

# Glassboro Arts & Entertainment District

## Community Visioning and Listening Meeting Report

Borough Hall

January 30, 2018

### Introduction

On January 30 a group of 31 participants, including residents, business owners, and officials, convened to discuss the potential for an Arts and Entertainment District in Glassboro. The meeting was designed by the Community Planning and Visualization Lab of Rowan University's Department of Geography, Planning and Sustainability, and hosted by Glassboro Public Relations. It also served as the initial public outreach event for a larger research project regarding best participatory planning practices as part of a Rowan SEED Grant.

The goal was to capture community feedback and insight, as well as facilitate conversations between various stakeholders from Rowan University and Glassboro. Participants took part in interactive station exercises where they responded to a series of prompts regarding the opportunities, barriers, and design considerations for a potential Arts and Entertainment District. The meeting concluded with the groups sharing their answers to the following three questions:

1

#### OPPORTUNITIES

What opportunities are there for a Glassboro Arts & Entertainment District?

2

#### CHALLENGES

What are the challenges a Glassboro Arts & Entertainment District may face?

3

#### PROCESS

What next steps would you like to see in the process?

### Communication Stations

Groups rotated between four stations where they collaborated to answer prompts, raise questions, and offer insight in a productive and social environment. Transparent, purposeful communication between stakeholders is vital to participatory planning.

The following report is a synthesis of community feedback that was shared during the January 30th meeting. Key themes are compiled for each station outlined below, which correspond with participant responses found within the attached appendix. Find this report and additional information on the [project website](https://goo.gl/WTU5By).  
<https://goo.gl/WTU5By>



#### Participatory Planning

A hands-on approach to community design.



#### Facilitation

Inspiring conversations between stakeholders.



#### Collaboration

Building a network of dedicated friends.

# Results

Appendix 1c

What are the current strengths of this area becoming an Arts & Entertainment District?

Where do you go now to experience arts and entertainment?

Philadelphia

Regional  
Movie and  
Performance  
Theaters

Rowan  
University

## Themes:

Appendix 1a

A wealth of **diverse community arts resources**: local musicians, High St. Art Gallery, Glassboro High School Fine Arts, and more.

Existing **infrastructure and proximity** to existing assets such as Rowan University.

**Strong economy** adept with creative capital, high demand, and opportunity for growth.

Appendix 2a

What types of facilities, businesses, or public spaces would you like to see?

Food and  
Drink

Outdoor  
Recreation

Theaters

- Pedal bikes, concert spaces, green spaces
- Breweries, music venues, cafés, restaurants
- Movie and performance theaters, black box

Appendix 2b

What types of businesses or public spaces would you like to see preserved?

Historic  
Buildings

Civic  
Buildings

Community  
Enrichment

- Glass Museum, Angelo's Diner
- Bank, Post Office
- Art Center, Dance studio, Boys & Girls Club



What are the current challenges of this area becoming an Arts & Entertainment District?

## Themes:

Appendix 1b

**Transportation and accessibility concerns**: heavy truck traffic, low walkability, parking.

**Existing built environment challenges**: cost of redevelopment, site acquisition, safety concerns.

**Regional competition**: Philadelphia, Atlantic City

## DESIGN FEATURES

Participants were given photo examples of potential design features in the Arts & Entertainment District and asked to rate them from most interested to least interested in four categories:

Building Type, Built Environment, Transportation Infrastructure, and Street Furniture.

The following summary of data presents the features with only the *highest* and *lowest interest levels*. \*See attached Appendix 3a. for more information.

### BUILDING TYPE

Moderate to High Interest Level:



Low Interest Level:



### TRANSPORTATION

Moderate to High Interest Level:



Low Interest Level:



### BUILT ENVIRONMENT

Moderate to High Interest Level:



Low Interest Level:

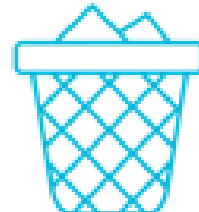


### STREET FURNITURE

Moderate to High Interest Level:



Low Interest Level:



If you were planning a night out in this district, what would be your ideal <u>dollar amount spent</u> ?	<b>\$50</b> Per Person
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Appendix 4a

Using one word, what type of <u>atmosphere</u> would you like to experience in the district?	<b>Alive</b>
	<b>Restorative</b>
	<b>Active</b>

Appendix 4b

**Additional Comments:**

- “It should be friendly with a presence of community leading active lifestyles.”
- “Welcoming and comfortable.”
- “Downtown needs art to truly feel ‘Downtown.’”

<p>What are possible <b>branding techniques</b> of the Arts &amp; Entertainment District?</p> <p><b><u>Community:</u></b> open spaces, public events, family-friendly, affordability.</p> <p><b><u>Art:</u></b> participatory art spaces, art festivals, historic memorials, public art.</p>
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Appendix 4c

**Group Responses:**

**What are the biggest opportunities you see for an Arts & Entertainment District in Glassboro?**

- Economy:** Good for tax base and revenue, opportunity for growth, improvements
- Inclusion:** Uniting the University and Glassboro, community interaction, diversity

**What are your concerns for a Glassboro Arts & Entertainment District?**

- Exclusion:** Outreach to diverse communities, diversity of discipline, potential displacement or disregard of local businesses.
- Funding:** Fiscally sustainable planning, effective marketing, public art funding

**What next steps would you like to see happen in the process?**

- Clear and frequent communication** between stakeholders, accessible meeting records, community outreach events, and opportunities for collaborative feedback

**Study Team**

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- Marie DiLeonardo  
Graphic Design
- Cassie Shugart  
Data Compilation

## Appendix

Appendix 1a

Question	Group Response	Group Response	Group Response	Group Response
<b>What are the current strengths of this area becoming an Arts and Entertainment District?</b>  <b>Key Themes</b> <i>Economy</i> <i>Existing Built Environment</i> <i>Community Art-Related Assets</i>	Congestion	"Bones" are in Place	Adjacency to Rowan Blvd	Accessible
	Creative Capital	Art Gallery	Community	Downtown Feel
	Existing Professional and Amateur Musicians	Ballroom Dance Studio	Glassboro High School, Rowan Fine Arts and Music Academy provide a good source of enthusiasm for art	Future Light Rail Stop
	Mom & Pop Businesses	Borough's Desire to Implement	Increase to Local Business	History
	Opportunity	Cooperation with Rowan Arts		Infrastructure
	Rowan	Dance Studio		Location/Proximity
	Strong Economy; Customers Available	Diversity of Community		There is Nothing Else in South Jersey
		Easy Access by Rowan and Community to Area/Parking		Walkable Downtown
		Families and Children		
		Location		
		Proximity to Current and Potential Future Transit		
		Rowan Blvd Park		
		There really isn't any true entertainment area in Glassboro, so anything would be an improvement		

Appendix 1b

<b>What are the current challenges of this area becoming an Arts and Entertainment District?</b>  <b>Key Themes</b> <i>Transportation</i> <i>Existing Built Environment</i> <i>Competition</i>	Affordable Housing	Accessibility	Business Variety	Existing Structures
	Identification	Established Businesses	Community	Existing Structures
	No Pro-Social Infrastructure (like chess tables)	Lack of Active Arts Community	Competition for \$ in this Area	Getting People to go to South Jersey
	No True Coffee Shops or Places to Sit	Lots of Regional Competition (Philly and AC)	Getting People East of Main St.	Parking
	Not Welcoming to All	Market Conditions	Lots of Truck Traffic (Avoiding the Roundabout)	Restricted Boundaries
	Old Infrastructure in a 20th Century Car-Oriented Style	Philadelphia	More Eyes on the Street to Help with Safety (esp. East of Main)	Suburb People "Need" Parking Lots
	The Cost of Redevelopment	Site Acquisition	Open Space	
			Perception of Divide Between Community and College	
			Traffic	
			Walkability	



## Appendix 1c

<p>Where do you now go for entertainment and to experience the arts?</p> <p><i>Key Themes</i>  <i>Philadelphia</i>  <i>Rowan University</i>  <i>Regional Movie Theatres</i></p>	Atlantic City	Collingswood	Arts District in Millville	Appel Farm
	Movie Theatre in Burlington	Glassboro VFW	Atlantic City	Gallery in Pitman
	Movie Theatre in Marlton	Hammonton	Camden	Glassboro Library
	New York City	Movie Theatre in Deptford	Cherry Hill	Movie Theatre in Washington Twp.
	Philadelphia	Movie Theatre in Washington Twp.	Movie Theatre in Deptford	New York City
	Pitman (Broadway Theatre)	Performing Arts Center in Washington	Movie Theatre in Washington Twp.	Pitman (Broadway Theatre)
	Rowan University	Philadelphia	New York City	Rowan University
		Pitman	Performing Arts Center in Washington	South Jersey Art Educators
		Rowan University	Philadelphia	Wheaton Village in Millville
		Wilmington	Pitman	
			Riverwinds in West Deptford	
			Rowan Art Gallery	
			Rutgers	
			Theatre in Williamstown	

















## Appendix 2a

Question	Group Response	Group Response	Group Response	Group Response
<p>What types of facilities/businesses/public space that would you like to see in the district?</p> <p><i>Key Themes</i>  <i>Drinking/Eating Establishment</i>  <i>Outdoor Recreation</i>  <i>Movie Theatres</i></p>	Beer garden	Private Art Gallery	Fountain features/ shows	Brewery/Music (2)
	Green space (3)	Pocket park	Restaurants (2)	Theatre – flexible – 300 seat black box
	Art type stores	Dick Blick Art Supplies/Jerry's Artarama	Theatre	Restaurant/Music (3)
	Movie theater (2)	Movie Theater	Housing	(Family friendly) coffee shop
	Dorm	Live performing theater/music/concert (2)	Art + Entertainment retail	Indoor climbing + rec center
	Theater (2)	Theatre – flexible – 400 seat black box	Museums	Outdoor concert space
	Playground + benches	Collective scene shop	Performing art center/musical theater	Movie theater/indoor performance
	Pedal bikes	Craft gallery	Open space	Pocket park
		Restaurant	Live music space	Art + Ceramic place for lessons
			Ent. Center (bowling, arcade, etc.)	

## Appendix 2b

<p>What buildings or informal public space do you want to see be preserved?</p> <p><i>Key Themes</i></p> <p>Civic/Government Buildings</p> <p>Historic Establishments</p> <p>Community Enriching Establishments</p>	Bank building (4)	Bank building (3)	Bank (5)	Glass Museum (3)
	Glass Museum (4)	Glass Museum (4)	Angelo's Diner	Art Center (mural)
	Library (not the building)	Angelo's Diner (3)	Library (not the bldg.)	Fire station
	Art Center (mural)		Open space @ Academy & High	Small businesses
	Post office (not the building)		Glass Museum (5)	Angelo's Diner
	4-story dance studio building		4-story dance studio building	Bank building (3)
	Boys & Girls Club + small bldg. behind			

## Appendix 3a

Question	Building Type	Built Environment Feel	Transportation Infrastructure	Street Furniture
<p>What type of design features are you most interested in having within this district?</p>	 <p>7 Most Interested 11 Moderately Interested 4 Least Interested <b>18 interested</b></p>	 <p>12 Most Interested 9 Moderately Interested 6 Least Interested</p>	 <p>16 Most Interested 6 Moderately Interested 2 Least Interested</p>	 <p>23 Most Interested 3 Moderately Interested 1 Least Interested</p>
	 <p>1 Most Interested 4 Moderately Interested 7 Least Interested <b>5 interested</b></p>	 <p>9 Most Interested 4 Moderately Interested 10 Least Interested</p>	 <p>7 Most Interested 11 Moderately Interested 6 Least Interested</p>	 <p>0 Most Interested 6 Moderately Interested 11 Least Interested</p>
	 <p>11 Most Interested 5 Moderately Interested 7 Least Interested <b>16 interested</b></p>	 <p>0 Most Interested 0 Moderately Interested 5 Least Interested</p>	 <p>3 Most Interested 8 Moderately Interested 5 Least Interested</p>	 <p>0 Most Interested 6 Moderately Interested 11 Least Interested</p>
	 <p>9 Most Interested 6 Moderately Interested 8 Least Interested <b>15 interested</b></p>	 <p>7 Most Interested 15 Moderately Interested 7 Least Interested</p>	 <p>1 Most Interested 3 Moderately Interested 15 Least Interested</p>	 <p>5 Most Interested 13 Moderately Interested 5 Least Interested</p>

## Appendix 4a

Question	Cost/Person	# of Responses
If you were planning a night out in this district, what would be your ideal dollar amount spent?	\$15	2
	\$25	3
	\$30	2
	\$35	1
	\$40	3
	\$50	7
	\$60	2
	\$75	2
	\$100	3
	\$150	2

## Appendix 4b

<p>Using one word, what type of atmosphere would you like a potential Arts and Entertainment district in Glassboro to have?</p> <p><i>Key Themes</i></p> <p>Active</p> <p>Restorative</p>	Casual	Exciting (2)	"We would like it to be fun, enticing, something that we are drawn back to"
	Changing	Experience	"It should be friendly with a presence of community leading active lifestyles."
	Classy	Refreshing	"It should be modern for young people to continuously come back for food, cafes, and local art."
	Modern	Friendly (3)	"We want it to draw you in and give off a similar feeling that Philadelphia and New York does"
	Welcoming	Fun (3)	"We feel that downtown needs arts to truly make it a downtown."
	Comfortable	Gaslight	
	Educational	Upbeat	
	Energetic	Historic	
	Provocative	Inviting	
	Enticing (attractive)	Lively (3)	
		Uplifting	



## Appendix 4c

Question		Overall Design	Glassboro History	Community Entertainment	Feeling of the district
Are there any ideas for how this district could be “branded” within the district?  <i>Key Themes</i> <i>Community Based</i> <i>Art Based</i> <i>Place Making</i>		Gas-light “Victorian-esque”	Glass art sculpture	A mix of entertainment options (like Rehoboth/Provincetown)	Friendly
		Traditional	Relationship to Glassboro	fourth Fridays	Kid-friendly
		Historic	Slag cullet	Art festivals	Economical/affordable for all families
		Modern	“Glass” pathways		not all fancy
		underground electrical wiring			flexibility
		awnings or protection from weather			
		Topiaries			
		Open			
		gathering spaces			

		Physical Branding	Artistic Opportunities	New Name	Business/Community engagement
		Archway	Public Art	theater district	local produce
		low-lighting that changes color with seasons	Studios	avenue of the art	local arts/artists
		signage on streetlights	Open studio tours		mix of businesses
		Public art	Participatory art spaces		
		Art on sidewalk			
		Signs on sidewalk			
		Designs on ground			
		Art embedded in sidewalk			

## Appendix 5

	Group Response	Group Response	Group Response	Group Response
What are the biggest opportunities you see for an Arts and Entertainment District in Glassboro?	Ideas to do it	Variety	Growth and economics	Proximity to Rowan
	"Going out by staying in Glassboro"	Drawing the community together	Preserving/restoring the community	Starting from Scratch
	Good for business and tax base	Changing the perception of Glassboro	Integrated community	Already Momentum
	Venues for university arts students		Bringing university and town together	Dearth of local cultural opportunities
	Local residents in the arts		Performing Arts Theatre	
	Conveying history of Glassboro			
	Including African-Americans			
	Civic pride			
	Bright future			
What are your group's concerns for a Glassboro Arts and Entertainment District	More illusion needed; outreach to African-Americans	Congestion	Economic failure	Must compliment existing business
	Care for displacement of local businesses	Safety	Bad design; not sustainable	Fiscally sustainable
	Funding and compentent marketing for launching	Lighting	More considerate construction	Diversity of disciplines/ programs
	Fund for public art given by developers	Visual		
What next steps would your group like to see happen in this process?	Clear frequent communication to include residents and small businesses	Summary from tonight's meeting with another hour follow up session to discuss the findings	Boro consider community input in their process of development	Consult with end-users to ensure successful outcomes
	Better outreach to wider communities in Glassboro: flyers, newspapers, presenting in churches, online and paper		New design for Rowan Blvd	Continued communication with the community
	Multigenerational inclusion - disabilities too		More outreach to community, communication with stakeholders	