

# Addressing the Nine Creative Placemaking Plan Elements

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2020 Update

An Examination of the Plan:  
Emphasizing Key Strategies  
& Analyzing New Approaches

# Element 1

- A description of the partners and the partnerships that led to the Plan. In this case, a description of your Creative Team and its members will serve the purpose.

# Element 1: 2020 Update

- Creative Team (already approved):

The Woodbridge Creative Team is known as the Woodbridge Arts Alliance, Inc. was established February 10, 2012, receiving 501(c)3 certification February 28, 2013. The Alliance covers all of Woodbridge Township and is organized to provide Arts and Arts Education services to the residents of Woodbridge Township, NJ, through public programs that develop, expand, and promote community interest and appreciation of the Arts. The Alliance has an advisory committee consisting of over 30 arts-involved township residents including a sculptor, choral director, recording studio engineer, dance teacher, ceramicist, painter, digital animator, producer, photographer, graphic designer, jewelry maker, singer, poet, restaurant owner/chef, and the Mayor's Chief of Staff. The WAA celebrated the opening of the Avenel Performing Arts Center in 2019!



## Element 2

- A vision statement that summarizes the most important outcomes that the community wants to see achieved through this Plan.

## Element 2: 2020 Update

- Overwhelming dedication to advocating, activating and animating Woodbridge Township as a hub for the arts within the NY/NJ metropolitan area.

# Element 3

- A statement of values that identifies the principles that leaders and stakeholders should use in determining strategies.



## Element 3: 2020

- Merit shall be based on leadership in helping to advance the Township's art-driven economic plan—a plan that includes further development of enhanced arts programming and education representative of the diverse population in the area.

## Element 4

- A set of goals and strategies designed to enhance the quality of life for as many residents as possible through arts and culture. This part of the Plan should also describe opportunities for and challenges to achieving these goals, as well as who should lead the implementation of the strategies.



# Element 4: 2020 update

- Goals and Strategies: Ensure that redevelopment of property meets or exceeds plans for a desirable/sustainable arts based community.
- Opportunities: Heightened public safety and environmental quality.
- Challenges: Areas within redevelopment focal points may include significant environmental assessments and potential remediation. Design / aesthetic techniques should be applicable to social engagement while focusing on environmental / regulatory metrics of success.

# Element 5

- A set of goals and strategies designed to enhance economic opportunity and prosperity for as many people as possible through arts and culture. This part of the Plan should also describe opportunities for and challenges to achieving these goals, as well as who should lead the implementation of the strategies.

# Element 5: 2020 update

- Goals and Strategies: Enhancement of livability, diversity, and economic development as the primary goals of promoting arts, culture, and creative place making. Develop public arts awareness and appreciation throughout the Township, and continue to facilitate public art installations in each distinct community in Woodbridge and/or within green infrastructure projects.
- Opportunities: Increased community identity, and workplace options for creative workers.
- Challenges: Aesthetic techniques must be designed to structurally withstand outdoor elements.



# Element 6

- A set of goals and strategies designed to enhance the climate for individual creativity and collective cultural expression. This part of the Plan should also describe opportunities for and challenges to achieving these goals, as well as identify who should lead the implementation of the strategies.

# Element 6: 2020 update

- Goals and Strategies: Revitalize Woodbridge's downtown core through smart growth planning principles and creative place-making concepts that provide access to public art, local artists works and year-round arts programming for residents and visitors
- Opportunities: Repurposing existing underutilized spaces in the downtown core.
- Challenges: Privately-owned segmented property.

# Element 7

- A description of the distinct qualities of the community -- both positive and negative -- and how the Plan will respect and promote the distinctiveness of the community.



# Element 7: 2020 update

- Woodbridge is truly a special place – a large municipality with close-knit neighborhoods, each with their own flavor that embraces their individual identities. The 10 tight-knit communities of the township are: Avenel, Colonia, Fords, Hopelawn, Iselin, Keasbey, Menlo Park Terrace, Port Reading, Sewaren, and Woodbridge Proper. The township has one of the largest populations (99,585 – 2010 US Census) in New Jersey, and is as diverse in its people as it is in its geography. An “All-American City” through the National Civic League, Woodbridge has been recognized for its environmental policies and programs – including its Greenable Woodbridge initiatives, and was the first-ever recipient and multi-year winner of the Sustainable Jersey Champion Award. The Plan will aid in ensuring that arts and creative placemaking will be entrenched in the fabric of this unique and exceptional community.

## Element 8

- A description of resources -- people, buildings, and environment -- that can be connected and mobilized to further the goals and implement the strategies in the Plan. The Creative Assets Inventory can serve this purpose.

# Element 8: 2020 update

- Please see the attached Creative Assets Inventory.
- Please the attached example of a potential new public art and education project (A Resilient Reflection - Artistically Remembering One Of The Jersey Shores Original Coastal Destinations) with draft budget.



# Element 9

- A discussion of how the Plan can be implemented and by whom, as well as who will be responsible for sustaining the Plan -- and revising it as needed.

# Element 9: 2020 update

- Creative placemaking is an evolutionary process; the components of the township's plan will shift and change as the membership of stakeholders involved in the creative process naturally grows to encompass more sectors of the community and as plan elements are realized.
- Woodbridge's creative placemaking plan will require ongoing attention to ensure it remains current and provides a united path forward for revitalization and economic growth through arts, history, and culture. The Township's Creative team examines the Plan yearly, and assesses opportunities for growth as well areas in need of additional support.