

ASSEMBLY, No. 3665

STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED MARCH 16, 2020

Sponsored by:

Assemblywoman VALERIE VAINIERI HUTTLE

District 37 (Bergen)

Assemblywoman CAROL A. MURPHY

District 7 (Burlington)

SYNOPSIS

Establishes “Art in Storefronts” initiative within the Main Street New Jersey program.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 3/16/2020)

1 AN ACT establishing an “Art in Storefronts” initiative within the
2 “Main Street New Jersey” program and supplementing
3 P.L.2001, c.238 (C.52:27D-452 et seq.).
4

5 **BE IT ENACTED** by the Senate and General Assembly of the State
6 of New Jersey:
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8 1. a. The commissioner shall establish an “Art in Storefronts”
9 initiative within the “Main Street New Jersey” program. Under the
10 “Art in Storefronts” initiative, the commissioner shall offer each
11 municipality that is participating in the "Main Street New Jersey"
12 program technical assistance and information to help the
13 municipality facilitate arrangements between artists and property
14 owners for the temporary placement of original artwork in
15 downtown vacant storefront windows.

16 b. In developing the “Art in Storefronts” initiative, the
17 commissioner may consult and coordinate efforts with the New
18 Jersey State Council on the Arts, colleges and universities,
19 economic development nonprofit organizations, and private
20 investors. The commissioner shall encourage municipalities
21 interested in participating in the “Art in Storefronts” initiative to
22 provide opportunities for local artists or New Jersey artists to
23 display artwork.

24 c. The commissioner shall provide each municipality that is
25 participating in the "Main Street New Jersey" program that is
26 interested in participating in the “Art in Storefronts” initiative with
27 technical support and guidance, including but not limited to:
28 recruitment of property owners and artists, liability issues, selection
29 processes, budgeting, and contracting. The commissioner shall
30 produce a sample artist agreement and a sample property owner
31 agreement.
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33 2. This act shall take effect immediately.
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36 STATEMENT
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38 This bill would require the Commissioner of Community Affairs
39 to establish the “Art in Storefronts” initiative within the “Main
40 Street New Jersey” program, providing local New Jersey artists
41 opportunities to display their artwork in windows of vacant
42 storefronts. This initiative would promote local art while providing
43 Main Street municipalities seeking to reinvigorate their downtowns
44 with a new economic development tool. The economic downtown
45 has caused commercial vacancies in many Main Street business
46 districts. This initiative would turn those vacancies into a focal
47 point of interest and draw shoppers into downtown business
48 districts.

1 The bill encourages the commissioner, in developing the “Art in
2 Storefronts” initiative, to consult and coordinate efforts with the
3 New Jersey State Council on the Arts, colleges and universities,
4 economic development nonprofit organizations, and private
5 investors. The commissioner would provide Main Street
6 municipalities that are interested in participating in the “Art in
7 Storefronts” initiative with technical support and guidance,
8 including but not limited to: recruitment of property owners and
9 artists, liability issues, selection processes, budgeting, and
10 contracting.