



To: Applicants to the Open Spaces Program
Park & Recreation and Special Funding Rounds

From: Leslie L. Gimeno, PP, AICP, MPA

Date: November 2020

Re: [Cape May County Open Spaces Creative Placemaking Plan](#)

Dear Applicants & Potential Applicants,

As we continue to partner with our local partners to enhance recreational opportunities throughout the County, we are increasingly cognizant of the importance of implementing our Creative Placemaking Plan to raise awareness of our Program and of the County taxpayers' investments in our local communities.

As you know, the use of the comprehensive amenities and site furnishings contained within the Plan are now a mandatory part of any application to the Open Spaces Program. We find that the more detailed information we can provide to the applicants in the development of the application, the more successful we will be in our collective mission to bring the projects to fruition in a timely manner. Therefore, we as a Board are continuing to work with the consultant team at Designing Local to set and clarify expectations for applications and projects and appreciate your patience as we make progress towards that end.

I am writing today to provide you with specific guidance regarding your future project. Beginning in November 2020, we are requiring that a visual key for your project be provided as part of the application. This visual key must be a site plan OR an aerial photo (at appropriate scale with scale included) that identifies and the location of each of the amenities (Creative Placemaking and others) on your project's site. A detailed table with reference numbers correlating to the visual key must identify the amenity's number, a brief description, and Creative Placemaking Element type. Please refer to the Demonstration Site Concept Plan rendering and table on pages 112 and 113 of the Creative Placemaking Plan for an example of the format and content of this new requirement (or see page 2 of this memo).

Further, signage is a key element of the Creative Placemaking implementation and expanding our Program's brand identity. Therefore, a complete signage package must be provided which identifies the type of sign to be used (see options on pages 92 – 100), its location, and its content/message. The signs should be included in both the visual key and table referenced above.

Please note that effective immediately, applications will be considered incomplete and will advance to the Open Spaces Board for consideration until these items are provided.

Thank you for your continued commitment to bring additional recreational opportunities to our residents and visitors. We look forward to working with you as you enhance your application. If you have any questions, please feel free to contact me at (609) 465-6875 or via email: Leslie.gimeno@co.cape-may.nj.us .



ACCOMPANYING TABLE – PAGE 114 – CAPE MAY COUNTY CREATIVE PLACEMAKING PLAN

| 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 |