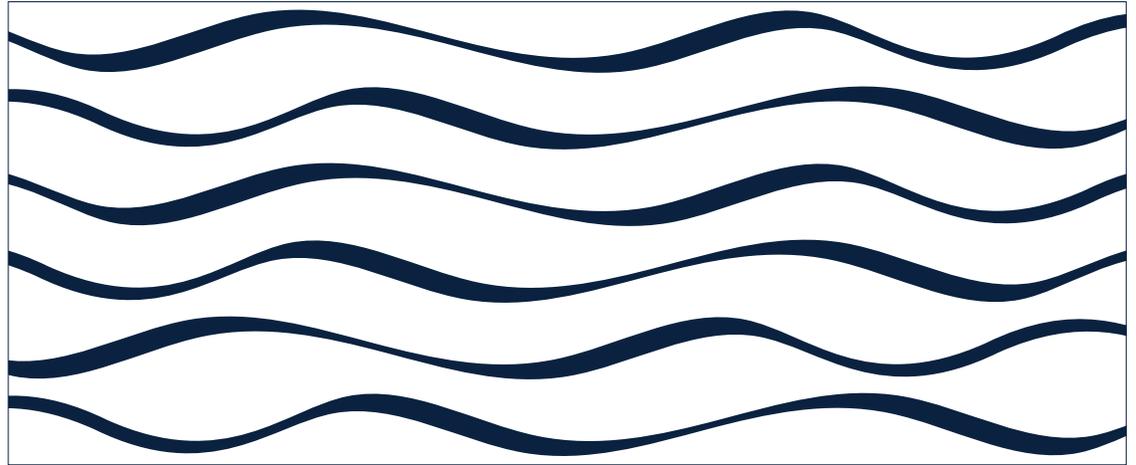
Parks -
Inspired by leaves.

3.12 *Pattern Application*

3.12.1. PATTERNS

Patterns may be scaled up, scaled down, or cropped depending on the application and space provided. Whether the pattern appears on a dark or light background also has an affect on the overall look of a design.

Some examples are provided for inspiration.



3.13

Forms

3.13.1. PROJECT APPLICATION FORM

It's essential to maintain consistency across all documents and forms distributed by the Open Spaces Cape May County Program. This includes consistent margins and column widths, as well as font size and spacing. The Program's logo should be centered at the top of the first page of each form.

Be sure to include a 1/2-inch margin on all sides of logo. A minimum of a 1/2-inch space should be left between the footer and the last line of body copy on each page.

**If Gotham is unavailable substitute with Montserrat, a free Google font.*

Form Title

Gotham Book, 18pt
PMS 289

Instructions

Gotham Italic, 10pt
13pt leading
Black

Heading

Gotham Bold, 10pt
Black

Copy

Gotham Book, 10pt
13pt leading
Black

Footer

Gotham Book, 8pt
50% Black

0.75"	0.75"	
0.75"	<p>Are there any deed restrictions or easements on the property? <input type="checkbox"/> "yes," provide copies of the deed and/or easement</p> <p>Are there any conditions precluding full public access to the property and/or proposed improvements imposed by land use approvals (i.e. site plan, variance, environmental permits)? <input type="checkbox"/> "yes," provide copies of the approvals</p> <p>Do you, as Project Developer, have legal control of the site (i.e. ownership, easement, developers agreement, interlocal agreement, etc.)? <input type="checkbox"/> "yes," provide documentation of site control as an attachment to this application.</p> <p>Project Information</p> <p>Name of Project: _____</p> <p>Amount of Funding Request: _____</p> <p>Total Project Cost: _____</p> <p>Brief Project Description: (Provide additional details in the Project Narrative)</p> <p>User Fees</p> <p>Any User Fees charged for facilities funded by the Cape May County Open Space Program must be modest, customary, reasonable, and dedicated to the maintenance of the funded property. The Open Space Program must deem these fees necessary and approve the fee schedule prior to the award of funds. Any approved fees must be dedicated to the maintenance of the funded facility; the municipality is required to submit updated fee schedules and budget line items to the Open Space Program on an annual basis.</p> <p>Are User Fees currently in place for this facility? <input type="checkbox"/> Provide a copy of the rates</p> <p>Do you plan to charge User Fees once the project is complete? <input type="checkbox"/> Provide a copy of the projected rates and explanation of how fees will be used to support the facility.</p> <p>Permissions and Signatures</p> <p>Do you give the County Open Space Board and/or its consultants permission to physically inspect the property? _____</p> <p><i>Signatures on the lines below indicate that the property owners and project developers are aware and in support of the application for Park / Recreation Development funds.</i></p> <p>Property Owner's Signature: _____ Date: _____</p> <p>Property Owner's Signature: _____ Date: _____</p> <p>Project Developer's Signature: _____ Date: _____</p> <p>Project Developer's Signature: _____ Date: _____</p>	
	Park / Recreation Development Application 2019	

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	<p>Project Narrative <i>Please type responses to the issues presented below and attach to this application.</i></p> <p>1. Land Features</p> <p>A. Describe the existing condition of the property, including the condition of any improvements. Provide details on the proposed improvements and the status of any needed permits.</p> <p>B. Describe the land use and development patterns in the immediate surrounding area. Describe how the development of a recreation or conservation facility on this site would complement the area.</p> <p>C. Provide information on the aesthetic, environmental, and historic/cultural features of the site. List and/or map any unique features, including streams, wildlife habitat, etc. Describe how and why the site is suitable for the new recreation or conservation improvements and how they would complement existing resources on the site.</p> <p>D. Describe design factors that minimize negative impact of the development on the site. Indicate if any green technologies, including water or energy conservation measures, are being undertaken as part of the development project.</p> <p>E. Describe the level of accessibility of the site to projected users. Is the site close to population centers? Accessible to public transportation? Accessible by walking or bicycling? Would the development of the site create public access where none currently exists? Include information on ADA accessibility and accommodations to ensure full enjoyment by all potential users.</p> <p>2. Community Needs and Planning</p> <p>A. Demonstrate the level of community support for this recreation or conservation development project. Include letters or other documentation from municipal, county, community organizations, or other interested parties. * If the applicant is a municipality, a resolution authorizing submission of the application and demonstrating public support for the project is required.</p> <p>B. Provide a general indication of the municipality's existing recreation and conservation facilities. Indicate how your project will satisfy local and regional recreation facility deficits. If the project will provide linkages among existing facilities, please identify them.</p> <p>C. Describe how the development of this property would complement local and regional planning initiatives, including your municipality's master plan, Centers-based plan, open space / recreation plans, and other related planning documents or initiatives.</p> <p>3. Leveraging of Investment / Long Term Viability</p> <p>A. Provide a detailed project budget; indicate which of the elements of the project are to be funded with County Trust Fund dollars; An Engineer's Estimate is preferred, if possible</p> <p>B. Provide a detailed maintenance budget and schedule for each element of the project, using the County Open Space Maintenance Guidelines as the foundation; provide written confirmation of the applicant's commitment to implement and fully fund the maintenance, as outlined</p>	
	Park / Recreation Development Application 2019	

Page 3

	<p>C. Explain how the investment of County Trust Fund dollars to develop this property will leverage existing and planned public and private projects in the community and the region.</p> <p>D. If matching funds are being provided by the applicant or other entity, please indicate the amount and document the commitment. Please note that matching funds MUST be project-specific, and cannot be general revenue or funds held by the applicant for purposes not related to this particular project</p> <p>E. Provide a project timeline, with milestones and projected dates for all elements of the project, including site acquisition, permitting, construction, project completion, etc.</p> <p>F. Provide a business plan or other similar strategic planning document to assess the long-term viability of the project.</p> <p>G. Indicate the level of commitment of the Project Developer for the long-term maintenance and viability of any funded improvements.</p> <p>H. Provide information on the Project Developer's success with past projects of a similar nature, including how maintenance has been performed and has ensured the long-term viability of improvements.</p> <p>Return two copies of this application and associated materials to: Cape May County Planning Department 4 Moore Road, Cape May Court House, N.J. 08210 Attn: Barbara Ernst (609) 465-1086</p>	
	Park / Recreation Development Application 2019	

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3.13.2. LETTERHEAD

It's essential to maintain consistency across all documents and forms distributed by the Open Spaces Cape May County Program. This includes consistent margins and column widths, as well as font size and spacing. The Program's logo should be centered at the top of the first page of each form.

Be sure to include a 1/2-inch margin on all sides of logo. A minimum of a 1/2-inch space should be left between the footer and the last line of body copy on each page.

The left margin of the letterhead should be 1-inch. This is 1/4-inch wider than the left margin on the project completion forms. All other margins remain the same.

**If Gotham is unavailable substitute with Montserrat, a free Google font.*

	1"		0.75"
	0.5"		
<p>Recipient Gotham Bold, 10pt Black</p>	<p>Recipient Info Gotham Book, 10pt 13pt leading Black 38pt leading</p>	<p>Copy Gotham Book, 10pt 13pt leading Black 38pt leading</p>	<p>Signature Gotham Bold, 10pt Black 38pt leading</p>
	0.5"	<p>To Name Title</p> <p>Company Name 1234 Street Name Cape May, NJ</p> <p>Name,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus mi risus, vestibulum vel tortor nec, pellentesque convallis felis. Cras lorem diam, sodales in luctus id, sollicitudin at lorem. Ut tempor tellus et mi tristique, ac sollicitudin tortor bibendum. Praesent tincidunt quis augue vel ultricies. Cras sollicitudin lectus eget suscipit dapibus. Maecenas in ligula mauris. Morbi eu euismod neque, et placerat dui. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Maecenas pretium vitae odio id varius. Duis eget convallis lectus, sed maximus velit. Proin quis fermentum ex, ac pellentesque tellus. Nulla facilisi.</p> <p>In vitae ex justo. Praesent dignissim lacus eget sagittis venenatis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Pellentesque ligula odio, porttitor sed semper quis, consequat et est. Morbi rutrum fringilla nulla at egestas. Mauris a lorem in sapien suscipit interdum quis in nisi. Curabitur in viverra mi. Donec dapibus placerat tortor et vulputate. Donec porta mattis eros id sollicitudin. Maecenas molestie ante quis enim ultrices elementum. In hac habitasse platea dictumst. Vivamus rhoncus, turpis quis iaculis tempor, turpis elit lobortis nunc, sed finibus turpis dolor sit amet ante. Aliquam scelerisque tempus orci, sed tincidunt lacus ullamcorper at. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Curabitur vehicula tincidunt finibus.</p> <p>Sincerely, Open Spaces Cape May County <i>Sarah Jones</i> Sarah Jones Marketing Director</p> <p>Cape May County Planning Department 4 Moore Road, Cape May Court House, N.J. 08210</p>	
	0.5"		

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OPEN SPACES
CAPE MAY COUNTY

Chapter 4:

PLACEMAKING ELEMENTS & DESIGN GUIDELINES

A key goal of the Creative Placemaking Plan is to support the implementation of the brand identity guidelines and to establish a high level of quality for project implementation. The brand identity guidelines have been utilized to create concepts for a variety of site furnishings, park structures, wayfinding signs, and other elements. Most of the elements consist of standard products from established vendors that have been modified slightly to express the brand

identity. This approach reduces the cost implications that arise from significant customization of off-the-shelf products or the creation of totally new products. Overall, the placemaking elements and design guidelines will create a consistent level of project execution while providing significant creative flexibility for each community.

The placemaking families are intended to both complement a surrounding landscape and to provide design flexibility for the end user. Each family is composed of a color scheme and corresponding pattern, and these elements can be used throughout the design of a park, open space, or recreational facility. Utilizing these placemaking families, an implemented project will have consistent and appealing design language as well as a high level of quality and durability in the selected products and materials.

4.1.1. COLOR SCHEMES

The overall color palette from the brand identity has been adapted for use on specific sites. Several different schemes have been developed which are intended to complement various landscapes and public spaces found throughout the County. Each scheme consists of a primary color, an accent color, a neutral color, and several tertiary colors. These colors have been carefully composed to provide a cohesive aesthetic while also providing design flexibility. The colors have also been selected because of their colorfastness; they are less susceptible to degradation due to UV exposure or other environmental conditions.

4.1.2. PATTERNS

Similar to the color schemes, the patterns from the brand identity can be incorporated into the design of various site elements such as site furnishings, signage and wayfinding, and other elements.

4.1.3. PLACEMAKING FAMILIES

Cape May County has a variety of natural and built environments. A core goal of this project is to create placemaking elements which are complementary to their surrounding context. Utilizing specific combinations of the color schemes and patterns, a visual language has been developed which will highlight and complement the unique and diverse environments present throughout the County.

There are five core environments that have been developed for this project; coastal areas, marshlands, woodlands, agricultural areas, and urban or historic environments.

Coastal Environments

Perhaps the most iconic landscapes in Cape May County are the vast beaches and coastal areas in which most of the population lives and recreates. These include wide sandy beach areas, boardwalks, bike trails, and various recreational amenities.

Environment	Inspiration	Derived Pattern	Primary Color	Accent Color	Neutral Colors	Tertiary Colors
COASTAL ENVIRONMENT					 	 
MARSHLAND ENVIRONMENT					 	 
WOODLAND ENVIRONMENT					 	 
AGRICULTURAL ENVIRONMENT					 	 
URBAN & HISTORIC ENVIRONMENTS					 	 

Placemaking Families (Continued)

Marshland Environments

Located between the central area of the County and the barrier islands are expansive tidal marshlands. The bright green grasses are a striking visual element that is experienced when traveling between inland areas and the coastal communities. Various fishing, boating, and cycling activities occur within these marshlands. The bright green texture of the grass is iconic and somewhat unique to Cape May County. It is also a key habitat for various birds and other wildlife.

Woodland Environments

The central spine of Cape May County includes various woodlands which are common throughout southern New Jersey. This flat landscape includes sandy soils, various species of coniferous and deciduous trees, and numerous understory shrubs and groundcovers. This landscape is much less defined by vast open spaces like the coastal and marshland environments and instead is defined by smaller more intimate spaces created by various stands of trees. The colors are also darker and more muted, establishing a very different experience for residents and visitors.

Agricultural Environments

Cape May County has numerous wineries and farms throughout the inland areas of the County. These open spaces feel very different than other open spaces and are defined by geometric rows of various agricultural production elements. The wineries are a key driver of tourism and have their own aesthetic character. The linear patterns of this landscape help to shape a more linear expression in the placemaking elements. Additionally, the earthy tones of the agricultural environments lend themselves to a muted color scheme.

Urban & Historic Environments

Cape May County has numerous built environments and it is likely that placemaking elements will be created within a built-out area. Geometric patterns are more common in these built environments. The scalloped pattern that is iconic in Victorian architecture can be utilized to suggest a more urban or historic aesthetic concept. Darker color tones fit better within these man-made environments and a dark color scheme which consists of black, dark blue, or gray colors is most appropriate. The scalloped pattern also alludes visually to fish scales, referencing the area's nautical history.

The selection of products and construction materials for Open Spaces Program projects is a critical element in achieving successful implementation. The following chapter provides guidelines for selection of these products and materials in order to simplify the design and funding application process and to assure that Open Spaces Program projects have strong outcomes.

4.2.1. DURABILITY & MAINTENANCE REDUCTION

High-quality materials and products should be selected for use in Open Spaces Program projects. While these may have a higher initial procurement or construction cost, the overall life-cycle cost will likely be lower. Life-cycle costs are defined as the sum of the total overall cost of a product or construction material including installation, maintenance, and eventual replacement. The materials and finishes described in the following chapter have been carefully selected to support the goals of the placemaking plan, to provide high aesthetic quality, and to minimize life-cycle costs.

4.2.2. ENVIRONMENTAL SUSTAINABILITY

All projects should strive to promote and utilize materials, design technologies, and construction practices which promote and enhance environmental sustainability.

4.2.3. GENERAL AESTHETIC CONSIDERATIONS

All placemaking and wayfinding elements should be visually compatible but not monotonous. This is achieved using similar materials, colors, and patterns. The general intent is that the design of placemaking elements should reflect the surrounding landscape or built environment. With consistent application of color and pattern, a harmonious design aesthetic will be created that is both reflective of its context and is compatible with the brand identity of the Open Spaces Program. These visual cues will clearly denote that a project has been funded by the Open Spaces Program, which in turn will strengthen the overall awareness of the program to the user.

4.3.1. GENERAL DESIGN GOALS

Universal Accessibility is a key design goal for projects which are open to the public or use public funding. All projects should reference various design guidelines that are provided by the federal government through the United States Access Board and other sources.

4.3.2. APPLICABILITY TO OPEN SPACES PROGRAM PROJECTS

Because of the varied terrain and remoteness of landscape features in parks and open spaces, design elements such as ramps, sloping walkways, and elevators which are typically utilized to provide accessible routes may be impractical. There may still be a desire to provide public access to these areas using stairs, steep slopes, or uneven pavements which do not meet universal accessibility guidelines. In this case, every effort should be taken to make as much of these features accessible.

In all instances, state and local building codes and guidelines should take precedence for each specific project.

4.3.3. KEY DEFINITIONS & GUIDELINES

The following terminology is utilized in the development of the various concepts provided in these guidelines. Universal Accessibility Guidelines are based on the “Outdoor Developed Areas: A Summary of Accessibility Standards for Federal Outdoor Developed Areas”.

The definitions and design considerations are provided as a reference and design objective.

Beach Access Routes

A beach access route is a continuous, unobstructed path that crosses the surface of the beach and provides pedestrians access to the water. Beach access routes are not required where pedestrian access to the beach is not allowed.

Beach access routes can be permanent or removable. Removable beach access routes may be an option where restrictive permits are issued in coastal and shoreline areas, where seasonal tides or high flows may remove or damage a permanent structure, or in areas where the beach erodes or builds up quickly each season and causes a permanent beach access route to become inaccessible. Removable beach access routes can be moved to a protected storage area during storms and other periods when the routes are subject to damage or loss.

Outdoor Constructed Features

Outdoor constructed features are picnic tables, fire rings, grills, fireplaces, wood stoves, trash and recycling receptacles, water hydrants, utility and sewage hookups, outdoor rinsing showers, benches, and viewing scopes provided at outdoor recreation facilities.

Where outdoor constructed features are provided in common use and public use areas that serve camping and picnic units with mobility features, at least 20 percent, but no less than one, of each type of outdoor constructed feature must comply with the applicable technical requirements for the feature.

Outdoor Recreation Access Routes

An Outdoor Recreation Access Route (ORAR) is a continuous, unobstructed path that is intended for pedestrian use and that connects accessible elements, spaces, and facilities within camping and picnic facilities and at viewing areas and trailheads. ORARs cannot be used at other types of facilities, such as educational campuses, office parks, or theme parks.

At viewing areas, at least one ORAR must connect accessible parking spaces or other arrival points that serve the viewing area with accessible elements, spaces, and facilities provided within the viewing area.

At trailheads, at least one ORAR must connect 1) Accessible parking spaces or other arrival points serving the trailhead, 2) the starting point of the trail, and/or 3) Accessible elements, spaces, and facilities provided within the trailhead.

Picnic Facilities

A picnic facility is a site, or a portion of a site, that is developed for outdoor recreational purposes and contains picnic units. A picnic unit is an outdoor space in a picnic facility that is used for picnicking and contains at least one outdoor constructed feature. When only one or two picnic units are provided in a picnic facility, each picnic unit must provide mobility features. When more than two picnic units are provided in a picnic facility, at least 20 percent, but no less than two, of the picnic units must provide mobility features.

Trailheads

A trailhead is defined as an outdoor space that is designated by an entity responsible for administering or maintaining a trail to serve as an access point to the trail. The junction of two or

more trails or the undeveloped junction of a trail and a road is not a trailhead.

All cyclists, hikers, runners, and other trail users need trail information to make informed decisions. For example, users want to know which trail is most appropriate for the amount of time they have available, the people in their group, and the type of hike, run, or bicycle ride that best suits their needs or desires. Information about the accessibility of a trail enables people with disabilities to decide whether the characteristics of the trail are suited to their abilities. When this information is available on Web sites and in printed materials, it allows all users, including people with disabilities, the opportunity to understand the possible challenges of the trail before arriving at the trailhead.

When a new trail information sign is provided at the trailhead on a newly constructed or altered trail designed for use by hikers or pedestrians, the sign must provide information about the accessible characteristics of the trail. This requirement applies to new trailhead information signs regardless of whether the newly constructed or altered trail complies with the technical requirements for trails.

Viewing Areas

A viewing area is an outdoor space developed for viewing a landscape, wildlife, or other points of interest. At least 20 percent, but no less than one, of each type of outdoor constructed feature provided within each viewing area must comply with the applicable technical requirements for the feature. The technical requirements for outdoor constructed features, including viewing scopes, are located in the section of this guide on outdoor constructed features.

4.4 Structures

4.4.1. LARGE PAVILIONS

The large shelter at 24'x42' is sized to accommodate four full-sized picnic tables or groups of roughly 15-30 people. A slightly smaller version at 24'x30 is also available and will accommodate 4 smaller tables and groups of roughly 10-20 people.

Large Pavilion Design Considerations

The pavilion includes several elements which provide key amenities to the users. A rear service counter provides an opportunity to stow packs and other items off the ground and away from the tables. This counter also provides a convenient station for buffet-style food service when large groups use the shelter for gatherings.

The use of tongue & groove planking on the ceiling of the pavilion provides both aesthetic benefits as well as the reduction of maintenance. The planking conceals the structure of the roof deck, minimizing the risk of birds or other animals using the structures for perching or nesting.

Further, the pavilion includes a rear screen which utilizes the pattern of the corresponding placemaking family. This screen provides shade and some enclosure without significantly reducing visibility. The screen and roof pitch suggest that the screen side is the back of the pavilion. Therefore, the pavilion is best oriented with the screen side toward the perceived 'back' of the site. In other words, the pavilion should open outward toward the primary space or view corridor. Placement of pavilion along an existing or designed edge of park or open space is preferable and a pavilion should not be placed in the center of a space.

Optional Pavilion Design Items

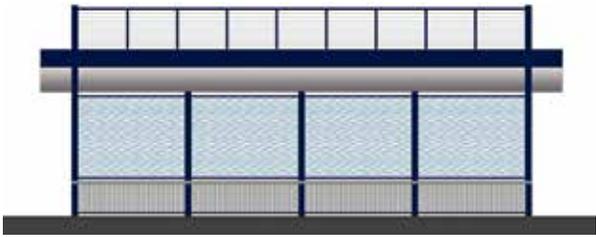
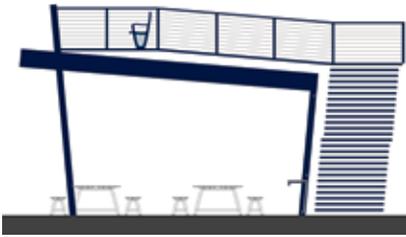
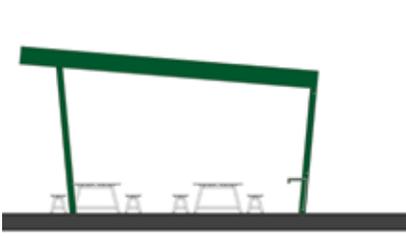
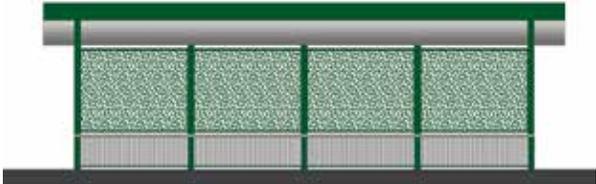
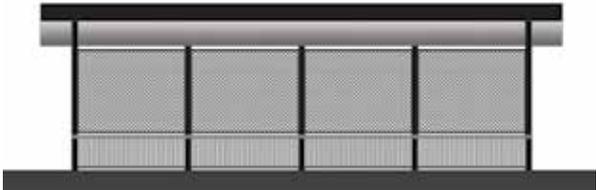
Each Pavilion may be customized with optional items. Lights may be incorporated into the ceiling to provide a longer use period or to increase safety. Area lights may also be added around the outside of each pavilion.

If lighting or other electrical service is provided to a shelter, 110v and USB convenience outlets for park users should be considered as well. This will enhance the user experience and encourage more visitation.

Overhead Viewing Platform

If the site has a key vista or view of the surrounding landscape, the addition of an overhead viewing platform may be provided. ADA Accessibility Guidelines and local building codes should be followed if access to the platform is not an accessible route.

Key Specifications	
Manufacturer:	Icon Shelters
Manufacturing Location:	Holland, Michigan
Model:	Customized monoslope
Materials:	• Steel, Cedar, Metal/Green Roof, Ipe Counter
Colors:	• Customized colors
Dimensions:	• 24' x 42'
Features:	• Powder-coat finish • On-site assembly required • Tongue and groove cedar roof planking
Warranty:	Per manufacturer
Installation:	Per manufacturer

Pattern	Primary Color Scheme	Alternative Color Scheme	Front Elevation	Side Elevation
 <p>WAVE</p>	<p>DARK BLUE 289 C</p> <p>LIGHT BLUE 291 C</p>	<p>DARK GREY WARM GREY 10 C</p> <p>LIGHT BLUE 291 C</p>		
 <p>GRASS</p>	<p>DARK GREEN 7734 C</p> <p>LIGHT GREEN 2276 C</p>	<p>DARK GREY WARM GREY 10 C</p> <p>LIGHT GREEN 2276 C</p>		
 <p>LEAF</p>	<p>DARK GREEN 7734 C</p> <p>DARK GREEN 7734 C</p> <p>DARK GREEN 7734 C</p>	<p>DARK GREEN 7734 C</p> <p>LIGHT GREEN 2276 C</p>		
 <p>FARMLAND</p>	<p>DARK GREY WARM GREY 10 C</p> <p>DARK GREY WARM GREY 10 C</p>	<p>DARK GREY WARM GREY 10 C</p> <p>LIGHT GRAY PMS 7529</p>		
 <p>SCALLOP</p>	<p>BLACK NEUTRAL BLACK C</p>	<p>BLACK NEUTRAL BLACK C</p> <p>RED 7621 C</p>		

4.4 Structures (Continued)

4.4.2. SMALL PAVILIONS

A small pavilion may be warranted at a minor trailhead or at a smaller picnic area or park. This pavilion is 16' x 22' and provides space for one large picnic table. This is sized to comfortably facilitate gatherings of 2-6 people.

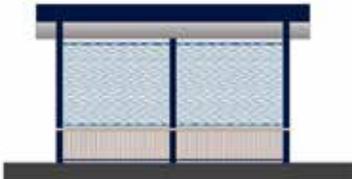
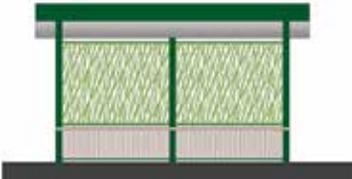
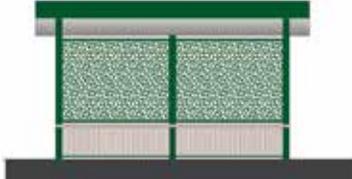
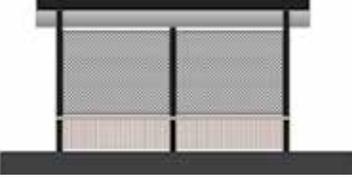
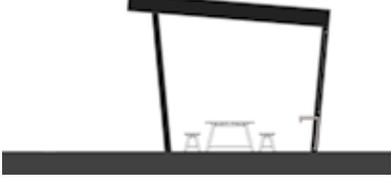
Small Pavilion Design Considerations

A collection of small pavilions may be organized around a central gathering area or green space to facilitate multiple small group gatherings at one time. A typical application of pavilion may be a park or recreational facility which are frequented by families, sports teams, or other small groups.

Optional Design Items

Similar to the large pavilion, the small pavilions could be outfitted with lighting and convenience outlets to enhance the user experience and encourage visitation.

Key Specifications	
Manufacturer:	Icon Shelters
Manufacturing Location:	Holland, Michigan
Model:	Customized monoslope
Materials:	<ul style="list-style-type: none"> • Steel, Cedar, Metal or Green Roof, Ipe Counter, etc.
Colors:	<ul style="list-style-type: none"> • Customized colors
Dimensions:	<ul style="list-style-type: none"> • 16' x 22'
Features:	<ul style="list-style-type: none"> • Powder coating finish • On-site assembly required • Tongue and groove cedar roof planking
Warranty:	Per manufacturer
Installation:	Per manufacturer

Pattern	Primary Color Scheme	Alternative Color Scheme	Front Elevation	Side Elevation
 <p>WAVE</p>	<p>DARK BLUE 289 C</p> <p>LIGHT BLUE 291 C</p>	<p>DARK GREY WARM GREY 10 C</p> <p>LIGHT BLUE 291 C</p>		
 <p>GRASS</p>	<p>DARK GREEN 7734 C</p> <p>LIGHT GREEN 2276 C</p>	<p>DARK GREY WARM GREY 10 C</p> <p>LIGHT GREEN 2276 C</p>		
 <p>LEAF</p>	<p>DARK GREEN 7734 C</p> <p>DARK GREEN 7734 C</p>	<p>DARK GREEN 7734 C</p> <p>LIGHT GREEN 2276 C</p>		
 <p>FARMLAND</p>	<p>DARK GREY WARM GREY 10 C</p> <p>DARK GREY WARM GREY 10 C</p>	<p>DARK GREY WARM GREY 10 C</p> <p>LIGHT GRAY PMS 7529</p>		
 <p>SCALLOP</p>	<p>BLACK NEUTRAL BLACK C</p>	<p>BLACK NEUTRAL BLACK C</p> <p>RED 7621 C</p>		

4.4 Structures (Continued)

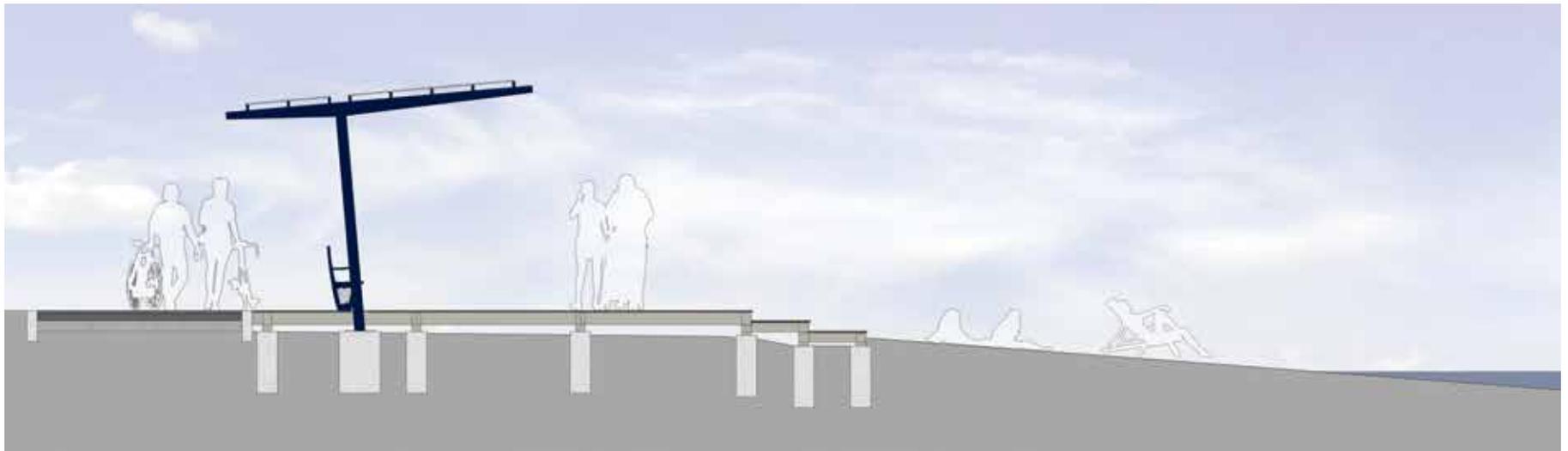
4.4.3. SHADE PERGOLA

A shade pergola may be warranted at a special seating area or overlook such as a boardwalk or performance area. The pergola design should include a patterned overhead screen which corresponds to the selected placemaking family. This screen will cast a shadow on the ground below, enhancing its aesthetic appeal and reinforcing the Open Spaces Program.

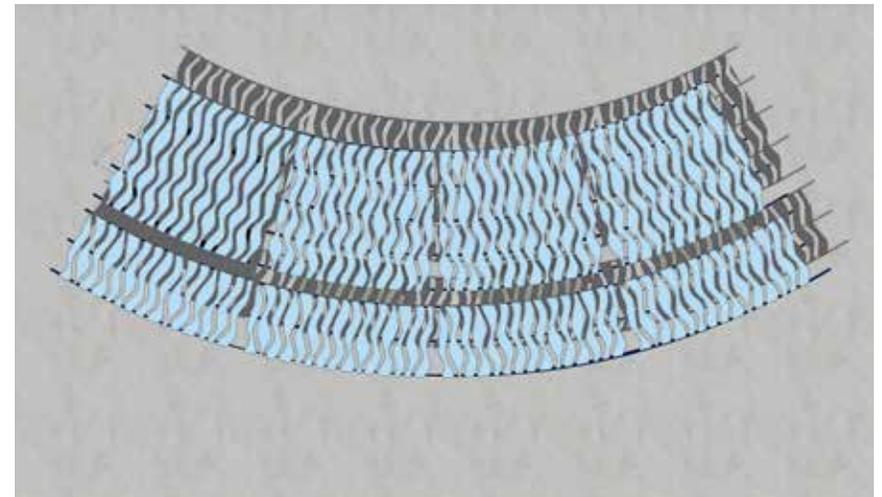
Design Considerations

Benches, tables, or other seating elements should be located below the pergola structure. The shape of the pergola may be rectangular or curvilinear. The form, height, and layout can be customized to the site, although an irregular shape will likely be costlier.

Section



Roof Plan



4.5.1. BOARDWALKS & DOCKS

Boardwalks and overlooks are typically best suited to provide access to sensitive environments including coastal areas, wetlands, open bodies of water, and streams. Because of their location in these environments, they require special attention during the design process to reduce impacts during construction and to minimize impacts of future maintenance activities.

Structural systems

The foundation and structural systems of boardwalks and overlooks typically consist of wood frame construction over cast-in-place concrete piers. While this is a widely accepted construction technique, the aesthetic quality of this decreases over time and there is significant maintenance required to maintain structural integrity.

New technologies have emerged which may be better suited for certain types of boardwalks and decks. Modular concrete boardwalk systems may be an attractive alternative to wood systems.

Boardwalk Planking Systems

The decking systems of boardwalks in coastal areas have traditionally consisted of pressure treated lumber or a tropical hardwood known as Ipe. Both products have benefits and drawbacks. Pressure-treated lumber is relatively inexpensive and is widely available, but is prone to splintering and has a short life-cycle.

Ipe is a beautiful material that has a very long life-cycle and is highly durable. However, it is very expensive and there have been concerns raised by environmental groups regarding the impacts of harvesting this lumber from tropical areas. If communities choose Ipe as a construction material, they should strive to attain materials that are reclaimed or have some degree of sustainable forestry practices.

Several additional products have emerged recently. Concrete planking systems are a strong alternative for multi-use trail applications because they are slip resistant, very low maintenance, and can support small vehicles. While the initial cost of concrete boardwalk systems is high, the overall life-cycle cost will likely be lower than other boardwalk systems because of minimal maintenance and a longer lifespan.

Two new planking products have been introduced into the market recently. Black Locust is a high-quality hardwood that can be sustainably harvested. This material has been utilized on boardwalk systems along the East Coast of the US and in Europe. This product is still in its testing phase, but it should be considered as an alternative to pressure-treated lumber or Ipe.

Accoya is another new product that has been introduced in the last several years. This material is sustainably harvested and then treated with a non-toxic process to increase its longevity. In some cases, this material has been installed with a 50-year warranty against rot in decay. This product is still gaining market share in the US, but it may become another strong alternative to pressure-treated lumber and Ipe.

4.5

Boardwalks & Docks (Continued)

4.5.2. WOOD FLOATING DOCK SYSTEMS

Wood floating docks should be utilized as the primary dock system in projects funded through the Open Spaces Program. These systems have excellent functionality, long lifespans, and compatible aesthetics.

Permitting

All floating dock systems that are within coastal water bodies will require significant permitting. A preliminary review of the design concept should be performed by the appropriate legislative entities.

Key Specifications:	
Manufacturer:	Bellingham Marine
Manufacturing Location:	Various in US
Model:	Unideck Timber
Materials:	<ul style="list-style-type: none"> • Heavy duty timber structural members with steel reinforced connections • Decking is available in Ipe, Southern Yellow Pine, Composite, Aluminum, or Concrete
Colors:	• Per manufacturer
Dimensions:	• Site dependent
Features:	<ul style="list-style-type: none"> • 35+ year service life • Near zero maintenance, fully assembled • 20% stronger than other wood docks
Warranty:	Per manufacturer
Installation:	Per manufacturer's instructions (site contingent)

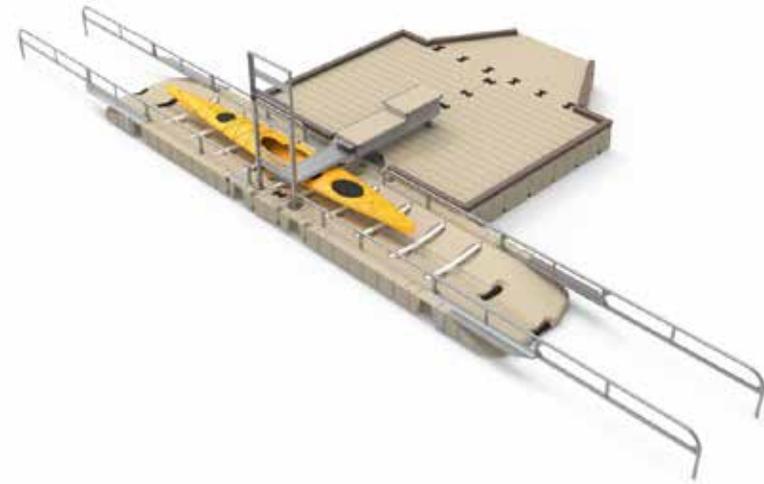


4.5.3. POLYETHYLENE FLOATING DOCK SYSTEMS

Some projects may have special design considerations in which wood floating dock systems will not be compatible with specific design circumstances. Commercially available polyethylene systems provide additional features to satisfy most unique design situations.

For example, several polyethylene dock systems have ADA compliant paddlecraft launches as a standard product. There are many circumstances where the use of this product will be appropriate.

Key Specifications:	
Manufacturer:	EZ Dock (GSA Approved Vendor)
Manufacturing Location:	Various in US
Model:	Varies
Materials:	<ul style="list-style-type: none">• Polyethylene• Steel railings
Colors:	<ul style="list-style-type: none">• Per manufacturer
Dimensions:	<ul style="list-style-type: none">• Configuration is site dependent• Width: 4'; Length: 6' Sections; Height; 8"
Features:	<ul style="list-style-type: none">• 30+ year service life• Highly customizable• ADA components are readily available
Warranty:	Per manufacturer
Installation:	Per manufacturer's instructions (site contingent)



4.6

Railing & Fence Systems

4.6.1. RAILING SYSTEMS

Boardwalks, overlooks, and other elevated structures will require railings to protect against falls. Because railings are an extremely visible site element, a high-quality railing system should be used. Additionally, most railings will be installed in areas that have excellent views of the surrounding landscapes. The railing system should be as transparent as possible to minimize obstruction of these views.

The marine environment of much of the County will cause significant corrosion for materials which are not designed for these conditions. For railings located in these areas, a marine grade railing system should be selected. Typically, these systems consist of high-grade stainless-steel components. For other areas that are not directly in marine environments, other types of railings may be considered including aluminum, lower grade stainless-steel, and wood timber.

In general, railing systems are very expensive and should be used only when necessary. There are multiple design techniques to avoid the use of railings while satisfying various building codes and safety considerations.

First, boardwalks and overlook decks should only be utilized at crossings of water bodies or sensitive ecological areas, or at locations where providing visual access to a key environment is a core design feature. Second, if boardwalks are kept low to the ground (typically less than 30" of fall height), railings are not required. If this is possible given the specific site conditions, this strategy will omit the need for railings in many circumstances.



Key Specifications:

Manufacturer:	Viewrail
Manufacturing Location:	Goshen, Indiana
Model:	Cable railing systems
Materials:	<ul style="list-style-type: none"> • Steel railings, cables, and fittings • Wood handrails
Colors:	<ul style="list-style-type: none"> • Stainless steel (marine grade) • Painted aluminum (inland applications)
Dimensions:	<ul style="list-style-type: none"> • Configuration is site dependent • Height 42"
Features:	<ul style="list-style-type: none"> • Marine grade if necessary • Cable wires or steel rods available
Warranty:	Per manufacturer
Installation:	Per manufacturer's instructions (site contingent)

4.6.2. DECORATIVE FENCES

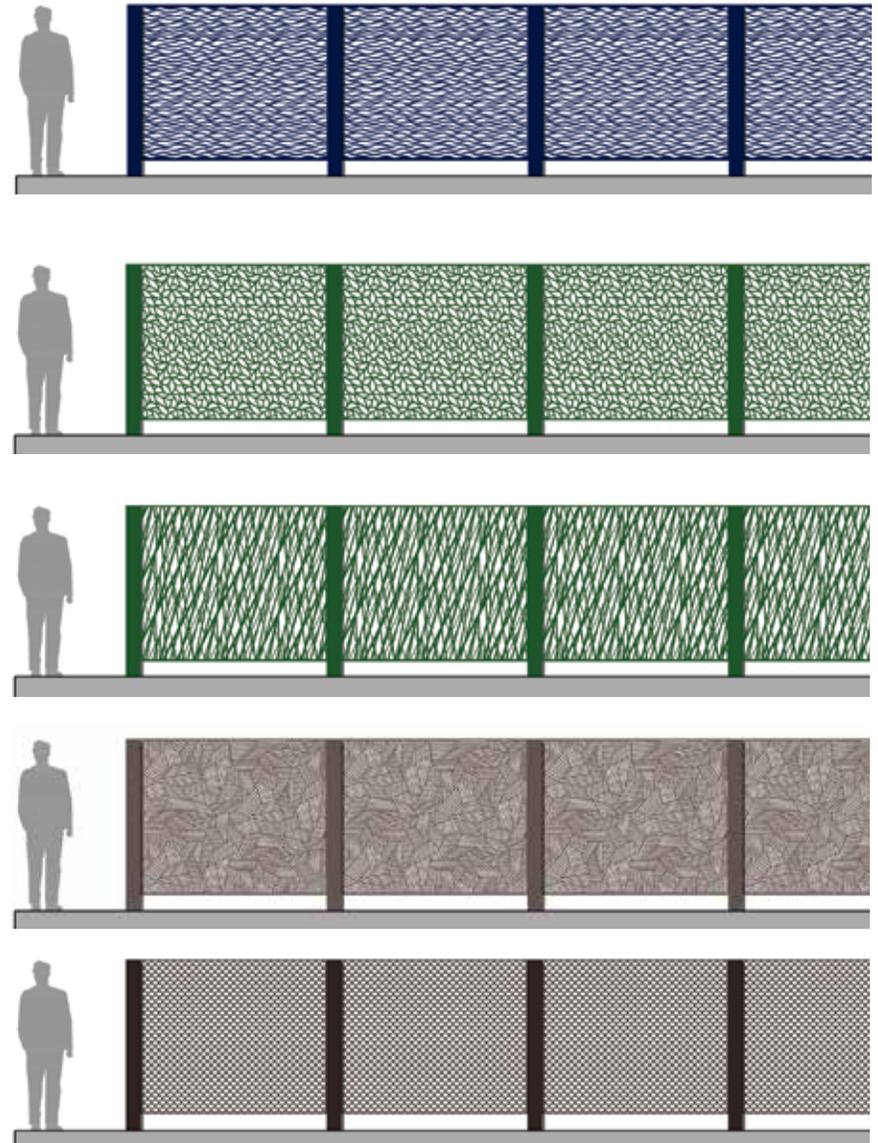
Decorative fences may be a desired site feature for bridges, entries, and seating areas. The patterns and color schemes of the placemaking families should be incorporated into the design of the fence infill panels. The maximum size available for each fence panel is up to 8' in height by 8' in length, but any size smaller than the maximum is achievable.

Other types of painted aluminum or steel fences may be utilized, such as steel rail and picket systems. These are widely available from numerous manufacturers and various heights, features, colors, and levels of security are available.

Chain-Link Fences

Chain-link fences should not be used in highly visible areas and are only appropriate for athletic facilities such as ball fields, tennis courts, etc. When using chain link fence, vinyl coated steel mesh should be selected, and the color of the vinyl should match the placemaking family.

Key Specifications:	
Manufacturer:	Panels: Keystone Ridge Designs Posts: Local supplier
Materials:	<ul style="list-style-type: none"> • Powder-coated steel
Colors:	<ul style="list-style-type: none"> • Per placemaking program
Dimensions:	<ul style="list-style-type: none"> • Configuration is site dependent • Standard panel size is up to 8' x 8'
Features:	<ul style="list-style-type: none"> • Pattern is customized per location and use
Installation:	Based on site conditions



4.7

Site Furnishings

4.7.1. BENCH 1

The standard bench for the Open Spaces Program is designed to be comfortable and user friendly. The slats of the benches are created from highly durable hardwood and will provide comfortable seating in both warm and cold seasons. The back of the bench is taller than most outdoor benches in order to maximize support and encourage long term use.

The end frames of the benches should be the primary color of the placemaking family and will include the corresponding pattern as an infill element within the end frame. The infill element may be painted either the primary color or the accent color.

The standard bench is available in lengths of 4', 6', or 8'. When selecting the standard size, please consider that a 4' bench will comfortably accommodate 1-2 persons while the 6' and 8' versions will accommodate up to 3-4 people. Also, because the bench has a back, it should be oriented outward toward a key view corridor or open space.

BASE MODEL



CUSTOMIZED MODEL



Key Specifications:

Manufacturer:	Keystone Ridge Designs
Manufacturing Location:	Butler, Pennsylvania
Model:	Creekview Bench with back
Materials:	Fully-welded commercial grade steel, Ipe hardwood
Colors:	<ul style="list-style-type: none"> • Base Model: Sparkle Silver • Customized Colors: Primary color of selected placemaking family
Dimensions:	<ul style="list-style-type: none"> • Seat Height: 17" • Height: 37 3/4" • Length: Available in 48", 72", or 96" lengths • Weight: 255 lbs. to 375 lbs.
Features:	<ul style="list-style-type: none"> • Polyester powder coating finish • Bolt down finish • Fully assembled • Continuous weld seams
Warranty:	Three Year
Installation:	Surface Mount to Pavement Below per Manufacturer's Instructions

ENVIRONMENT	COASTAL	MARSHLAND	WOODLAND	FARMLAND	URBAN/HISTORIC
PRIMARY COLOR	DARK BLUE 289 C	DARK GREEN 7734 C	DARK GREEN 7734 C	DARK GREY WARM GREY 10 C	BLACK NEUTRAL BLACK C
INFILL COLOR (OPTIONAL)	LIGHT BLUE 291 C	LIGHT GREEN 2276 C	LIGHT GRAY PMS 7529	LIGHT GRAY PMS 7529	BLACK NEUTRAL BLACK C
INFILL PATTERN	 WAVE	 GRASS	 LEAF	 FARMLAND	 SCALLOP
ELEVATION					

4.7 Site Furnishings (Continued)

4.7.2. BENCH 2

A backless variation of the standard bench is provided for instances where users may wish to face multiple directions, when a site does not have clearly defined edges, or where unobstructed visibility is the highest priority. The backless bench provides short term resting but does not encourage seating for long periods of time. Bench 2 matches Bench 1 and is also available in standard lengths of 4', 6', or 8'.

BASE MODEL



Key Specifications:	
Manufacturer:	Keystone Ridge Designs
Manufacturing Location:	Butler, Pennsylvania
Model:	Creekview Bench without Back
Materials:	Fully-welded commercial grade steel, Ipe Hardwood
Colors:	<ul style="list-style-type: none"> • Base Model: Sparkle Silver • Customized Colors: Primary color of selected placemaking family
Dimensions:	<ul style="list-style-type: none"> • Seat Height: 17" • Height: 37 3/4" • Length: Available in 48", 72", or 96" lengths • Weight: 255 lbs. to 375 lbs.
Features:	<ul style="list-style-type: none"> • Polyester powder coating finish • Bolt down finish • Fully assembled • Continuous weld seams
Warranty:	Three Year
Installation:	Surface Mount to Pavement Below per Manufacturer's Instructions

ENVIRONMENT	COASTAL	MARSHLAND	WOODLAND	FARMLAND	URBAN/HISTORIC
PRIMARY COLOR	DARK BLUE 289 C	DARK GREEN 7734 C	DARK GREEN 7734 C	DARK GREY WARM GREY 10 C	BLACK NEUTRAL BLACK C
INFILL COLOR (OPTIONAL)	LIGHT BLUE 291 C	LIGHT GREEN 2276 C	LIGHT GRAY PMS 7529	LIGHT GRAY PMS 7529	BLACK NEUTRAL BLACK C
INFILL PATTERN	WAVE	GRASS	LEAF	FARMLAND	SCALLOP
ELEVATION					

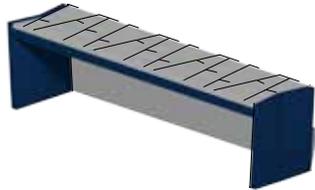
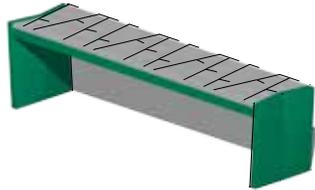
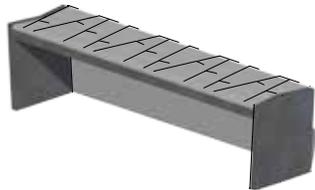
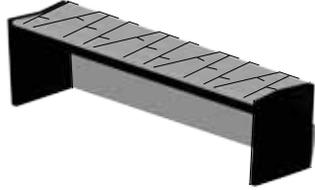
4.7 Site Furnishings (Continued)

4.7.3. BENCH 3

This backless bench offers a slightly different design that is compatible with the overall design aesthetic. The slats used to create the seat are composed of reclaimed planking from the nearby Atlantic City Boardwalk. This provides a fun aesthetic element that is rooted in sustainable design.

The manufacturer does offer standard colors that are similar to the selected color scheme. Samples should be requested and compared to other site elements to assure that the colors are compatible.

Key Specifications:	
Manufacturer:	Forms + Surfaces
Manufacturing Location:	Etna, Pennsylvania
Model:	Boardwalk Bench
Materials:	Fully-welded commercial grade steel, Ipe Hardwood
Colors:	<ul style="list-style-type: none"> • Base Model: Silver • Customized Colors: Match primary color of selected placemaking family
Dimensions:	<ul style="list-style-type: none"> • Seat Height: 18.4" • Height: 18.4" • Length: 72.2"
Features:	<ul style="list-style-type: none"> • Seats of FSC® Recycled reclaimed Cumaru hardwood slats repurposed from the Atlantic City Boardwalk
Installation:	Surface mount to pavement below per manufacturer's instructions

CUSTOMIZED MODEL	COLORS
	DARK BLUE INK BLUE TEXTURE / 289 C
	DARK GREEN EVERGREEN TEXTURE / 7734 C
	DARK GREY ARGENTO TEXTURE / WARM GREY 10 C
	BLACK BLACK TEXTURE / NEUTRAL BLACK C

4.7.4. BENCH 4

For special seating areas in which long term lounging is desirable, this specialized chaise lounge bench should be considered. The unique form and whimsical aesthetic quality will set a user-friendly tone for the space and will encourage use.

The end frames of the design should be composed of either the primary color or the accent color. If multiple chaise lounges are grouped together, a composition which uses the primary, accent, and tertiary colors could be considered.

Key Specifications:	
Manufacturer:	Keystone Ridge Designs
Manufacturing Location:	Butler, Pennsylvania
Model:	Loma Chaise Lounge
Materials:	Fully-welded commercial grade steel, Ipe Hardwood
Colors:	<ul style="list-style-type: none"> • Base Model: Sparkle Silver • Customized Colors: Primary color of selected placemaking family
Dimensions:	<ul style="list-style-type: none"> • Length: 85"; Width 23 1/2"
Features:	<ul style="list-style-type: none"> • Polyester powder coating finish • Bolt down finish • Fully assembled • Continuous weld seams
Warranty:	Three Year
Installation:	Surface mount to pavement below per manufacturer's instructions

CUSTOMIZED MODEL	COLORS
	DARK BLUE 289 C
	DARK GREEN 7734 C
	DARK GREY WARM GREY 10 C
	BLACK NEUTRAL BLACK C

4.7

Site Furnishings (Continued)

4.7.5. TABLE 1

The standard picnic table comes in lengths of 4', 6', and 8', providing versatility for a variety of site conditions and seating arrangements. The benches and tabletop can be fabricated of either durable hardwood or metal. The hardwood tabletop should be used when the table is in sunny areas to reduce heating of the tabletop.

Key Specifications:	
Manufacturer:	Keystone Ridge Designs
Manufacturing Location:	Butler, Pennsylvania
Model:	Breakwater Picnic Table
Materials:	Fully-welded commercial grade steel, Ipe Hardwood
Colors:	<ul style="list-style-type: none"> • Base Model: Primary color of selected placemaking family
Dimensions:	<ul style="list-style-type: none"> • Seat Height: 17" • Table Height: 30" • Length: Available in 48", 70", or 94" lengths • Weight: 300 lbs. to 525 lbs.
Features:	<ul style="list-style-type: none"> • Polyester powder coating finish • Bolt down finish • Some Assembly required
Warranty:	Three Year
Installation:	Surface mount to pavement below per manufacturer's instructions

CUSTOMIZED MODEL

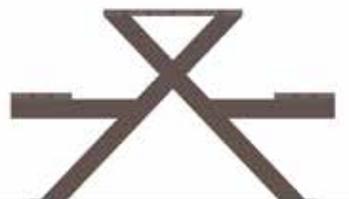
COLORS



DARK BLUE
289 C



DARK GREEN
7734 C



DARK GREY
WARM GREY 10 C



BLACK
NEUTRAL BLACK C

4.7.6. TABLE 2

This second picnic table provides a slightly different but visually compatible design aesthetic to Picnic Table 1. The design has similar materials with a more rectangular form. The table top itself is larger than Table 1, making it better suited to accommodate bigger groups.

Key Specifications:	
Manufacturer:	Landscape Forms
Manufacturing Location:	Kalamazoo, Michigan
Model:	Harvest Table
Materials:	Powdercoated Metal, High-Density Polyethylene (HDPE)
Colors:	<ul style="list-style-type: none"> Standard Colors: Charcoal gray, apple red, leaf green, sunset orange
Dimensions:	<ul style="list-style-type: none"> Seat Height: 15.25" Table Height: 30.25" Length: Available in 94.75" length Weight: 260 lbs.
Features:	<ul style="list-style-type: none"> Polyester powder coating finish Freestanding table
Warranty:	Per manufacturer
Installation:	Surface mount to pavement below per manufacturer's instructions

MODEL	COLORS
	
	
	
	

4.7

Site Furnishings (Continued)

4.7.7. LITTER RECEPTACLE

Each litter receptacle is designed to include waste bins for both landfill trash and single-stream recycling. A sign located on the front of the receptacle will direct users to select the bin that is appropriate for each type of waste. The hood over the waste bin will protect the litter from birds.

The ‘Carson’ base model is an acceptable litter receptacle so long as the color matches the placemaking family.

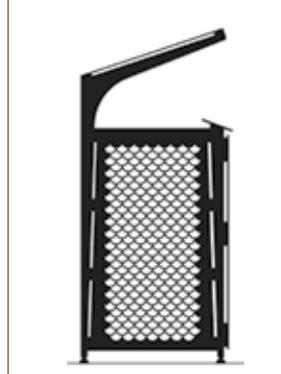
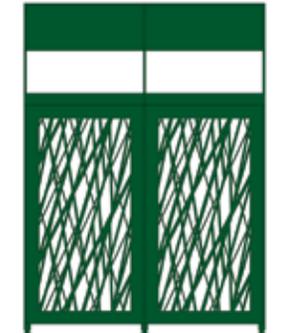
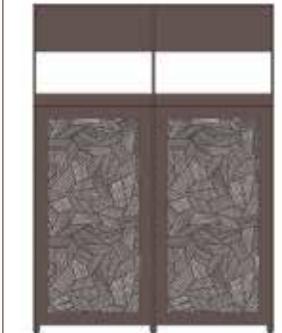
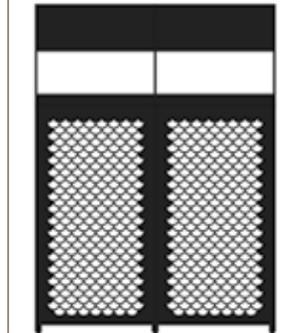
The front, sides, and back of the litter receptacle can be customized with the pattern of the placemaking family. The graphic decal on the front of the receptacle should utilize the typefaces of the brand identity and should also include the brand mark of the Open Spaces Program.

BASE MODEL



Key Specifications:

Manufacturer:	Keystone Ridge Designs
Manufacturing Location:	Butler, Pennsylvania
Model:	Carson Litter Receptacle
Materials:	Fully-welded commercial grade steel
Colors:	<ul style="list-style-type: none"> • Base Model: Sparkle Silver • Customized colors: Primary color of selected placemaking family
Dimensions:	<ul style="list-style-type: none"> • Height: 51 3/4" • Length: 23 1/2" • Weight: 150 lbs.
Features:	<ul style="list-style-type: none"> • Polyester powder coating finish • Fully assembled • Continuous weld seams
Warranty:	Three Year
Installation:	Surface mount to pavement below per manufacturer's instructions

ENVIRONMENT	COASTAL	MARSHLAND	WOODLAND	FARMLAND	URBAN/HISTORIC
PRIMARY COLOR	DARK BLUE 289 C	DARK GREEN 7734 C	DARK GREEN 7734 C	DARK GREY WARM GREY 10 C	BLACK NEUTRAL BLACK C
INFILL PATTERN	 WAVE	 GRASS	 LEAF	 FARMLAND	 SCALLOP
SIDE ELEVATION					
FRONT ELEVATION					

4.7

Site Furnishings (Continued)

4.7.8. BIKE RACK 1

Bike Rack 1 has a basic looped form and can be expanded from one loop to several loops. The single loop version must be accessible from both sides and provides a capacity of up to three bikes. The largest version available has 7 loops and has a capacity of up to 9 bikes. This bike rack can be customized with the color of the various placemaking families and is reasonably priced.

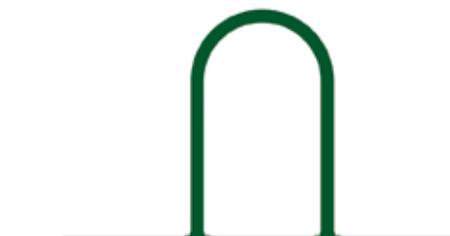
Key Specifications:	
Manufacturer:	Keystone Ridge Designs
Manufacturing Location:	Butler, Pennsylvania
Model:	Sonance
Materials:	Fully-welded commercial grade steel
Colors:	<ul style="list-style-type: none"> • Base Model: Any standard • Customized colors: Primary color of selected placemaking family
Dimensions:	<ul style="list-style-type: none"> • Varies
Features:	<ul style="list-style-type: none"> • Polyester powder coating finish • Bolt down finish • Fully assembled • Continuous weld seams
Warranty:	Three Year
Installation:	Surface mount to pavement below per manufacturer's instructions

CUSTOMIZED MODEL

COLORS



DARK BLUE
289 C



DARK GREEN
7734 C



DARK GREY
WARM GREY 10 C

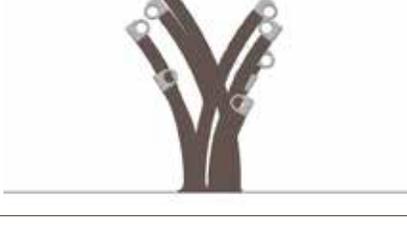


BLACK
NEUTRAL BLACK C

4.7.9. BIKE RACK 2

Bike Rack 2 has a sculptural aesthetic and provides an opportunity to create visual interest. This bike rack system can expand from a single element to a cluster of up to eight elements with varying heights and forms. When clustered, the overall look of the bike rack suggests botanical forms and is visually compatible with most of the placemaking families.

Key Specifications:	
Manufacturer:	Forms + Surfaces
Manufacturing Location:	Varies by product including four locations in USA, one in India, and one in Taiwan
Model:	Bike Garden Bike Rack
Materials:	Stainless steel tubing with cast stainless steel heads
Colors:	<ul style="list-style-type: none"> • Base Model: Silver • Match placemaking family scheme to manufacturer's standard or procure custom color
Dimensions:	<ul style="list-style-type: none"> • Contingent upon model selected
Features:	<ul style="list-style-type: none"> • Multiple variations available
Installation:	Surface mount to pavement below per manufacturer's instructions

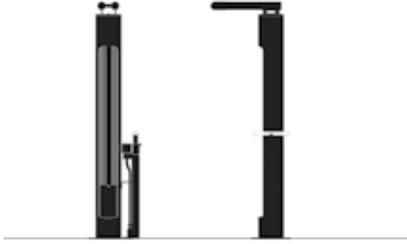
CUSTOMIZED MODEL	COLORS
	DARK BLUE INK BLUE TEXTURE / 289 C
	DARK GREEN EVERGREEN TEXTURE/ 7734 C
	DARK GREY ARGENTO TEXTURE / WARM GREY 10 C
	BLACK BLACK TEXTURE / NEUTRAL BLACK C

4.8 *Trail Amenities*

4.8.1. FIX-IT STATION

Creating a comfortable and user-friendly experience along the multi-use trail network is critical to generating usership and community support. Fix-it stations are self-contained elements which house various repair tools such as wrenches, screwdrivers, and air pumps. Two hanger arms are provided to allow a user to elevate their bike in order to repair flat tires and tighten fittings. The tools are attached to the station by steel cables.

Key Specifications:	
Manufacturer:	Dero
Manufacturing Location:	<ul style="list-style-type: none"> • Minneapolis, MN (HQ) • Made in America
Model:	Fixit
Materials:	304 Stainless Steel
Colors:	<ul style="list-style-type: none"> • Base Model: Black, Green, Iron Gray • Customized colors: Primary color of selected placemaking family
Dimensions:	<ul style="list-style-type: none"> • 59" Height
Features:	<ul style="list-style-type: none"> • Powder coating finish • Bolt down finish • Fully assembled • Continuous weld seams
Warranty:	12 Months
Installation:	Surface mount to pavement below per manufacturer's instructions

CUSTOMIZED MODEL	COLORS
	DARK BLUE 289 C
	DARK GREEN 7734 C
	DARK GREY WARM GREY 10 C
	BLACK NEUTRAL BLACK C

4.8.2. WATER STATION

Providing water to trail users is both a key amenity as well as a major safety feature. Water stations should be positioned at regular intervals along the trail and at major trailheads. The water stations should have multiple faucets to allow users to fill bottles, to drink directly from the faucet, and to provide water for pets. Water stations should be ADAAG compliant.

All trailhead projects should include construction of the proper infrastructure to provide water service. Although this will likely be a considerable expense, water service is a priority element for a trailhead project.

Key Specifications:	
Manufacturer:	Elkay
Manufacturing Location:	<ul style="list-style-type: none"> • Oak Brook, Illinois (HQ) • Various manufacturing locations in US
Model:	Elkay Outdoor EZH2O Bottle Filling Station, Bi-Level, Pedestal with Pet Station Non-Filtered Non-Refrigerated
Materials:	316 Stainless Steel
Dimensions:	<ul style="list-style-type: none"> • 64" Height
Features:	<ul style="list-style-type: none"> • Vandal Resistant • Heavy gauge Construction • Tamper-resistant screws • Pet fountain • Buy America Act Compliant
Installation:	Surface mount to pavement below per manufacturer's instructions

CUSTOMIZED MODEL	COLORS
	DARK BLUE 289 C
	DARK GREEN 7734 C
	DARK GREY WARM GREY 10 C
	BLACK NEUTRAL BLACK C

4.9

Lighting

4.9.1. STREET AND PARKING AREA LIGHTING

Streetlights and parking area lights play a large role in establishing a safe and welcoming feel for a park or open space. Further, they are highly visible and help to establish the aesthetic tone of a site. Therefore, selection and placement of these lights is a critical part of a potential project funded through the Open Spaces Program.

The pole is fabricated from natural wood and is visually compatible with other placemaking elements. The pole also can be fitted with banner arms to accommodate seasonal banners and other graphics.

The light fixture has multiple luminaire options which provides design flexibility for layout and engineering purposes. The color of the fixture can be customized to match the selected placemaking family.



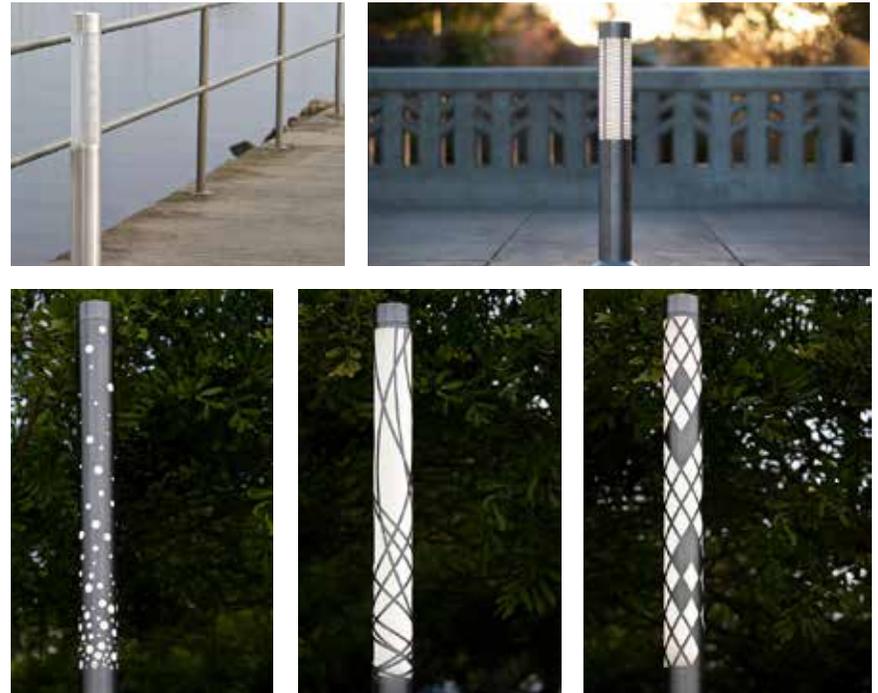
Key Specifications:	
Manufacturer:	<ul style="list-style-type: none"> • Fixtures: Sternberg Lighting • Poles: TimberWood Products
Manufacturing Location:	<ul style="list-style-type: none"> • Roselle, IL (Sternberg Lighting) • San Mateo, CA (Timberwood)
Model:	<ul style="list-style-type: none"> • Fixture: Gallery 1970LED • Pole: 20C Single and Double Curve
Materials:	<ul style="list-style-type: none"> • Fixture: Steel Housing, LED Luminaire • Pole: Treated Douglas Fir
Colors:	<ul style="list-style-type: none"> • Fixture: Primary color of selected placemaking family • Pole: Not painted
Dimensions:	<ul style="list-style-type: none"> • Fixture: 24" Outside Diameter, 16 3/8" Height • Pole: 20' Height
Features:	<ul style="list-style-type: none"> • Luminaire available with different lighting features • Pole is available in varying heights
Installation:	Per manufacturer

4.9.2. SPECIALTY SITE LIGHTING

The varying site conditions and design considerations of Open Spaces Program projects may require special types of lighting. There are numerous types of outdoor light fixtures including bollard lights, light columns, uplights, path lights, step lights, spotlights, etc. While specialty lights have a significant cost associated with them, they may be warranted to support special functions of the site or to meet code requirements. If specialty lights are utilized, they should appear to be an additive part of the overall site design and should support the selected placemaking family to the extent possible.

Low-level path lights are used when it is desirable to locate the luminaires well below eye level in order to provide unobstructed views of the adjacent landscape. Bollard lights provide appropriate levels of lighting and achieve the desired goal of minimizing visual obstructions at the eye level. These lights can be customized with a shroud that has a specific pattern or design element.

Light columns provide area or path lighting from a luminaire well above eye level. Compared to light bollards, light columns require fewer fixtures to achieve similar light levels. They also minimize the obstruction of views for pedestrians and can help to achieve a desired design effect such as defining an edge. Light columns therefore are an attractive option if there is a need for lighting but neither low level path lighting nor full height streetlights are appropriate.



Key Specifications:	
Manufacturer:	Forms + Surfaces
Manufacturing Location:	Varies by product including four locations in USA, one in India, and one in Taiwan
Model:	Varies
Materials:	Stainless steel, glass
Colors:	• Stainless steel only
Dimensions:	• Contingent upon model selected.
Features:	• Multiple variations available
Installation:	Per manufacturer's instructions

4.9.3. SPORTS AND RECREATIONAL FACILITY LIGHTING.

The design of lighting systems for sports fields and other recreational facilities is highly contingent upon site conditions, desired light levels, local codes, and several other conditions.

High-quality, energy-efficient systems.

Prior to selecting fixtures, a desired light level should be determined. Facilities which are heavily used or host events which may be photographed or televised will require higher lighting levels than standard facilities. These levels require special systems which are costlier to construct and maintain, so they should be used only when warranted.

LED lighting is becoming an industry standard for sports and recreational facility lighting. While other lighting types are currently commercially available, these LED systems should be prioritized for use in Open Spaces Program projects. Because LED systems have a significantly longer lifespan and reduce overall power consumption, the total life-cycle costs will be lower than other available systems.

Poles and Structural Elements

All poles, brackets, and other structural elements should consist of metal components. These should be painted the color to match the selected placemaking family in order to create a harmonious appearance between all the elements present at the site. Unfinished metals such as galvanized steel, aluminum, and stainless steel are also acceptable as they will have a neutral

appearance. Use of utility poles or metal poles that are painted with a conflicting color to the placemaking family should be avoided.

Coastal Environment Design Considerations

Vertical structures such as sports lighting poles will require special considerations in Cape May County. The design wind loads should be in conformance with prevailing building codes. Additionally, marine-grade fixtures should be selected for most sites in Cape May County.



4.9.4. TRAIL LIGHTING

Lighting of the multi-use trails should be considered in key areas. Trailheads should have lighting both in the parking areas and at the junction point of the trail.

Lighting along the trail itself is not necessary because cyclists, runners, or hikers who choose to use the trail at night should provide their own personal lighting equipment. In areas where safety is a concern, lighting of the trail may be considered with area lights mounted atop poles. Aesthetics are not as high a priority in remote areas of the trail, so energy and cost efficiencies should be prioritized.

Because light levels along trails do not need to be as consistent or high as other outdoor areas, trails offer the opportunity for alternative systems. Self-contained solar lighting systems are becoming more reliable and cost effective. As these systems steadily gain market share, trails and open spaces may be appropriate places for testing and subsequent implementation.

The cost of a single solar light fixture will almost always be higher than a comparable non-solar fixture. However, because solar fixtures do not require electrical line runs, transformers, and other electrical equipment, their total system cost may be less expensive. Further, because they do not require in-ground infrastructure, these lights may be installed more readily in remote or inaccessible locations.



4.10 *Play & Fitness Areas*

4.10.1. PLAY AREAS

Given the significant number of manufacturers and types of play equipment that are commercially available, the design of play areas requires several steps to allow for successful implementation.

Working with a Vendor's Representative

Play equipment vendors typically have sales and technical representatives which can provide key guidance in the selection, design, and construction process. If a vendor has been selected, their representatives should be engaged to simplify and streamline the design and installation process.

Determining a User Group

Most play equipment vendors provide play elements which are designed for specific age groups which are often bracketed into three ranges; 2-5 years, 5-12 years, and 13+ years. The first step in selecting play equipment is to determine which groups will be accommodated. If selecting two or more age groups, each element serving a specific age group should have some spatial separation from the other groups to avoid conflicting activity levels.

Additionally, some play areas are designed to accommodate a broad range of users who have disabilities. 'Inclusive Playgrounds' are designed to create opportunities for children with disabilities to participate in play areas at the same level as other children. If this type of play area is desired, it is important to establish this as a critical design goal at the onset of the project.

Developing a Design Program and Theme

The next step is to determine the types of activities that are desired for the area. This may include active play, nature play, sensory play, and other elements.

A theme for the play area may be incorporated into the selection and design process. Play equipment is commonly available in themes that reference historical, nautical, civic, and literary themes. If a specific theme is desired that is not provided in a standard product, other design elements may support this theme including site furnishings, interpretive signage, public art, or other elements.

Other supporting elements should be determined for the program including the desire for shade, seating, security elements, etc.

Establishing a Color Scheme

A color scheme which is compatible with the placemaking family should be incorporated into the procurement of specific equipment. The various secondary and tertiary colors may be utilized as accent colors for various elements. The provided vendors offer colors which are similar to or match the placemaking family color schemes.

Determining Safety Requirements

Play equipment vendors create specific safety requirements for their products including recommendations for surfacing, fall

zones, and offsets. These recommendations should be directly incorporated into the design of a play area.

Selecting a Surface

Multiple types of play surfaces are commercially available, and each have their advantages and disadvantages. A surface system should be selected based on desired design goals, the safety requirements of selected play equipment, and the availability of funds and personnel for annual maintenance activities. Procurement and installation costs for play surfacing will vary, but these up-front costs should be carefully weighed against overall life-cycle costs for each product type.

Loose-fill surfacing systems such as engineered wood fiber, rubber mulch, sand, and gravel are relatively inexpensive to install, but will require annual maintenance to replenish the material or to remove the material if it has migrated outside of the play area. Additionally, these materials will likely need reinforcing for intensively used elements such as swings and slides.

Fixed surfacing systems for play areas include rubber tiles and poured-in-place rubber. While these systems have a higher installation cost, they will be less expensive to maintain because they require less annual maintenance than loose-fill systems. Furthermore, fixed systems can be designed to be fully ADAAG compliant and can incorporate colors, patterns, and other design elements which support a theme or design concept.

Incorporating Play Equipment into the Site Design

Play areas should be carefully and seamlessly incorporated into the surrounding site. The play area should be visually accessible from surrounding streets, roadways, and parking areas but should not be so close as to create safety concerns. Plantings, site furnishings, and other amenities should be located adjacent to the play area to provide a comfortable environment for both the children and any supervising or accompanying adults.

Key Specifications:	
Manufacturer:	Landscape Structures
Manufacturing Location:	Varies; Headquarters in Delano, Minnesota
Model:	Contingent upon selected design
Materials:	Varies
Colors:	<ul style="list-style-type: none"> • Compatible with placemaking scheme • Utilize primary, accent, neutral, and tertiary colors
Dimensions:	<ul style="list-style-type: none"> • Varies
Features:	<ul style="list-style-type: none"> • Varies
Warranty:	Varies with play equipment
Installation:	Surface mount to pavement below per manufacturer's instructions

4.10 *Play & Fitness Areas (Continued)*

4.10.2. FITNESS AREAS

Outdoor fitness area design follows a similar process to that of play areas. There are several steps that must be completed before the selection of the equipment can be finalized. Relying on the expertise and resources of the vendor will make the design process simpler and faster.

Determining a User Group

Commercially available outdoor fitness equipment is oriented towards several different types of user groups. Some equipment is oriented towards intensive workouts and includes activities like rock climbing, cargo nets, balance beams, and overhead ladders. Other equipment includes activities that are similar those found in a commercial gym including elliptical machines, plyometrics, and pull-up bars. Another category of equipment is specifically designed for users who have disabilities and includes elements such as parallel bars and hand cyclers.

The fitness area should include activities for various users, but it is important to focus on one group to encourage usership and repeat attendance. For example, a park may include an intensive fitness area that is composed of multiple challenging and intensive activities. A different park or another fitness area in the same park may focus on the needs of active seniors. In either case, it is better to have a fitness area composed of multiple activities for a specific user group rather than have a fitness area that has only one or two activities for multiple different user groups.

Developing a Program

Once a user group has been determined, the desired activities should be selected. Residents or stakeholders should be consulted to determine the potential program as they will likely be the future users of the fitness area. Other fitness areas in adjacent areas should be utilized as benchmarks to determine the activities that are most popular and those that are underutilized. Vendor representatives and product catalogs are also excellent sources of information.

Establishing a Color Scheme

Similar to guidelines for play equipment, a color scheme which is compatible with the placemaking family should be incorporated into the procurement of specific equipment. The various secondary and tertiary colors may be utilized as accent colors for various elements.

Selecting a Surface

Fitness equipment will require appropriate surfaces to meet the manufacturer's safety requirements. More intensive elements have higher fall heights, and therefore will need more robust safety surfacing, while other elements require a more basic surface treatment. The manufacturer's recommendations should be reviewed and incorporated into the selection of the surface and its design.

Incorporating Fitness Equipment into the Site Design

Outdoor fitness equipment should be located in highly accessible areas in which users will have an expectation for activities. One example is to locate a fitness area at a trailhead so that users may use the equipment to generate a more well-rounded workout. Another example is to site a fitness area adjacent to a play area in order to provide synergy between activities for young children, older children, and adults.

In all cases, additional amenities should be considered including shade structures or trees, seating, litter receptacles, and water stations.



Key Specifications:	
Manufacturer:	Landscape Structures
Manufacturing Location:	Varies; Headquarters in Delano, Minnesota
Model:	Contingent Upon Selected Design
Materials:	Varies
Colors:	<ul style="list-style-type: none"> • Compatible with placemaking scheme • Utilize primary, accent, neutral, and tertiary colors
Dimensions:	• Varies
Features:	• Varies
Warranty:	Varies with Play Equipment
Installation:	Surface mount to pavement below per manufacturer's instructions



4.11 *Site Construction Materials*

Material selection and detailing is among the most important elements of a design process and establishes both the appearance of the site as well as its long-term durability and maintenance needs. A goal of the Open Spaces Program is to generate excellent projects through investment in high-quality materials and design elements. The following design guidance is provided to establish and define baseline expectations for material selection and detailing.

4.11.1. VERTICAL ELEMENTS

Freestanding or retaining walls may be required for special site conditions. The vertical surfaces and caps of walls are highly visible and have a significant role in establishing the overall aesthetic look and appeal of a place.

Vertical Walls

The finish surface for these walls should consist of natural materials such as dimensional stone or other types of landscape stone. Multiple types of stone are readily available including sandstone and limestone, and the numerous commercial brands of stone provide a variety of design options. Clay wall brick is also a desirable material for vertical walls and can be sourced in numerous colors, finish textures, and sizes.

Both natural stone walls and clay brick walls should have a cap along the top surface of the wall. Wall caps protect the structural systems of the wall and establish a visual quality to the design. Walls with a total height below eye level should have a stone or brick wall cap as they are a highly visual element. For walls that are between 1' and 3' tall, it is likely that park users may sit along the top of the wall, and therefore a flat or slightly rolled profile

should be selected. If a wall is taller than eye level, additional options may be considered such as pre-formed metal parapet caps or other wall coping systems.

Segmental Wall Systems

Segmental or precast concrete retaining wall systems are not appropriate in highly visible areas or areas of intensive pedestrian use. These wall systems are appropriate where a grade change creates a need for a retaining wall and the wall is not in the viewshed of most users. Generally, segmental retaining wall systems should be avoided unless they are both fulfilling a functional need and are not directly visible.

4.11.2. PAVEMENTS

There are numerous materials and construction techniques to create surfaces for roads, drives, trails, walks, athletic facilities, and pedestrian areas. The pavements used for these elements have a significant impact on their aesthetic appeal, human comfort level, maintenance practices, and long-term durability.

Projects using funding through the Open Spaces Program should provide an appropriate pavement type which best suits the functionality and desired aesthetic effect of the proposed site elements.

Unit Paver Systems

Unit paver systems are an attractive option for heavily used pedestrian areas. These systems provide multiple key benefits such as adding color, texture, and human scale. Unit pavers are also very durable, have an extremely long lifespan, and retain their aesthetic quality for the duration of their lifecycle.

Clay unit pavers should be considered if the desired paver colors include warm grey, red, dark brown, and dark grey. Concrete unit pavers are best suited for cool grey, buff, and dark charcoal color tones. Asphalt unit pavers may be considered if the desired tones are medium to dark grey.

Natural stone pavement may be appropriate in highly visible plazas and public spaces. If stone pavement is used, a proper base course and drainage is critical for its long-term durability.

Poured-in-Place Systems

Poured-in-place systems include cast-in-place concrete and asphalt. Cast-in-place concrete will likely be the primary pavement type for most pedestrian areas. With minimal added cost, cast-in-place concrete can be finished in numerous ways to enhance its aesthetic quality. A broom finish is an acceptable finish technique for most areas, but a lightly exposed aggregate should also be considered. This can be achieved through sandblasting the finish surface or lightly washing shortly after the concrete has been poured. If color is desired, the concrete should be integral to the concrete mix design; concrete stains should be

avoided. Other concrete finish techniques may be considered, but these should be discussed with staff members representing the Open Spaces Program.

Asphalt is the most common pavement system for drives, pathways, and trails. Because of its smooth surface, asphalt is best used for trails in which users are cycling, rollerblading, or walking with strollers. Asphalt should not be used as a pavement surface for seating areas or gathering spaces.

Aggregate Systems

Aggregate pavement systems include crushed gravel, crushed brick, decomposed granite, and decorative gravels. Crushed gravel is an excellent paving material for walking trails and other low-traffic pathways. More decorative aggregate systems may be used for seating areas or pedestrian plazas to achieve a desired aesthetic effect.

4.11 Site Construction Materials (Continued)

4.11.3. CROSSWALK MARKINGS

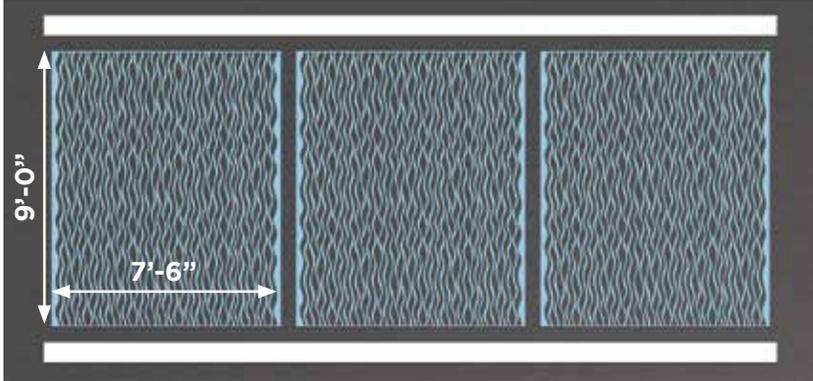
Crosswalks present an opportunity to apply patterns and colors between the regulatory striping. There are several reasons to do this such as enhancing visibility of the crosswalk and implementing elements of the placemaking family.

There are two types of crosswalk markings. The first type includes painting a pattern on existing pavement using a stencil and traffic paint. The second type requires more extensive implementation which consists of heat stamping the pattern and applying paint in the depressed area.

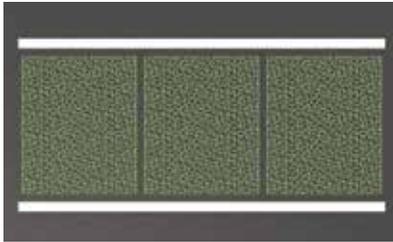
For trails and low traffic walks and drives, the stencil technique is appropriate. For high traffic areas, the heat stamping technique is most appropriate because the paint is at the same level as the adjacent pavement and therefore won't peel off during plowing or street cleaning activities. Generally, the heat stamping technique is more expensive and should only be used when necessary.

Key Specifications:	
Manufacturer:	Ennis-Flint
Manufacturing Location:	Multiple locations in the USA
Model:	Custom pattern(s)
Materials:	Preformed thermoplastic material/traffic paint
Colors:	<ul style="list-style-type: none"> Primary color of selected placemaking family or white
Dimensions:	<ul style="list-style-type: none"> 9'-0" x 7'-6" (each panel)

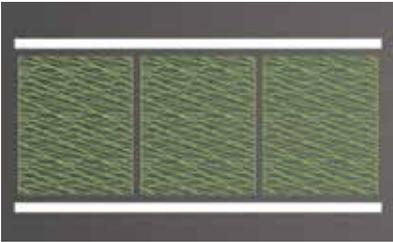
WAVE PATTERN



LEAF PATTERN



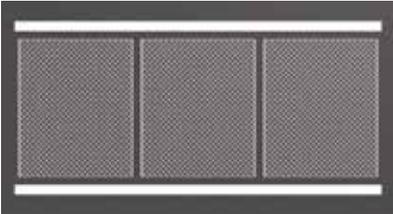
GRASS PATTERN



FARMLAND PATTERN



SCALLOP PATTERN



4.12 *Flagpoles*

4.12.1. COASTAL FLAGPOLES

Flagpoles located in coastal areas require special design considerations in order to sustain high winds during tropical storms, and hurricanes, and other severe weather events. This flagpole is available in heights up to 60 feet and has an internal halyard system.

Per US Flag Code, American flags should be lowered at night or should be illuminated throughout the night. This flagpole can be fitted with a downlight which is in the finial at the top of the pole. Another lighting option is to install uplights mounted on the ground and directed upwards toward the flag. Either option is appropriate so long as the flag is properly illuminated 24 hours per day.

Key Specifications:	
Manufacturer:	American Flagpole
Manufacturing Location:	Abingdon, Virginia
Model:	<ul style="list-style-type: none">• Coastal Series CIRW/CIWW• Internal Halyard - Revolving• Wire Cable Halyard With Winch
Materials:	Aluminum
Colors:	<ul style="list-style-type: none">• Base Model: Satin Aluminum• Customized Colors: Anodized Clear, Anodized Black
Dimensions:	<ul style="list-style-type: none">• Heights up to 60'
Features:	<ul style="list-style-type: none">• Optional light beacon within finial
Warranty:	Lifetime and limited for various components
Installation:	Per manufacturer's foundation details



4.13.2 GATEWAY ARCH

Option One

The gateway arch functions as a double-sided sign. The front side welcomes visitors, while the back side thanks them for visiting. Option One incorporates the wave pattern behind the pin-mounted letters.



Scale: 1/4" = 1'-0"

4.13 Entry Signs (Continued)

4.13.2. GATEWAY ARCH (CONTINUED)

Option Two

The gateway arch functions as a double-sided sign. The front side welcomes visitors, while the back side thanks them for visiting. Option Two is a simplified version of Option One. It does not include the wave pattern, but maintains the pin-mounted letters.

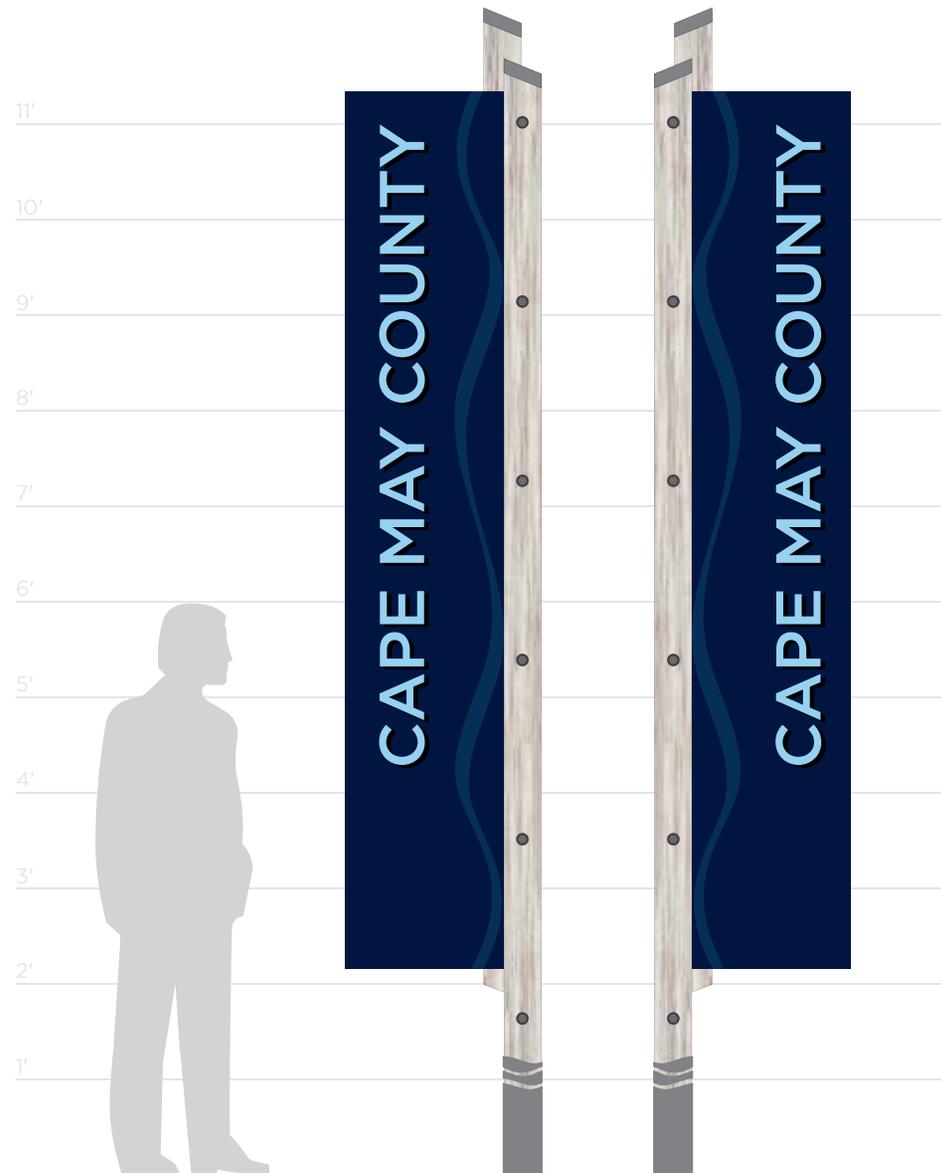


Scale: 1/4" = 1'-0"

4.13.3. GATEWAY MONOLITH

Gateway Monolith

The gateway monolith functions as a double-sided sign. There are four options for the gateway to choose from. It is recommended to select only one for each municipality, but the signs may vary from one to the other.



Scale: 1/2" = 1'-0"

Option 1

4.13 *Entry Signs (Continued)*



Option 2

Option 3

Option 4

4.14 Wayfinding Signs

4.14.1. TRAIL SIGNS

Key Specifications

- 1 1" powder coated aluminum caps
- 2 Cedar posts
- 3 Powder coated aluminum footer, laser cut with custom pattern
- 4 Custom High Pressure Laminate (CHPL) graphic panel (iZone imaging)
- 5 iZone printed panel with black edges

Colors

PMS 289, PMS 291
Map (Placeholder)

Dimensions

As labeled

Lifespan

8-10 years like new



Scale: 1/2" = 1'-0"

4.14 Wayfinding Signs (Continued)

4.14.2. TRAIL KIOSK

Key Specifications

- 1 1" powder coated aluminum caps
- 2 Cedar posts
- 3 All-threaded, galvanized steel stud
- 4 Powder coated aluminum footer, laser cut with custom pattern
- 5 Custom High Pressure Laminate (CHPL) graphic panel (iZone imaging)

Colors

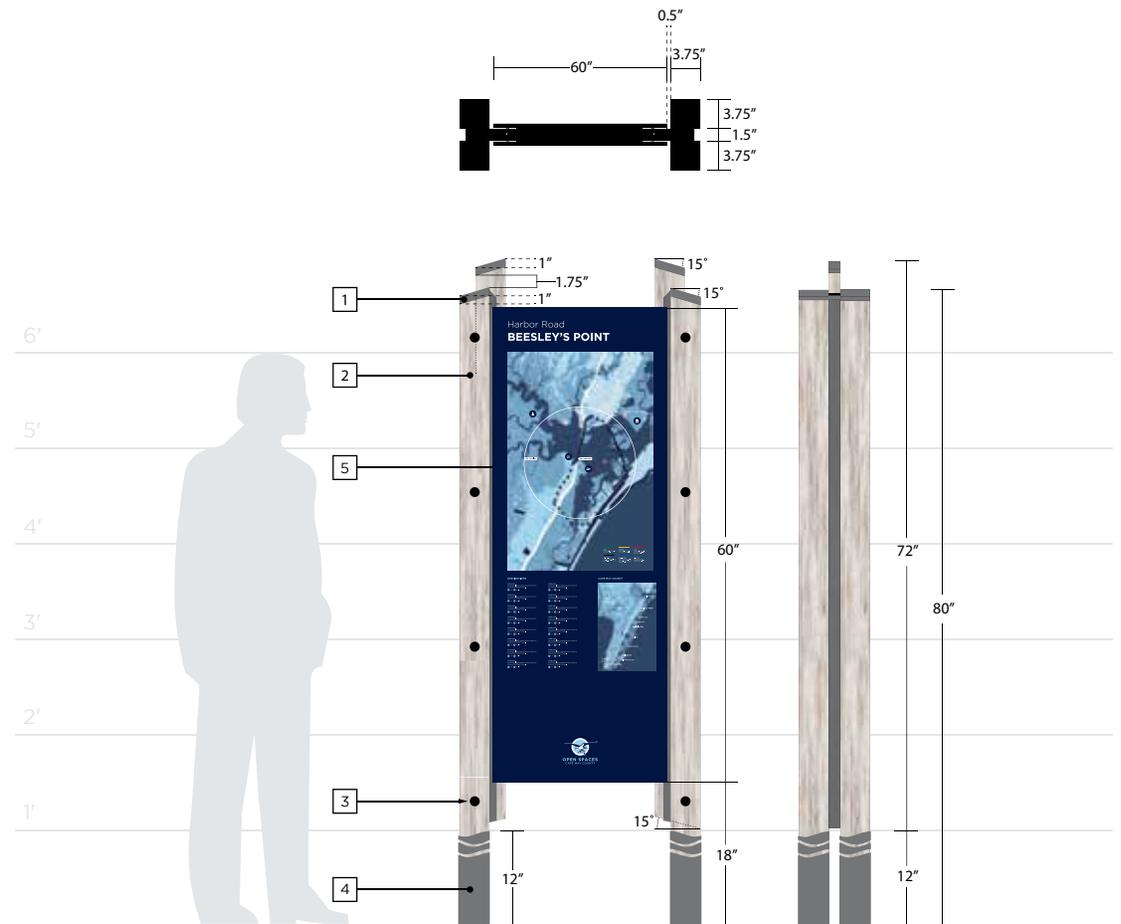
PMS 289, PMS 291
Map (Placeholder)

Dimensions

As labeled

Lifespan

8-10 years like new



Scale: 1/2" = 1'-0"

4.14.3. TRAIL KIOSK SIGN

Key Specifications

- ① Locater
- ② Focus Map
- ③ Landmark icons
- ④ Cycling radius
- ⑤ Trail Types
- ⑥ Overview map
- ⑦ Key Destinations

Production Notes

Map, graphics, and text are placeholder



4.15 *Open Spaces Program Identifiers*

4.15.1. BANNERS

Key Specifications

18 oz. heavy, banner fabric with “Banner Saver” banner stanchion

Dimensions

As labeled

Lifespan

Usually temporary, up to 6 months



Scale: 1/2" = 1'-0"



Front
Example A



Back



Front
Example B



Back

4.15 *Open Spaces Identifiers (Continued)*

4.15.2. MEDALLIONS

Key Specifications

Acid-etched stainless steel or bronze medallion to be installed on existing structures

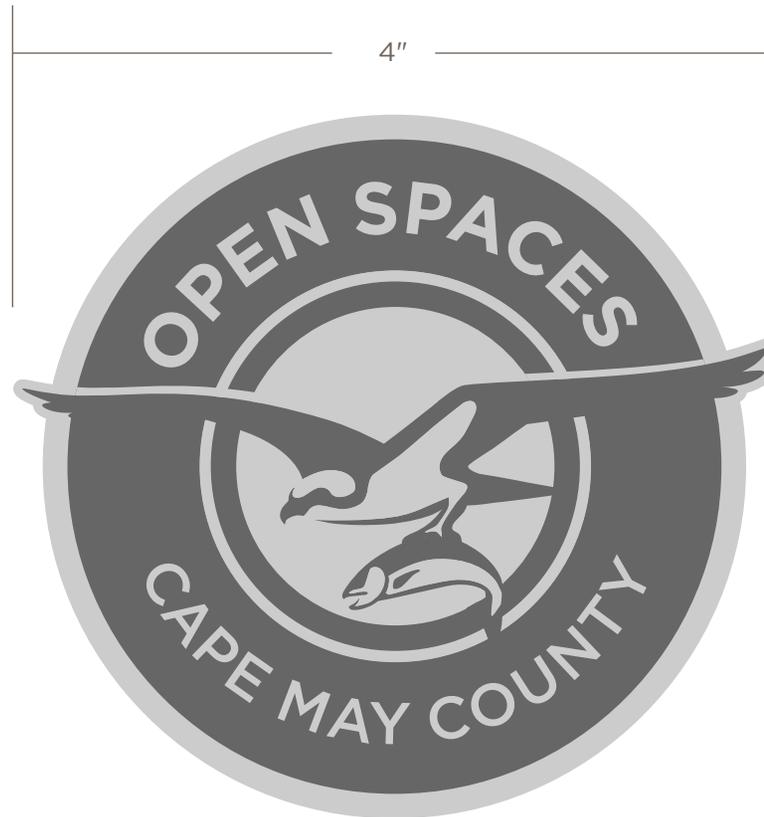
Colored variations may serve as a decal, or Custom High Pressure Laminate (CHPL) plaque (iZone imaging)

Dimensions

TBD

Lifespan

Long





4.16 *Product Procurement*

4.16.1. BASIS OF DESIGN PRODUCTS AND MATERIALS

The following vendors shall serve as a basis of design for the following site concepts. Substitutions may be provided on a project basis and should be approved by the Open Spaces Board.

Vendor Information				
Vendor	Headquarters	Manufacturing Location	Local Representative	State Contract Compliance
American Flagpole	Abingdon, VA	Abingdon, VA	DSS Tri-State	Call Distributor
Bellingham Marine	Bellingham, WA	Various in USA	Company Sales Rep.	Call Distributor
Dero	Minneapolis, MN	Various in USA	Company Sales Rep.	Call Distributor
EZ Dock	Huntersville, NC	Huntersville, NC	EZ Dock Mid-Atlantic EZ Docks South	GSA Contract GS-07F-0271V
Forms + Surfaces	Phoenix, AZ	Various	Company Sales Rep.	Call Representative
Icon Shelter Systems, Inc.	Holland, MI	Holland, MI	Ben Shaffer Recreation	Call Representative
Keystone Ridge Designs	Butler, PA	Butler, PA	Company Sales Rep.	NJ Start Master Blanket Purchase Order 16-FLEET-00118
Kompan, Inc.	Austin, TX (USA HQ)	Worldwide	Company Sales Rep.	US Communities/OMNIA Partners
Landscape Forms	Kalamazoo, MI	Kalamazoo, MI	Company Sales Rep.	New Jersey State Contract Number A81429
Landscape Structures, Inc.	Delano, MN	Various	General Recreation, Inc.	GSA Contract GS-07F-0440N,
Sternberg Lighting	Roselle, IL	Roselle, IL	Ohio Traffic and Lighting Solutions	Call Representative
TimberWood by Sternberg Lighting	San Mateo, CA	San Mateo, CA	Ohio Traffic and Lighting Solutions	Call Representative

4.16.2. PRODUCT COSTS AND PRICE LIST

A full list of vendors and products is available in an appendix. This list will be updated in the future as pricing for individual products changes or product numbers are changed by the vendors.

Final procurement costs for site furnishings and equipment vary significantly and are contingent upon total product quantities, variations in shipping costs, cost fluctuations, and other market conditions. The prices presented in the price list reflect 2019 prices and are for conceptual level budgeting purposes only.

Additionally, the price list has a separate cost for installation. This cost is a high-level estimate and is provided only to create an understanding of the total product cost of each item. The project design team is responsible for determining appropriate installation costs which are calibrated to the project procurement and construction type.

The project design team should provide a total opinion of probable costs which consists of the total cost each item including both procurement and installation.

4.16.3. VENDOR CONTACTS

For the convenience of project design teams, contact information for vendors and their representatives is provided in an appendix. Specific representatives for vendors will vary because of personnel changes and other factors. Project design teams are responsible for determining the appropriate channels for product selection, cost budgeting, and procurement.

4.16.4. PROCUREMENT OF SIGNS, WAYFINDING ELEMENTS, AND OTHER SITE-SPECIFIC ELEMENTS

Elements which require site-specific elements will require final design and coordination by the project Design Team. Concept-level design is provided in this plan in sections 4.13-4.15. The final text and design elements for each sign should be determined by the Design Team and provided to the Open Spaces Program for comment and approval.



CAPE MAY

LIFEBOAT 2003



OPEN SPACES
CAPE MAY COUNTY

Chapter 5:

DEMONSTRATION SITE CONCEPT PLANS

The brand identity and placemaking guidelines will create high-quality and consistent execution of site improvements throughout Cape May County. These items have been presented individually and it is difficult to understand how they will collectively work together on a specific site.

To demonstrate how the brand identity and placemaking elements create a unified and

customizable design language, two demonstration concept plans have been created. The first site, Beesley's Point Park, is located on the north end of the County in Upper Township, and currently functions as a small beach, boat launch, fishing pier, and parking area. The second site is hypothetical and demonstrates how a trailhead could be developed in an inland area along the multi-use trail network.

5.1

Beesley's Point Park Demonstration Site

5.1.1. PURPOSE

In order to demonstrate how the placemaking elements will be implemented, the County accepted the offer of Upper Township to use a municipally-owned park to create a site design including Open Spaces Placemaking elements. There have been intentions to improve this site for quite some time, and with the completion recent construction projects, community leaders in Upper Township are eager to improve the site for use by residents and visitors.

5.1.2. LOCATION

The selected site, often referred to as Beesley's Point Park, is located in Upper Township along Great Egg Harbor Bay. This site was selected because it is adjacent to the landing of a newly constructed bridge for the Garden State Parkway, which includes an integrated multi-use trail which ends/begins at this site. For trail users traveling south, this site will be the effective northern gateway to Cape May County. The site is also visible to motorists traveling south on the Garden State Parkway and provides a great opportunity to establish a positive first impression of Cape May County.





5.1.3. EXISTING CONDITIONS

The existing site has two active watercraft launches, a floating dock, a fixed fishing pier, and a gravel parking lot. It is heavily used in the summer by residents to access the Bay.

The site is also on the New Jersey Women's Heritage Trail because of a heroic action by local resident Rebecca Stillwell Willetts during the Revolutionary War. This local legend includes the successful defense of the Bay by Willetts because she fired a round of Canon grapeshot towards a British Sloop which had sailed into the Bay. The Sloop turned around and left the Bay, leaving area residents unharmed.

5.1.4. DESIGN PROGRAM

The site will include various amenities which support use of the existing beach and paddlecraft launch including a shade trellis, boardwalk, attendant stand, seating, and parking. Because it will also function as a trailhead, the site will include a picnic shelter, restrooms, wayfinding kiosk, a bottle filling station, and various cycling amenities. The design also includes upgrades to the site such as lighting, signage, interpretive signage, and improved connectivity with adjacent streets.

Beesley's Point Park Conceptual Plan





The site design includes an enhanced gateway for cyclists and pedestrians who entered the County from the new bridge including gateway signage and various amenities. A picnic shelter is provided which is large enough to accommodate four picnic tables, making it useful for small informal gatherings as well as larger events and rest breaks for cycling groups.

The existing gravel parking area has been paved in order to better organize traffic flow and maximize parking efficiency. Parking for both individual cars and larger vehicles with trailers is provided. ADA compliant parking spaces have also been provided. The parking will be used by people accessing the trail system, the beach, and by users that are launching or recovering paddlecraft.

The area adjacent to the existing beach will be improved through the provision of seating, lighting, various site amenities, and improved ADA access. Beach users will be able to sit under shade structures and look at the water and will have safer access to the beach itself.

The site's new amenities will create synergies with existing resources in the area to attract visitors from across the Bay, and also to serve as a launch pad for exploration into Atlantic County to the North.

The overall design of Beesley's Point Park will create a strong first impression of Cape May County and will provide an excellent amenity for residents and visitors.

	ELEMENT	TYPE
1	Shade Pergola with Attendant Structure	4.4.3
2	Accessible Access Route	
3	Boardwalk	4.5.1
4	Existing Beach	
5	Seating Areas	4.7.1
6	Litter Receptacle	4.7.7
7	Public Art Location	
8	Graphic Crosswalk	4.11.3
9	24'x42' Shelter	4.4.1
10	Restroom Facility with 2 Total Stalls	
11	Water Station	4.8.2
12	Bike Racks	4.7.9
13	Bike Fix-it Station	4.8.1
14	Park Entry Sign	4.13.1
15	Streetlights with Banners	4.9.1
16	Lawn Planting Area	
17	Coastal Grasses Planting Area	
18	Retaining Wall	4.11.1
19	Existing Evergreen Screen	
20	Kiosk Map	4.14.2
21	Gateway Arch Sign	4.13.2

The site design supports three main uses: access to the beach, the launching of paddlecraft, and the use of the trail network. Circulation for motorists, cyclists, and pedestrians are all enhanced through this site plan. This reduces the number of potential conflicts, increasing safety for all park users.

Because of Beesley's Point Park's popularity in the summer season, there is a need for an attendant to observe and direct traffic flow. The attendant currently sits in a covered boardwalk structure or somewhere on site. To provide shelter and a comfortable work environment for the attendant, a small enclosed shed has been provided. This structure will be lockable, will provide shade, and will be clearly marked so that visitors understand the attendant's role and function.

The site currently has large areas that have been impacted by construction activities and are devoid of plantings. The site plan proposes planting of coastal grass is and other native species in these areas. This will create habitat for coastal wildlife, minimize erosion potential, and soften the visual impacts of the new bridge and bike trail infrastructure .



Beesley's Point Park Gateway





The various wayfinding and placemaking elements create a vibrant and welcoming entrance into Cape May County. This will establish a strong first impression and will make Beesley's Point Park a popular destination for users of the regional trail network.

Beesley's Point Park Beach





The area adjacent Beesley's Point Park beach will be improved through amenities including seating, shade structures, litter receptacles, and public art. The various elements will help to better organize the site to improve synergies among compatible uses and reduce friction between incompatible uses such as fishing and swimming.

An architectural rendering of a park pavilion. The scene is set outdoors with a clear blue sky and several large, leafy green trees. In the foreground, a paved plaza features a dark blue metal structure, likely part of the picnic shelter. People are depicted in various poses: some walking, some sitting on benches, and one person riding a bicycle. In the background, a road with a white car and a dark car is visible. The overall atmosphere is bright and sunny.

Beesley's Point Park Pavilion

A picnic shelter will include various amenities including four tables, a food counter, wayfinding kiosk, litter receptacle, bottle filling station, and a single-stream recycling receptacle. A rooftop observation area will allow visitors to have a unique view of the Great Egg Harbor Bay where they can look at passing watercraft and observe wildlife.



Minor Trailhead & Overlook

Cape May County has many inland parks and recreational facilities that will be developed through the Open Spaces Program. Some of these parks will warrant full size shelters and significant other amenities. These sites will have a similar programming and design approach to the Beesley's Point Park site, which serves as a model for those types of larger facilities.

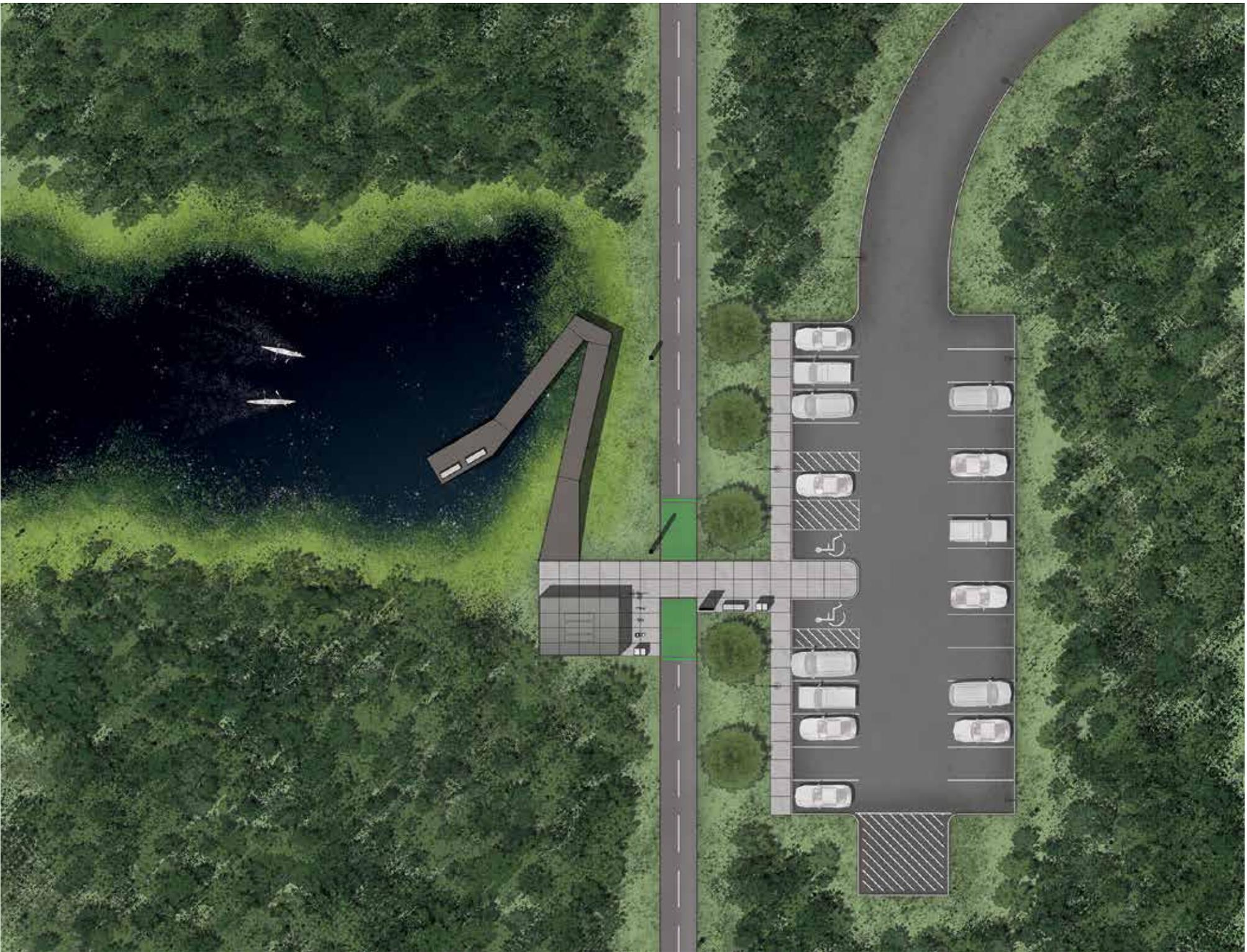
There are many other types of recreational sites across the County whose current and projective usership do not warrant major investments in site infrastructure or amenities. Examples of this include minor trailheads, birding sites, walking trails, and neighborhood parks.

As the County's multi-use trail network is developed, there will be a need to construct minor trailheads, access points, rest areas, and spurs. Ideally these nodes along the trail system will include multiple amenities such as parking, viewing areas, and site amenities.

This demonstration site design is for a hypothetical site which includes these amenities. For this example, a trailhead is located at a site which also has unique environmental qualities. Users of the trail network are provided with an opportunity to rest, recharge, and experience a beautiful view. This site also offers an opportunity for birding and access is provided by a boardwalk and walking path. The parking serves multiple types of users, making it an efficient investment of public funds.

The design of this site is inspired by the woodland landscape that is found in the central part of Cape May County. The amenities are consistent with the color scheme, patterns, and other supporting elements of the brand identity.

The woodland landscape illustrated in these renderings is just one type of landscape found in Cape May County. The other patterns and colors described in the brand identity are compatible with various landscapes and environments throughout the County including coastal areas, tidal marshlands, agricultural areas, historic sites, and urbanized or built-out areas. A design that is compatible with any of these environments can be created through selection of appropriate colors and patterns presented in the brand identity and placemaking chapters. Furthermore, the provision of a variety of colors and patterns provides each community with the ability to customize projects to their satisfaction with minimal additional expenditure or procurement considerations.





Trailhead





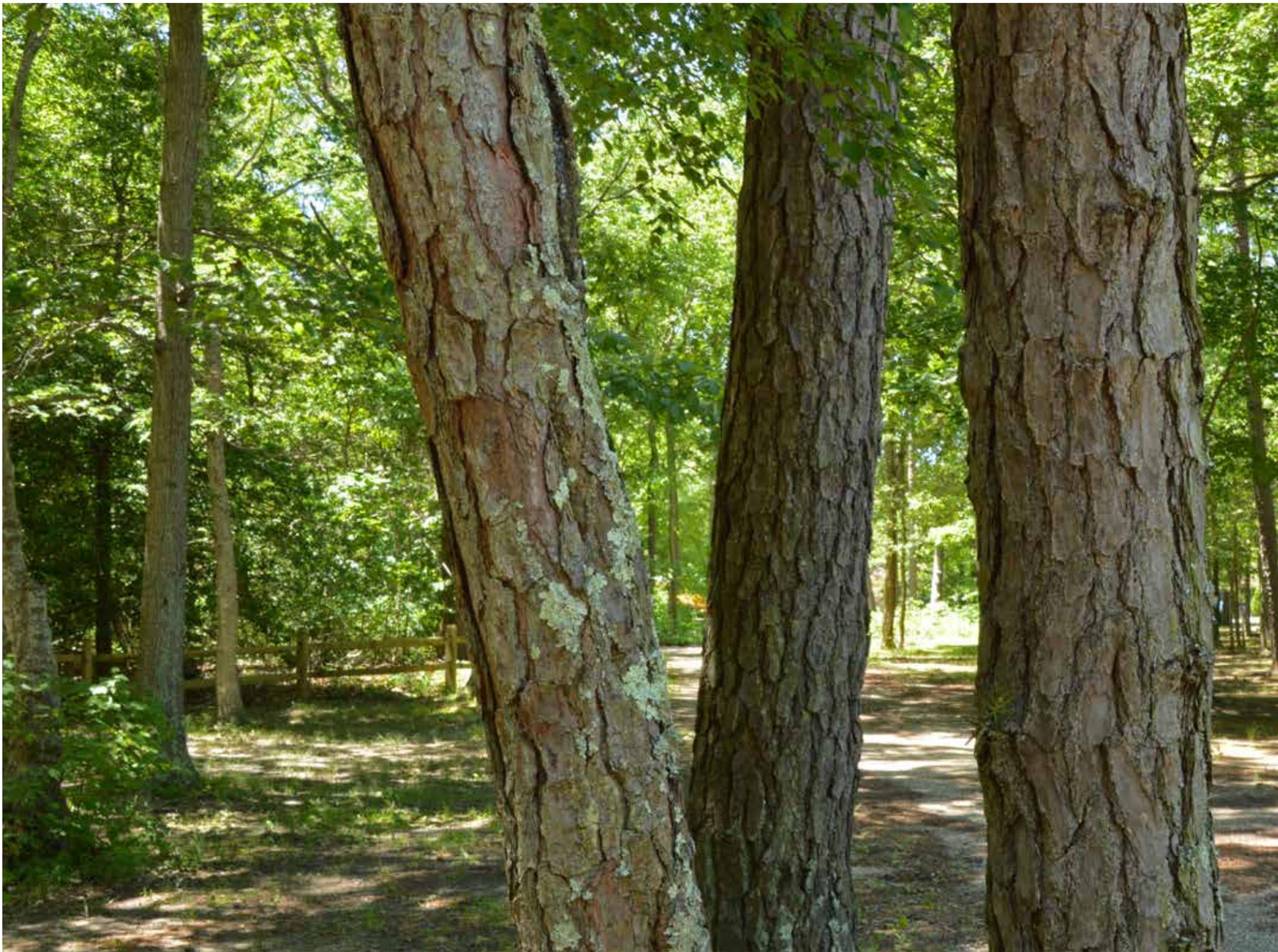
Users of the trail network will be welcomed to special locations by signage, cycling amenities, seating, and other place-making elements. These unique destination points and activity nodes will break up the potential monotony of long stretches of straight and flat trail. The overall goal is to encourage usage of the trail network to increase health and wellness, to enhance awareness of the natural environment, and to link communities together and to major destinations in the County.



Overlook

Throughout the County there are numerous tidal marshlands and inland wetlands which create beautiful natural environments worthy of observation and repose. An overlook deck provides access to this environment with minimal disruption. The deck can include interpretive signage and seating to reinforce the value of the natural environment and to suggest that users should relax and spend some time at this special place.







OPEN SPACES
CAPE MAY COUNTY

Chapter 6:

IMPLEMENTATION PROCESSES & STRATEGIES

The implementation of the Creative Placemaking Plan will occur over the course of many years and will be executed directly by the County and its community partners. Some elements of the plan will be relatively simple and inexpensive to implement, while other elements will require long term guidance and administration from County Staff.

The following processes and strategies are intended to guide the long process of realizing the vision and the tremendous potential of the Open Spaces Program. It is expected that the concepts presented in this chapter will evolve as the implementation process moves forward.

The implementation of projects which utilize funding of the Open Spaces Program will be required to undergo a design review and approval process. This will include several key steps which will assist the Project Design team in understanding the requirements of the Open Spaces Program as well as providing guidance on key design items and product procurement.

6.1.1. GENERATE DESIGN PROGRAM & CONCEPTUAL BUDGET

The first step for generating a project should include the development of a design program and a conceptual budget. A design program is a brief written narrative describing the existing site and the desired future functionality, a 'wish list' of included items, and other parameters which will establish the design direction of the project.

To go along with this design narrative, a high-level budget should be developed which includes lump sum costs for various items in the design program. These costs should be based on comparable projects, prevailing market conditions, the project delivery method, and any other relevant information. The budget costs of various placemaking elements can be used as a guide for this process, but the project design team is responsible for verifying current costs of these elements.

6.1.2. PRELIMINARY PROJECT GUIDANCE MEETING (OPTIONAL)

County Staff will provide an optional preliminary project guidance meeting at the request of the applicant. The design program and conceptual budget will be reviewed during this meeting and preliminary feedback will be provided. County Staff will also provide guidance on potential project delivery methods including relevant experience from other similar projects. The goal of this meeting is to establish an achievable and successful direction for the project before significant resources are committed.

6.1.3. ESTABLISH PROJECT DELIVERY METHOD AND DESIGN TEAM

Each project will have a preferred strategy for implementation. Some projects will be relatively small, and the individual municipality may design and construct the project using its in-house resources. Other projects will be of significant size or complexity to require a design and engineering consultant and a general contractor. In all cases, a Design Team will need to be established and identified. This should include key members of the municipality, including a project lead, as well as any selected consultants.

6.1.4. SELECT PLACEMAKING FAMILY

The next step in designing a project is to select the appropriate placemaking family. This decision is the responsibility of the municipality. Guidance for selecting the appropriate placemaking family is provided in Chapter 4 of this document. This also includes guidance for options and methods to further customize the placemaking concepts to a specific site.

6.1.5. CREATE CONCEPTUAL DESIGN PACKAGE

The conceptual design process consists of applying the design program to the project site. This will include organization of elements on the site, identification of proposed construction materials, and preliminary design of site features including structures, walkways, drives, parking areas, site amenities, planting areas, and other site features.

The documentation required for a conceptual design includes a base map, preliminary site plan with labels, and any available supporting graphics. Any additional documentation which communicates the design intent is encouraged to be included in the conceptual design package.

6.1.6. PRE-APPLICATION MEETING

The Design Team should contact the County Planning Department to request a pre-application meeting for the purpose of getting feedback on the Conceptual Design. The County will meet with the applicant to review the package and generate questions, comments, and suggestions. The review will be memorialized in a meeting summary memo.

6.1.7. FINAL DESIGN REVIEW AND SUBMITTAL OF APPLICATION

The Design Team will revise plans and materials per the Pre-application Meeting and will prepare and submit an application to the Open Spaces Board per the Board's application cycle. A long-term maintenance budget and schedule, along with written acknowledgment and commitment of the applicant to provide funding and adherence to the schedule is a required element of the application package. The application will be evaluated by the Planning Department Staff for completion. Complete applications will then be sent to the Open Spaces Board, who will schedule the project for a meeting, where the merits of the project will be evaluated for consistency with the Program's vision and mission, as well as the level of implementation of the Creative Placemaking Program elements.

6.1.8. DECISION OF OPEN SPACES BOARD

The Open Spaces Board can take action to decline, defer, or recommend projects. Projects that are declined are considered to be inconsistent with Open Spaces Program objectives and are therefore removed from further consideration. Projects that are deferred are those that need substantial revisions or that are lacking in supportive documentation or design elements. They are returned to the project pool for consideration in future funding rounds. Projects that meet the Program criteria and objectives, have satisfied all questions of the Open Spaces Board, and have included elements to implement this Creative Placemaking Program are recommended for funding to the Board of Chosen Freeholders. Per New Jersey Statute, a public hearing is held where the project is formally presented to the Freeholder Board, which can take action to award funding after a 45-day public comment period. Terms and conditions of the award, including finances, public access requirements, timeframes, and other such information is included in a Shared Services Agreement which is attached to the Freeholder Resolution.

6.1.9. PROJECT IMPLEMENTATION AND CLOSEOUT

The Open Spaces Program operates on a single reimbursement basis. Applicants are solely responsible for all aspects of project implementation including construction and procurement. Once the project is complete, the applicant must submit the project close-out forms, along with the proper certifications and documentation for review by Planning Department Staff. Reimbursement is provided upon approval of documentation and inspection of the project site,

6.2.1. OVERVIEW

Public Art provides an opportunity to add interest and whimsy to parks and open spaces throughout Cape May County. By adding these unique elements, environments can be created that ensure year-round enjoyment for residents and memorable experiences for visitors.

In order to successfully implement public art in a manner that is transparent, open, and successful, policies and processes should be put in place to ensure a defensible result. These policies and processes can serve as a model for municipalities throughout Cape May County to adopt. In addition, various potential requirements are proposed to ensure projects funded by the Open Spaces Program include pieces of public art.

6.2.2. PUBLIC ART TYPES

Projects funded by the Program range from intimate pedestrian focused spaces in busy areas to large scale projects. Public art should both reflect the needs of the project and site while also respecting artistic freedom and integrity. Some projects may be well suited for small scale functional artwork such as artist designed bike racks or utility box murals while other sites may call for monumental pieces that draw widescale interest and attention.

6.2.3. PUBLIC ART RECOMMENDATION 1

Ensure that public art is encouraged for funding by the Program as both stand-alone elements as part of larger projects and functional artist designed pieces as part of smaller projects.

6.2.4. PUBLIC ART RECOMMENDATION 2

Adopt proposed acquisition, maintenance, donation, and deaccession policies that can serve as model policies for Cape May County municipalities.

6.2.5. PUBLIC ART RECOMMENDATION 3

Adopt a percent for art policy for open space projects receiving Program funding. The policy will be based on the following:

- Will be applicable to projects whose total budget (including Program funding) is \$1 million or more.
- Qualifying projects must spend 1% of the project budget on public art and must follow all public art policies adopted by the Program.

6.2 *Public Art Recommendations (Continued)*

6.2.6. ARTIST SELECTION PROCESS



The following implementation strategies are a guide to implementing the various aspects of the Cape May County Creative Placemaking Plan. Some of the strategies include very specific items which will be relatively simple to implement, while others are long-term elements that will require significant effort and coordination amongst multiple community partners and governmental entities.

6.3.1. RESPONSIBLE PARTIES

Each implementation strategy has been paired with various entities that will be responsible for initiating and/or completing the strategy. While Cape May County has a role in all of these implementation strategies, it is an overall goal of this plan that governmental entities, the professional design and engineering community, and local artists and creatives have a significant role in carrying out the goals and objectives identified during this planning process.

6.3.2. PLANNING TIMEFRAMES

Three planning time frames have been identified; near-term, mid-term, and long-term. Near term Items are those that should be completed within the next one to five years, mid-term items should be completed within 5 to 10 years, and long-term items may take 10 years or longer to complete.

Some strategies have multiple timeframes identified. These strategies can be initiated in the near-term, but it is understood that they will require a longer timeframe to fully implement.

GOAL 1:

CREATE A CLEAR, CONCISE, AND COMPELLING IDENTITY FOR THE OPEN SPACE AND FARMLAND PRESERVATION PROGRAMS

Objective 1.1: Increase awareness of the Open Space and Farmland Preservation Program.					
Strategy	Responsible Parties	Timeframe			
1.1.1: Develop and utilize a bold and compelling brand identity which best symbolically represents the goals and mission of the County and Program.	Cape May County	Near Term	Mid Term	Long Term	
1.1.2: Generate a promotional strategy of the goals and accomplishments of the Program.	Cape May County	Near Term	Mid Term	Long Term	

Objective 1.2: Shorten the name of the Program to a shorthand version that is compatible with a brand identity design.					
Strategy	Responsible Parties	Timeframe			
1.2.1: Update all publicly available collateral to reflect the name “Open Spaces Cape May County” or “Open Spaces”.	Cape May County	Near Term	Mid Term	Long Term	
1.2.2: Update the official name of the Program from “Cape May County Open Space and Farmland Preservation Program” to “Open Spaces Cape May County”	Cape May County	Near Term	Mid Term	Long Term	

Objective 1.3: Develop various collateral which express the brand identity in a consistent manner.					
Strategy	Responsible Parties	Timeframe			
1.5.1: Update various forms, materials, and other items which are used in the administration of the Open Spaces Program.	Cape May County	Near Term	Mid Term	Long Term	
1.5.2: Create a promotional brochure, pamphlet, or other document which highlights the Program’s accomplishments and long-term goals. Update this on an annual basis.	Cape May County	Near Term	Mid Term	Long Term	
1.5.3: Generate a Program landing page on the County website or independent website which provides information about the Program, updates on current projects, and other information.	Cape May County	Near Term	Mid Term	Long Term	

GOAL 2:

ESTABLISH A CATALOG OF SITE ELEMENTS WHICH EXPRESS THE PROGRAM IDENTITY AND INCREASE QUALITY OF LIFE FOR RESIDENTS AND VISITORS

Objective 2.1: Develop banners, signs, and other markers which highlight the participation of the Open Spaces Cape May County Program in various projects throughout Cape May County.					
Strategy	Responsible Parties	Timeframe			
2.1.1: Mandate that all projects which utilize funding from the Open Spaces Cape May County provide at least one permanent element that credits the Program as the funding source.	Cape May County, Community Partners	Near Term	Mid Term	Long Term	
2.1.2: Generate designs for banners and other temporary materials that can be placed in recently completed or newly opened parks and open spaces.	Cape May County	Near Term	Mid Term	Long Term	
Objective 2.2: Establish a family of site furnishings that complement and reinforce the brand identity.					
Strategy	Responsible Parties	Timeframe			
2.2.1: Work with vendors to generate standard product designs and specifications for Open Spaces Cape May County projects which can be ordered directly by municipalities, contractors, and other entities.	Cape May County	Near Term	Mid Term	Long Term	
Objective 2.3: Create elements which increase public access to trails, natural areas, waterways, and public open spaces.					
Strategy	Responsible Parties	Timeframe			
2.3.1: Develop a wayfinding program for the County multi-use trail network including informational kiosks, promotional maps, etc.	Cape May County, Community Partners, Design Professionals	Near Term	Mid Term	Long Term	
2.3.2: Invest in amenities which promote use of open spaces and trails such as parking, trailheads, cycling amenities, etc.	Cape May County, Community Partners	Near Term	Mid Term	Long Term	
Objective 2.4: Elevate the design quality of County projects through establishment of guidelines for construction materials, site furnishings, public space design, etc.					
Strategy	Responsible Parties	Timeframe			
2.4.1: Generate and refine design guidelines for projects which utilize funding provided by Open Spaces Cape May County.	Cape May County, Community Partners, Design Professionals	Near Term	Mid Term	Long Term	
2.4.2: Provide flexibility in design guidelines to allow appropriate evolution of standard elements throughout the implementation of the Program.	Cape May County, Community Partners	Near Term	Mid Term	Long Term	

GOAL 3:

STRENGTHEN AND INTEGRATE PUBLIC ART, CULTURAL EVENTS, AND HISTORIC PRESERVATION INTO RESIDENT AND VISITOR EXPERIENCES

Objective 3.1: Highlight historic and/or cultural sites with signage, access, and publication in promotional materials.					
Strategy	Responsible Parties		Timeframe		
3.1.1: Develop a program to generate accurate and compelling content for interpretative signage that includes text, graphics, diagrams, and other key elements.	Cape May County, Non-Profit Partners		Near Term	Mid Term	Long Term
3.1.2: Set aside funding for interpretive sign design, fabrication, and installation.	Cape May County, Non-Profit Partners		Near Term	Mid Term	Long Term

Objective 3.2: Create standardized facilities which support performing arts and community events.					
Strategy	Responsible Parties		Timeframe		
3.2.1: Determine logistical requirements and amenities required to support large community events such as utilities, restrooms, stage sizes, attendance capacity, etc. and create a typical community pavilion design which supports these events.	Cape May County, Community Partners		Near Term	Mid Term	Long Term
3.2.2: Using a standard pavilion design, determine potential logistical considerations and necessary features to support small community functions such as outdoor movies, small concerts, and civic events.	Cape May County, Community Partners		Near Term	Mid Term	Long Term

Objective 3.3: Create a policy and funding program for public art projects.					
Strategy	Responsible Parties		Timeframe		
3.3.1: Establish a policy and process for funding, artist selection, concept review, procurement, and installation of public art.	Cape May County, Community Partners		Near Term	Mid Term	Long Term
3.3.2: Engage the arts community through annual outreach events and activities to build support and understanding of the public art programs.	Cape May County, Community Partners		Near Term	Mid Term	Long Term

GOAL 4: ESTABLISH A CLEAR PROCESS FOR PROJECT COORDINATION, COMMUNICATION, IMPLEMENTATION, AND FUNDING

Objective 4.1: Generate an understanding of new tools and processes for projects utilizing funding from the the Open Spaces Program.				
Strategy	Responsible Parties	Timeframe		
4.1.1: Establish an annual meeting or workshop for communities to gain an understanding of Program guidelines and updates.	Cape May County	Near Term	Mid Term	Long Term
4.1.2: Distribute the plan document and any updates or amendments to communities via digital distribution.	Cape May County	Near Term	Mid Term	Long Term

Objective 4.2: Create a process which fosters effective integration of standards of the Open Spaces Program into new and ongoing projects.				
Strategy	Responsible Parties	Timeframe		
4.2.1: Perform annual review of guidelines and provide updated guidelines to applicants in a timely manner.	Cape May County	Near Term	Mid Term	Long Term
4.2.2: Provide ongoing project application review and support to ensure design quality and ease of implementation.	Cape May County	Near Term	Mid Term	Long Term
4.2.3: Provide implementation support for specialty elements which have a County-wide geographic scope such as trail wayfinding systems, maps or navigational aids, interpretive content, and naming conventions.	Cape May County, Community Partners	Near Term	Mid Term	Long Term

Objective 4.3: Promote project milestones with standardized materials for social and traditional media communications.				
Strategy	Responsible Parties	Timeframe		
4.3.1: Develop a standard press release and promotion strategy for newly funded and/or opened projects which utilize Program funding.	Cape May County, Community Partners	Near Term	Mid Term	Long Term
4.3.2: Promote project success stories through regular communications with the media and through County-generated sources.	Cape May County, Community Partners	Near Term	Mid Term	Long Term



OPEN SPACES
CAPE MAY COUNTY

Cape May County Planning Department
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