



A New Third Place in Harford County

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Presentation Overview

1. Background on Third Places and Joppatowne, Harford County
2. Our Four Third Place Proposals
 - a. Gazebo
 - b. Community Garden
 - c. Fascination Station
 - d. Bike Lanes
 - e. Community Art
3. Survey Associated with the Third Place
4. Budget

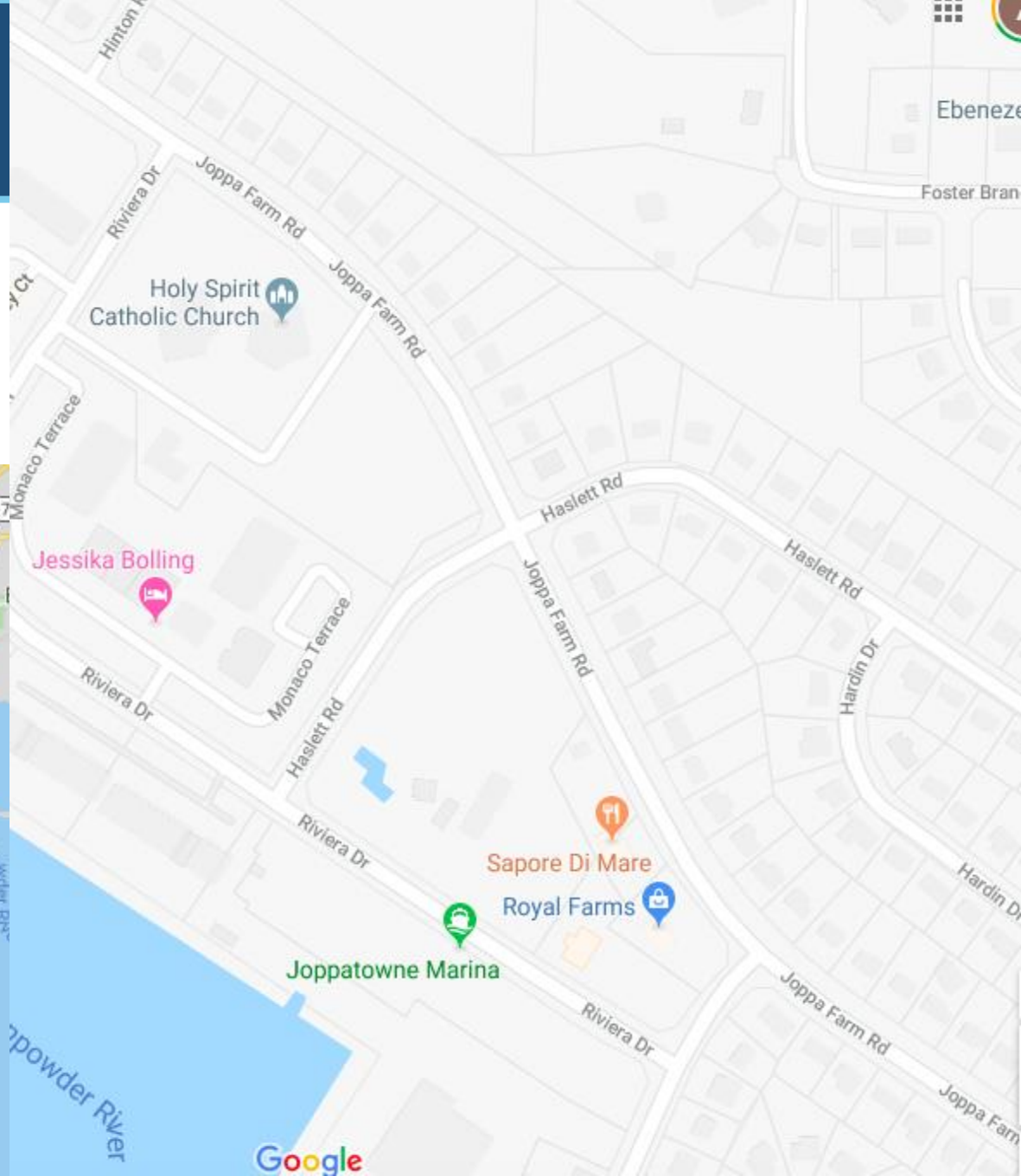
What is a Third Place?



- In short terms, a third place is your “home away from home”
- A welcoming space that cultivates essential social experiences in the company of like-minded people
- Typical examples include coffee shops or pubs
- Ideally, third places are open to the entire community without excess obligations - such as entry costs



Joppatowne, Harford County



Joppatowne, Harford County

- As of 2016
 - Median Household Income: \$73,543
- As of 2010 Census
 - Population of 12,616
 - Compared to the overall Harford County population of 244,826 in 2010
- Racial makeup is overwhelmingly white
 - About 73% white
 - 15% African American
 - The last 12% is a mix of other minority races
- Population is starting to age
 - Median age is 37

Gazebos

- Background
 - Gardens
 - Patios
- Example Cities
 - Wells, ME
 - Butner, NC
 - Midlothian, IL



Gazebos cont'd- Types of Gazebos

With Screen



W/o Screen



Grain Bin



Gazebo cont'd- Benefits

- Multipurpose usage
 - weddings, concerts, etc.
- Parental observation
 - parent informal meeting place
- Community project
 - community donations, volunteer construction



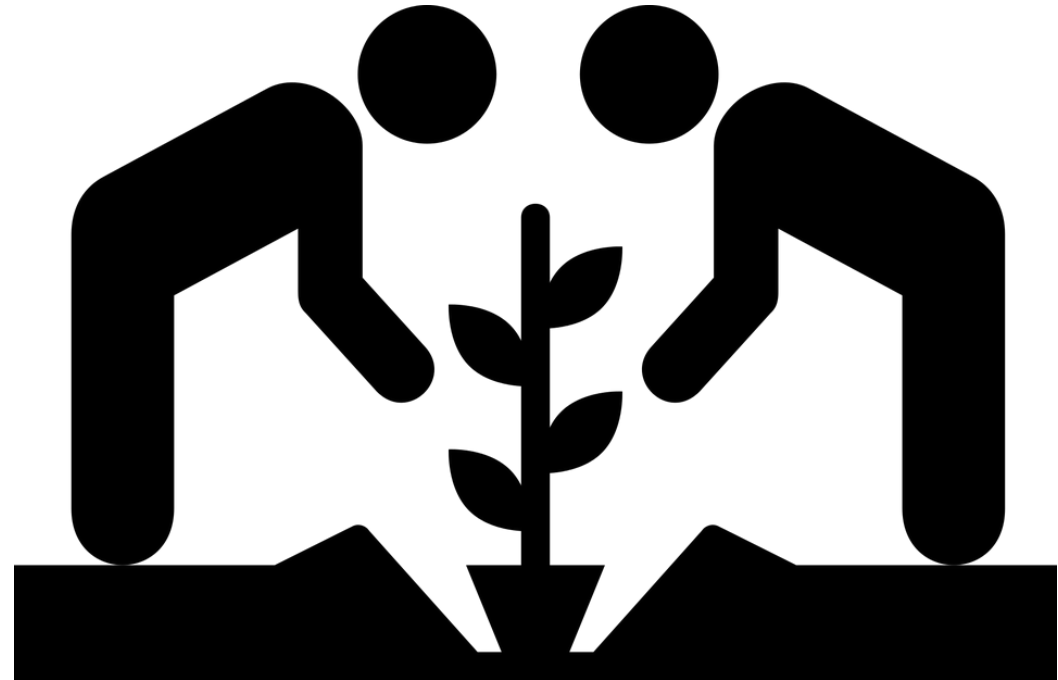
Gazebo cont'd- Drawbacks

- Costs
 - Construction
 - Maintenance
- Location
 - Not near water or wooded area
- Illegal activity
 - After dark



Community Garden

- Background
 - Nutrition
 - Community Development
 - Cross Generation Engagement
- Phases
 - Building
 - Developing Community Ties
 - Future Initiatives



Community Garden

Phase One

- Select a location on site
- Determine maintenance structure
- Conduct soil testing
- Establish pricing
- Build marketing strategy



Community Garden

Phase Two

- Community offices
- Membership
- Community Education





Community Garden

Phase Two

- Community offices
- Membership
- Community Education

Sample Form: Garden Plot Registration

Name _____ Date _____

Address _____

City _____ Zip _____

Phone (home) _____ (work) _____

Did you have a garden plot with this community garden last year?

_____ Yes _____ No

If yes, do you want the same garden plot this year?

_____ Yes _____ No

If no, what area of the garden would you like to be in? _____

A plot fee of _____ is required before the plot can be assigned. This fee will go toward expenses of the community garden (water bills, plant/seed purchases, community tools, etc.).

A clean-up deposit of _____ is required before the plot can be assigned. The clean-up deposit will be returned in the fall after you have removed all of your plants and cleaned your plot.

Community Garden

Phase Two

- Community offices
- Membership
- Community Education



Community Garden

Phase 3

- Evaluate the current state of the garden
- Build on the concept
 - Increase garden size
 - Bring in other proposals
 - Open a Farmers' Market





Community Garden

Addison, Texas



Community Garden

East Village, Alberta, Canada

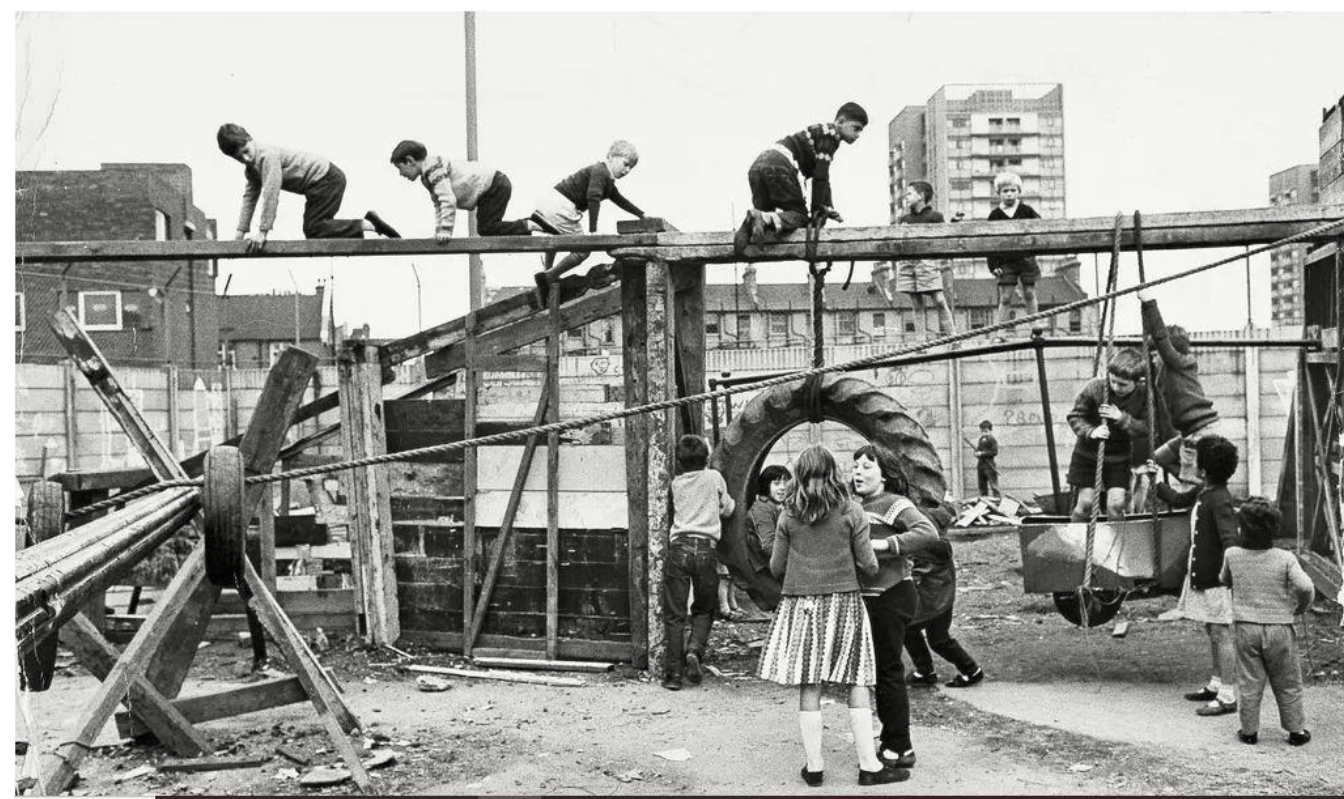


Community Garden

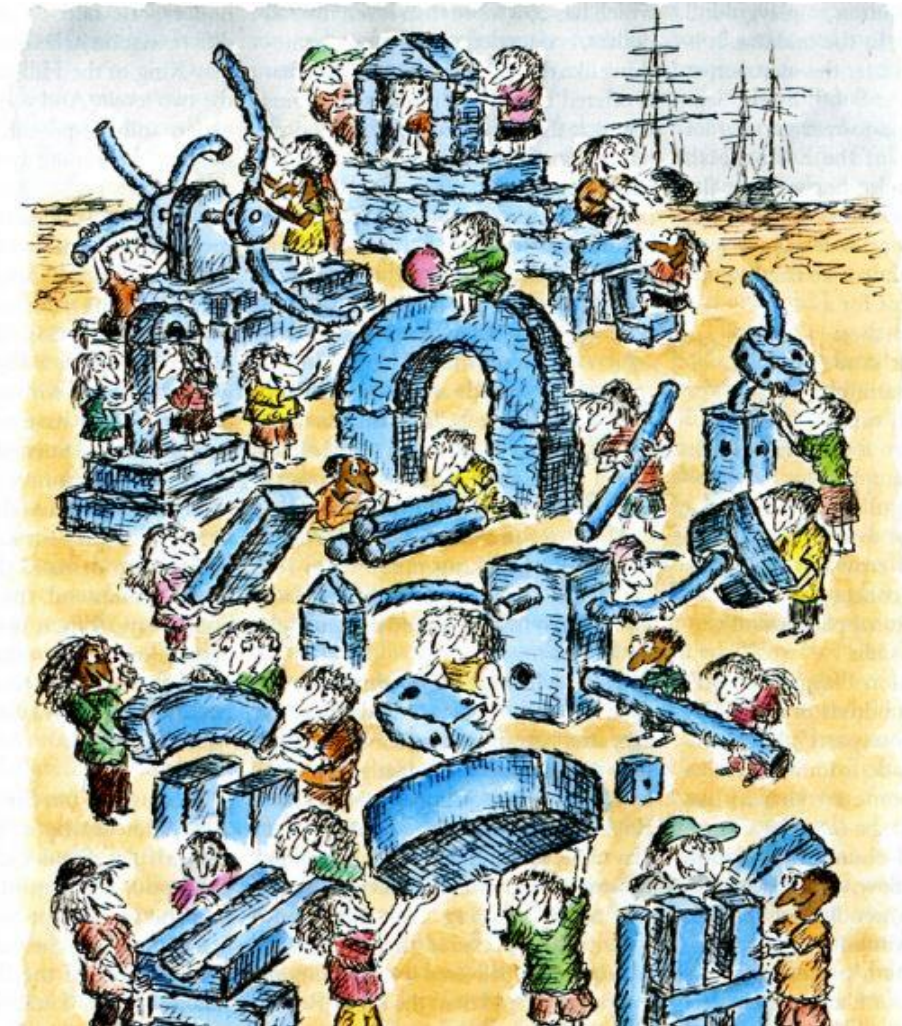
Chrysalis House, Kentucky



Fascination Station: Background



Marjory Allen - Adventure Playground



David Rockwell - Imagination Playground



Fascination Station: Benefits

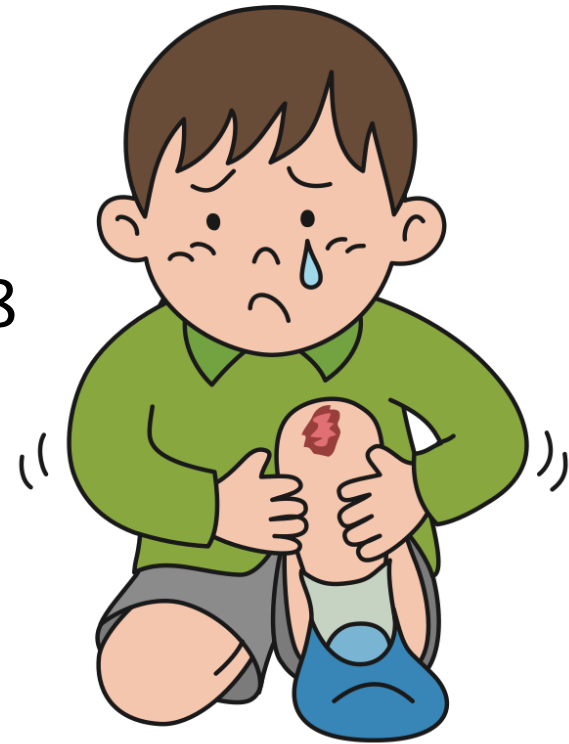
- **Fosters children's natural creativity**
- Reduces stress
- Increases children self-control and self-confidence
- **Encourages higher level thinking and analysis of the environment**
- Promotes team building/collaboration
- Enhances children's problem-solving skills
- Good for children of all ages
- A great way for children to exercise and develop their motor skills
- **More cost effective than traditional playgrounds**

Fascination Station: Examples



Fascination Station: Drawbacks

- Risks - injury
- Maintenance
- Staff
- Only 38% of families have children under 18



Bike Lanes

The creation of a third place in Joppatowne will be most successful when woven into the fabric of the community and connected to first places (housing) and second places (schools, employment).



Bike Lanes: Why Biking and Walking?

- Healthier Lifestyle
- Economic Benefits
- Fewer Motorist Accidents
- Safety



Bike Lanes: Joppa Farm Road

- Place share use signage along the road from US Rt. 40 to Haverhill Road at ½ mile intervals,
- Paint “sharrows” on the pavement between US Rt. 40 and Trimble Road,
- Reduce parking along one side of the road to establish a dedicated bicycle lane from Trimble Road to Garnett Road,
- Paint “sharrows” on the pavement between Garnett Road and Haverhill Road—sharrows should be repeated after each intersection and every 100 feet thereafter.

Bike Lanes: Roads intersecting Joppa Farm

“Sharrows” leading to every intersection:

- at the intersection,
- 250 feet, and
- 500 feet.

Approximately 50 “sharrows” in total



Bike Lanes: Walkability along Joppa Farm

Providing crosswalks along Joppa Farm Road over smaller neighborhood roads and drives--approximately 25 new crosswalks

Repainting the crosswalks at Shore Drive and Hardwick Place as well as all four sides of the intersection of Joppa Farm and Garnett Roads

Placing raised pedestrian crosswalks across Joppa Farm Road at Towne Center Drive





Bike Lanes: Student Safety

Partner with the local schools to teach safe walking and bicycling to lower pedestrian and bicycle accidents

Provide students with retroreflective materials for use on jackets, backpacks, and/or bicycles to increase viability

According to the National Highway Traffic Safety Administration, “The widespread use of these retroreflective materials would increase the ability of drivers to detect pedestrians at night in time to avoid crashes.” And the “cost to provide retroreflective materials is low, if such supplementary materials are distributed in quantity...”

Community Art

- What is community art?
 - It is a Collaborative and group-based project, oftentimes designed or intended to address or initiate discussion about community-specific issues
 - Helps Harford County “Grow with purpose.”
- Partnership with community
 - Community investment is imperative to the success of art projects
 - Engaging different parts of the community

Community Art

- In action - Artspace, Silver Spring, MD. Built through partnership with Montgomery County's Department of Housing and various private sponsors.



Community Art

- Incorporating into the Third Place
 - Community Garden
 - Fascination Station
 - Bike Lanes
- Challenges and Benefits
 - Engagement
 - Local Business Owners
 - Schools
 - Community reference point



Survey

- The survey is meant to gauge what the community wants to see included in the Third Place.
- Questions about the four proposal ideas were included:
 - Community garden, a gazebo area, a “Fascination Station”, and bike lanes, and community art
- We also included general demographic questions and introduction
- It’s complete with formatting and appropriate wording
 - We also include what type of response the question prompts (select one, write in, etc.)



Sample Questions

- **Do you have a space where you regularly gather with people in your community?**
(Multiple choice, single select)
 - Yes
 - No
- **If yes, what type of place is it? (Multiple choice, multiple select)**
 - Park
 - Church
 - School
 - Sportsfield
 - Coffee Shop
 - Diner Pool
 - Gym



**If there were bike lanes along Joppatowne Road, how often would you use them?
(Multiple choice, single select)**

- Every day
- A couple times a week
- A couple times a month
- Occasionally
- Never

How far would you be willing to travel to get to a community garden? (Multiple choice, single select)

- $\frac{1}{4}$ mile
- $\frac{1}{2}$ mile
- 1 mile
- More than 1 mile

Survey Benefits

- Encourages input from a larger portion of community residents
 - New residents, residents working nights and weekends
- Utilizes varying types of questions captures a broader scope of information from respondents
 - Multiple choice, sliding scale, and open ended questions
- Provides a starting point for future community projects
 - Open ended comments or high participation rates provides solid info on what the community needs

Survey Drawbacks

- Nonresponse
 - Survey needs to be broadly advertised
- Self Selection Bias
 - Residents already engaged in community works may be more inclined to provide feedback
- Total Cost
- Survey Fatigue
 - Longer surveys may lower completion rates

Budget

- Gazebo
 - Costs vary due to size
 - \$7,000 - \$13,000 for 12' diameter
 - \$15,000 - \$30,000 for 18' diameter
- Community Garden
 - \$3,000 startup costs
 - \$700 annual maintenance
- Imagination Playground
 - \$10,000-\$40,000
 - Range almost entirely dependent on surfacing materials (Turf vs. Sand, Mulch, etc.)

Budget

- Community Art
 - Grant proposal
 - \$2,500 - \$10,000
- Survey
 - \$3,000 Qualtrics subscription
 - “Snail” Mail - \$7,000
 - Phone - \$17,550
- Bike Lanes and Walkability
 - \$68,000
 - 31 striped crosswalks - \$24,000
 - 1 raised walkway - \$8,000
 - 200 shared lane/bicycle markings - \$36,000



Thank you!

Any questions?



Citations

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