

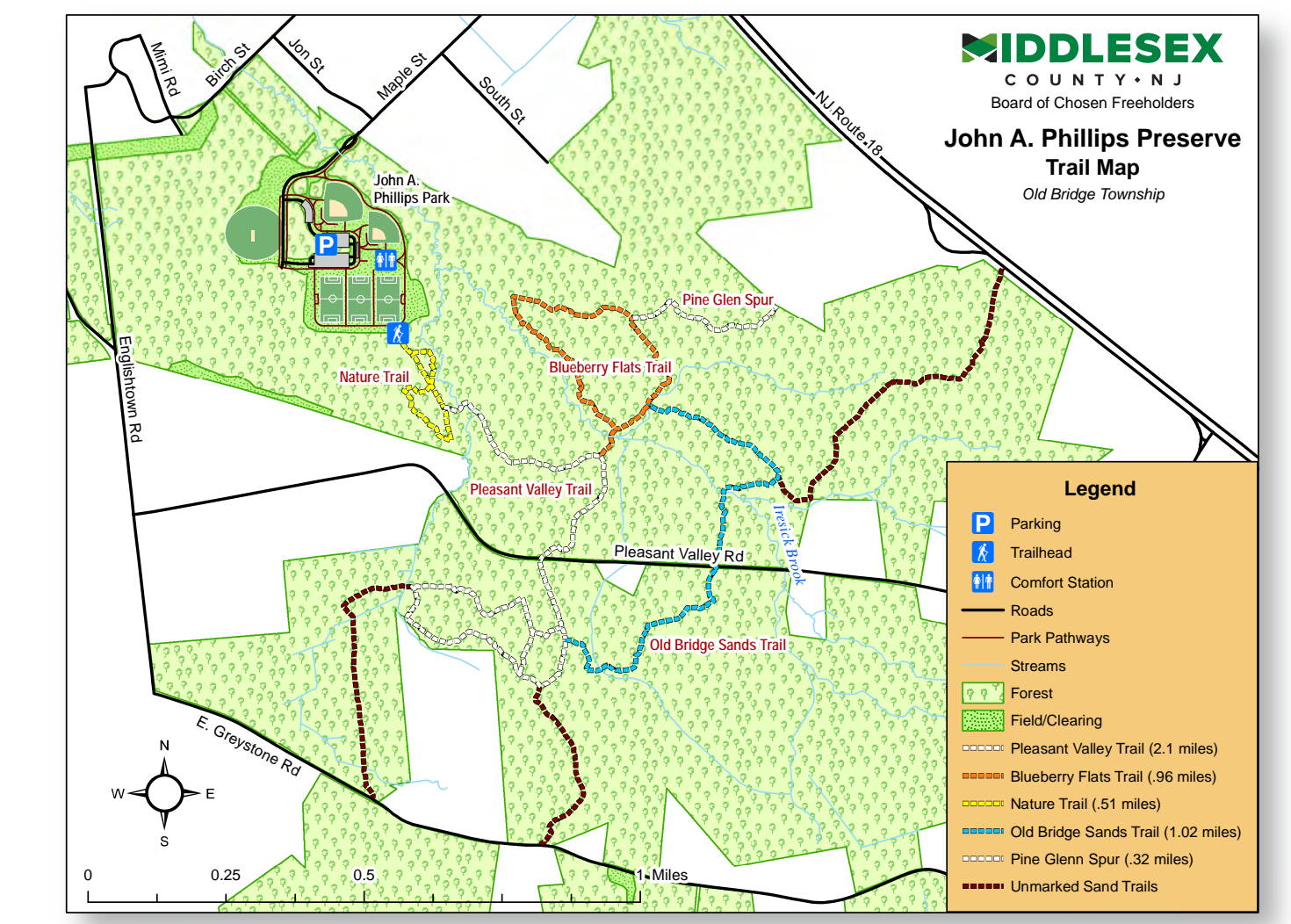
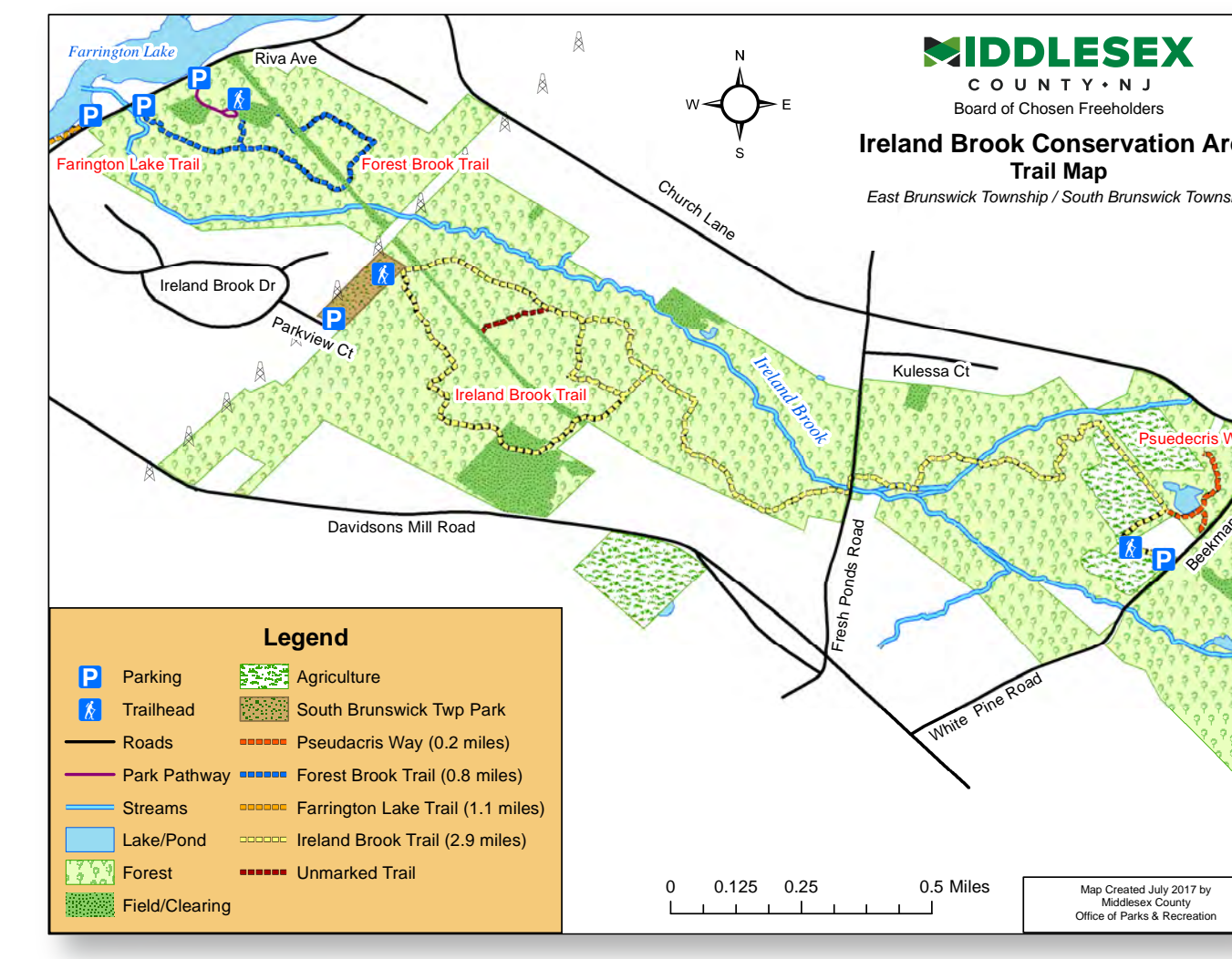
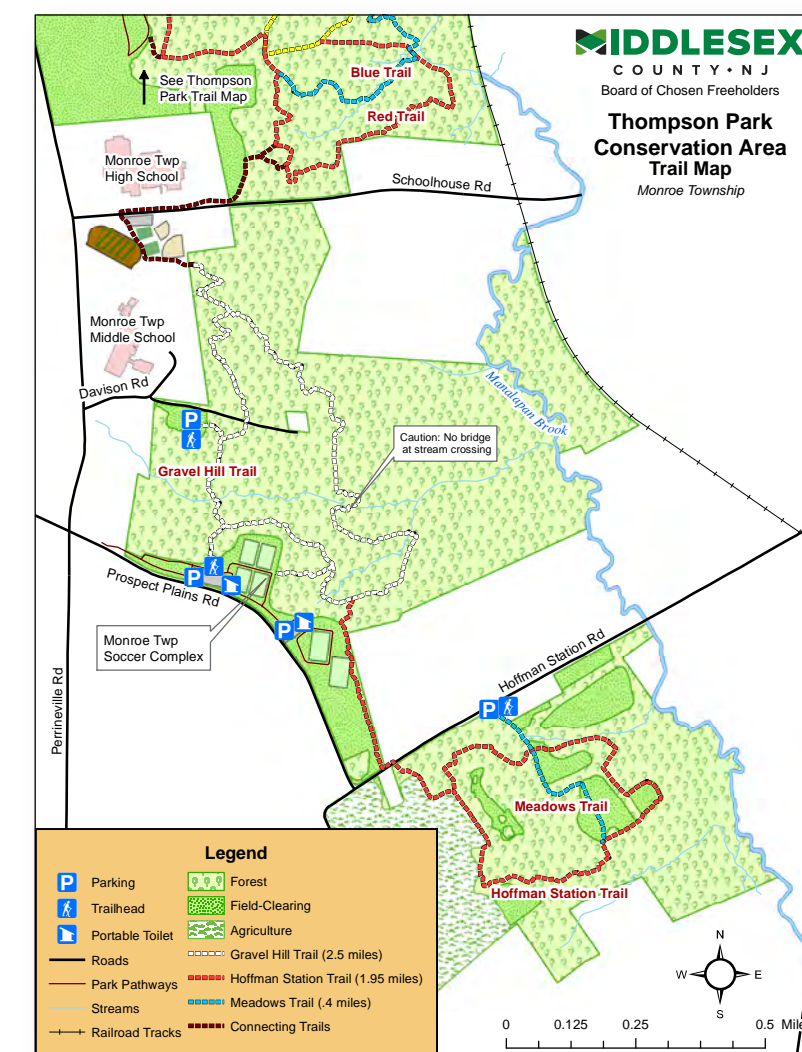
Background

In January 2018, Middlesex County launched the Marketing and Rebranding Initiative, led by the County's Office of Marketing. As part of this initiative, the Office of Marketing created the Middlesex County Getaway Guide to attract people to the County, which would include maps of County Parks, Open Space, and County Golf Courses. In conjunction with the new rebranding guidelines, the Office of Marketing requested that County Parks, Open Space and Golf Courses be redesigned by the Division of GIS to fit our new rebranding strategy to be incorporated into the seasonal Getaway Guide. To achieve this, the Division of GIS utilized the current data we had, as well as new data we had acquired since the maps were last designed. This also gave our Division the opportunity to update existing data that would be used for these maps.

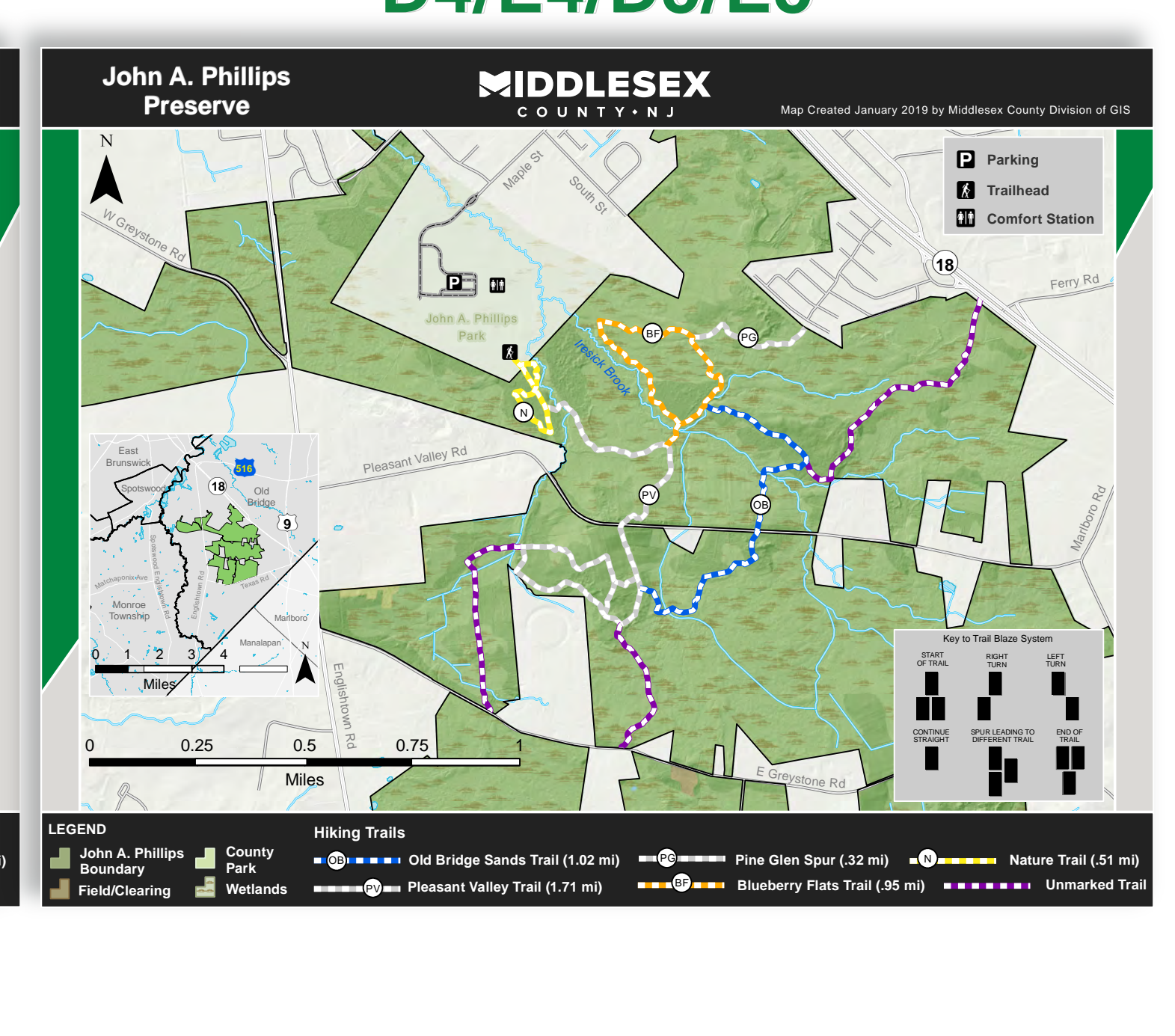
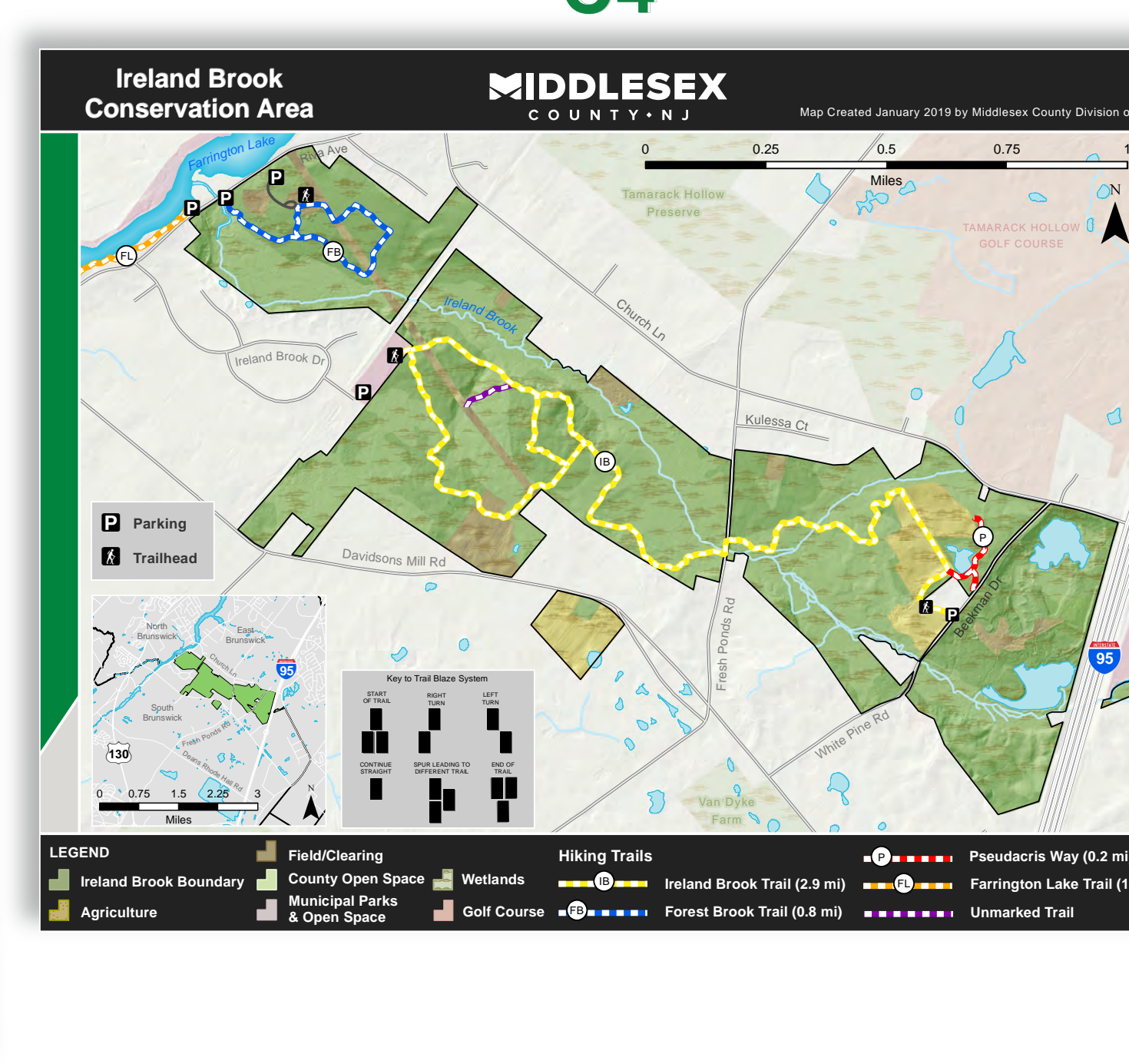
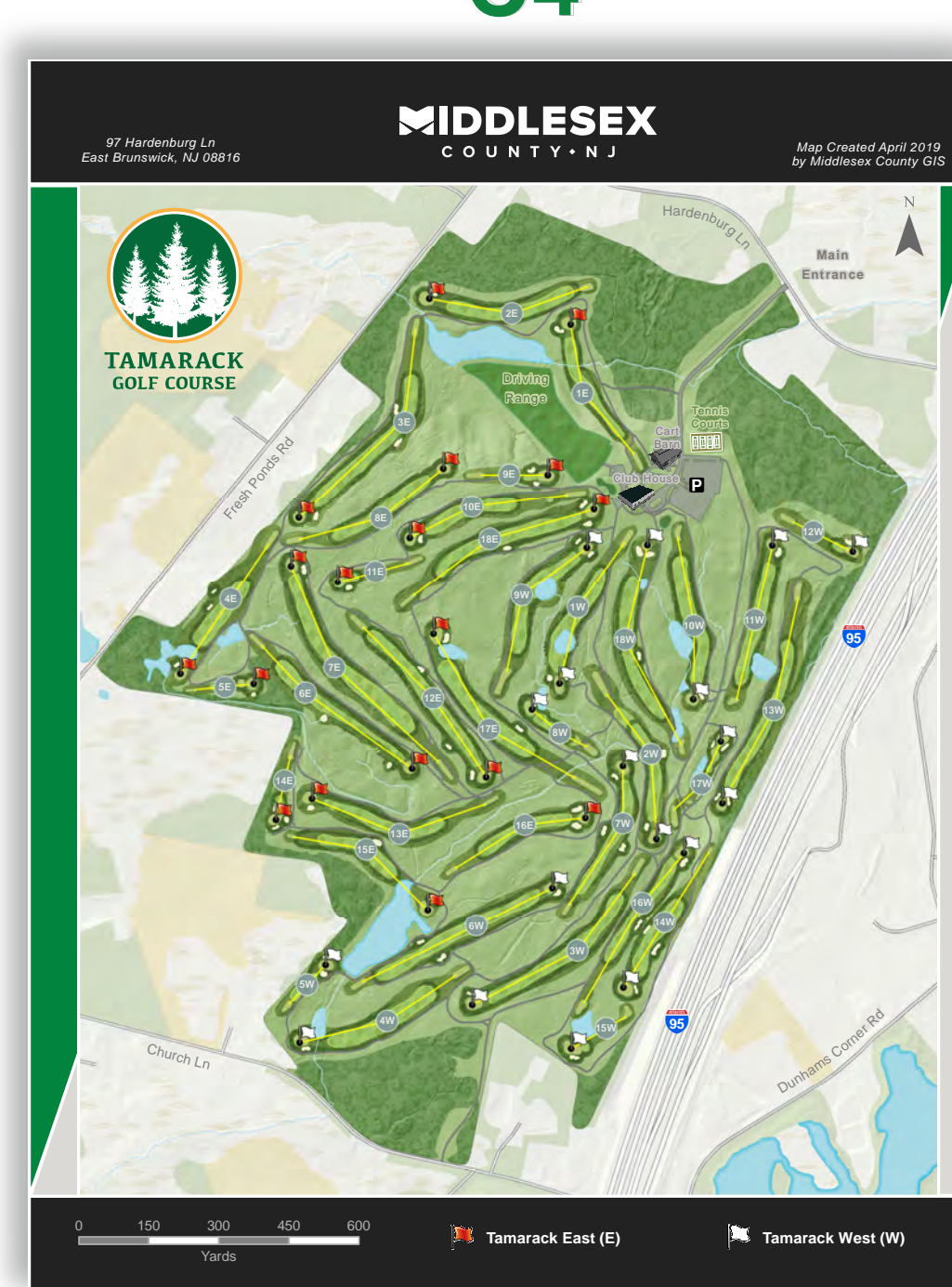
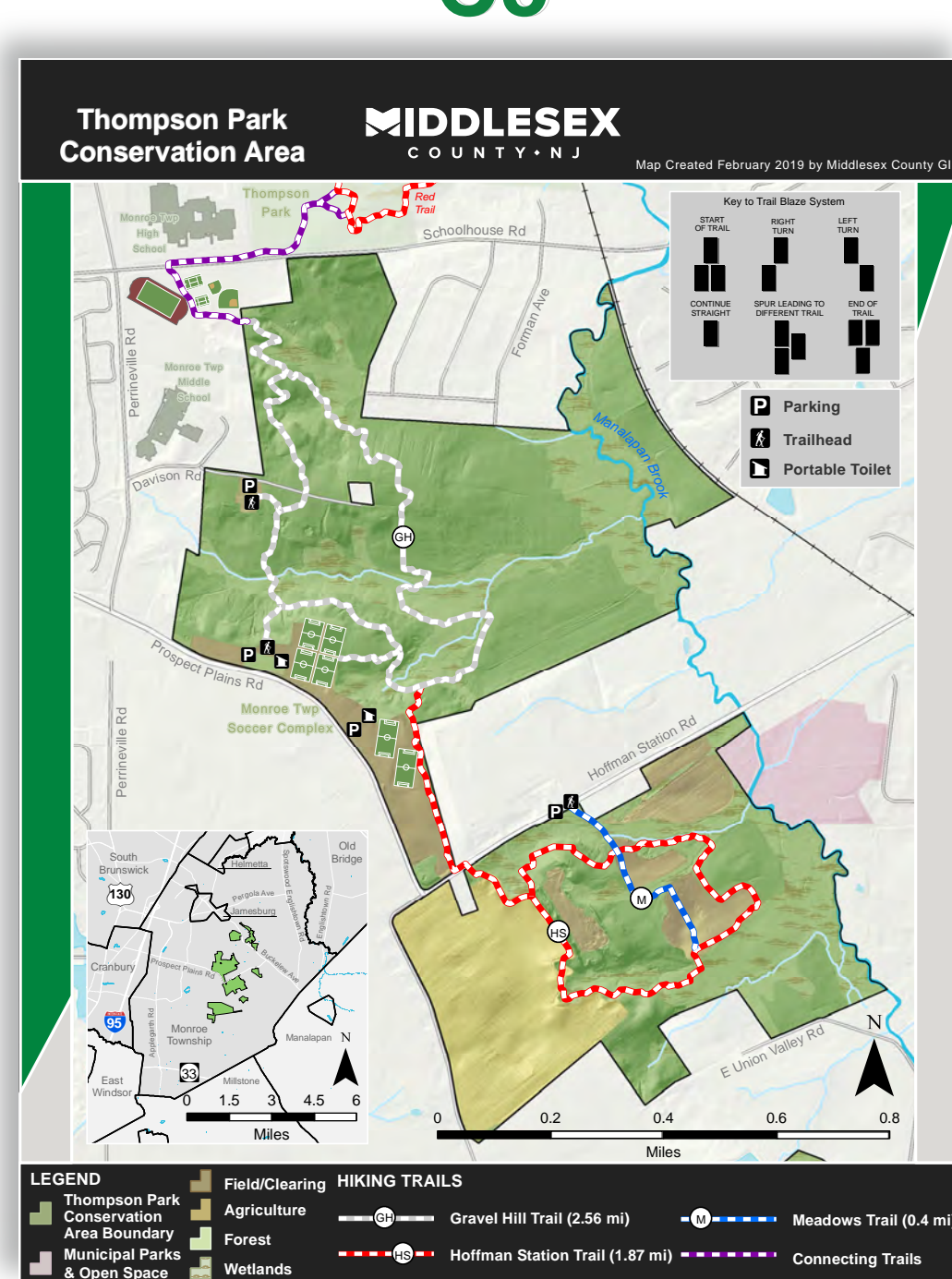
This is currently an ongoing project, with 10 maps completed and approximately 30 more maps to be redesigned. The timeline to complete this project is August 2019 so we can showcase the newly created and designed County Park Map Series at the Middlesex County Fair.

County Park, Open Space and Golf Course Map Series

Old Maps



New Maps

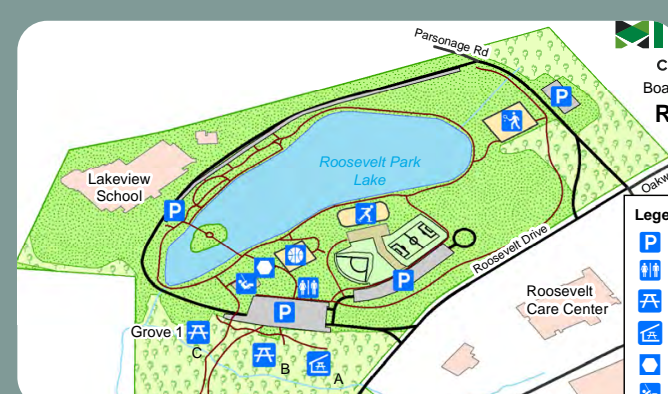


Methods/Data

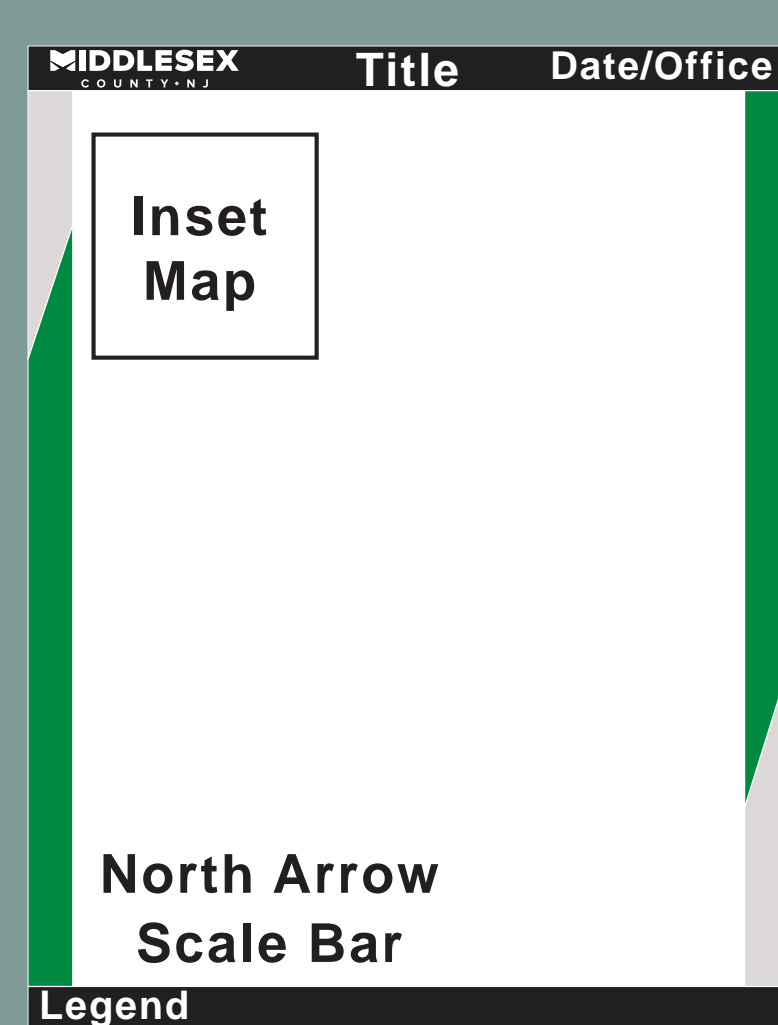
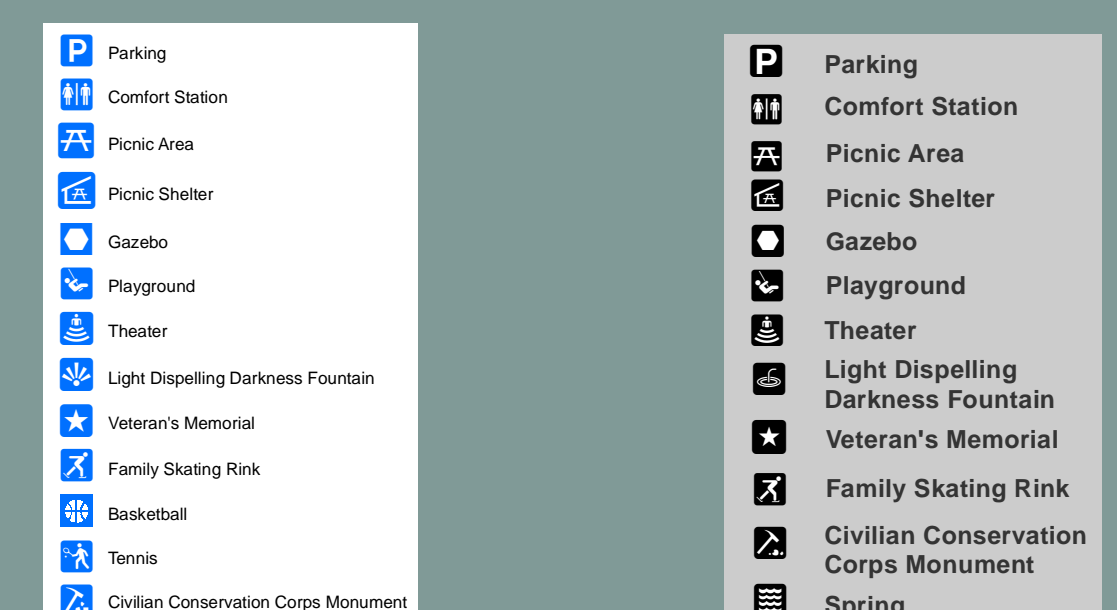
We first analyzed current and available data to determine what would be utilized in the creation of a new county park map series. We needed to know what maps and data would need updating, as well as fill in missing data gaps of our currently existing parks data. Road Centerlines, Park Boundaries, Water Bodies, Streams, and County Park Land boundaries were some of the currently existing data that we already had and was utilized within these maps. Park Picnic Groves, Trails, Walking Paths, Park Fields, and Park Amenities were data points that we also already had but needed to be updated before including them on these maps. This opportunity allowed us to review our currently existing data and fill in the missing data gaps. Planimetrics is a newly acquired dataset with robust data that was also utilized in this map series. We also utilized some NJ State data to complete the maps, such as Land Use/Land Cover data to add Forest, Agriculture, and Wetlands to the maps. To create a textured relief, Hillshade was also added to all the maps. After all the data was up to date, we could then begin to redesign the maps. All maps had to be consistent in color, texture, scale, symbology, branding and format. Once the redesign phase was complete, the Division of GIS collectively reviewed the map to discuss any changes and/or comments before the map was finalized.

Symbology/Layout

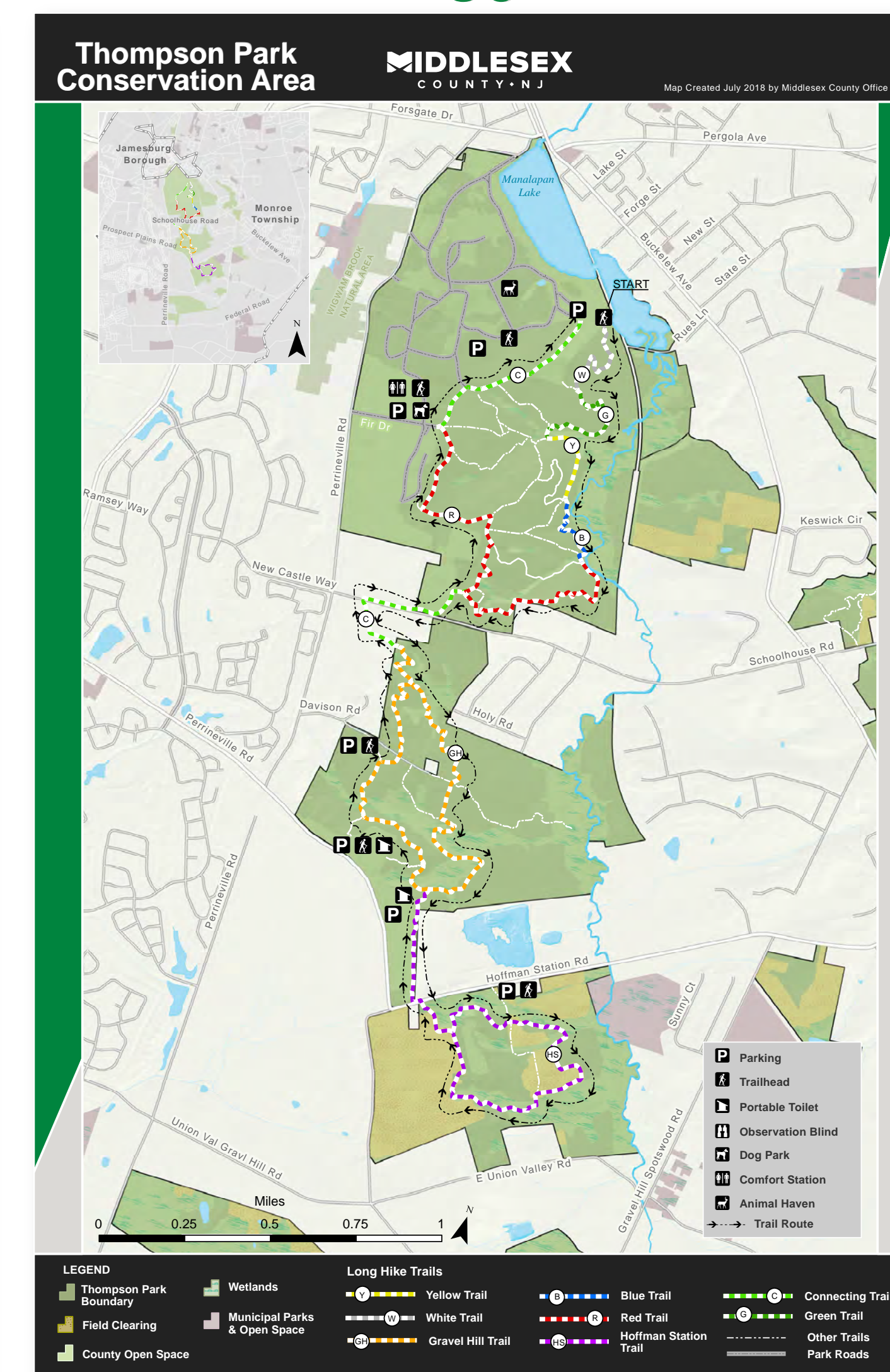
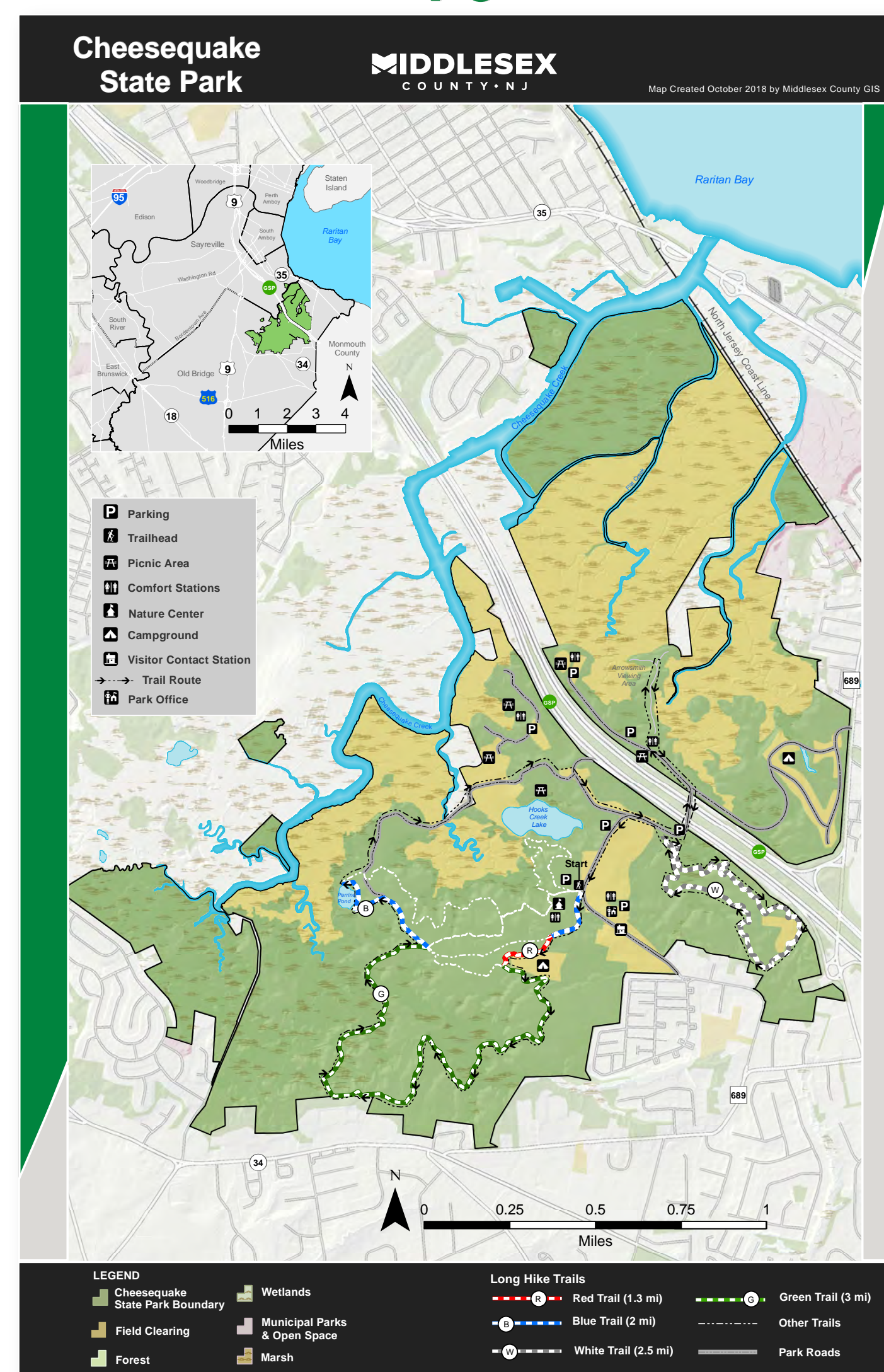
Old Symbology



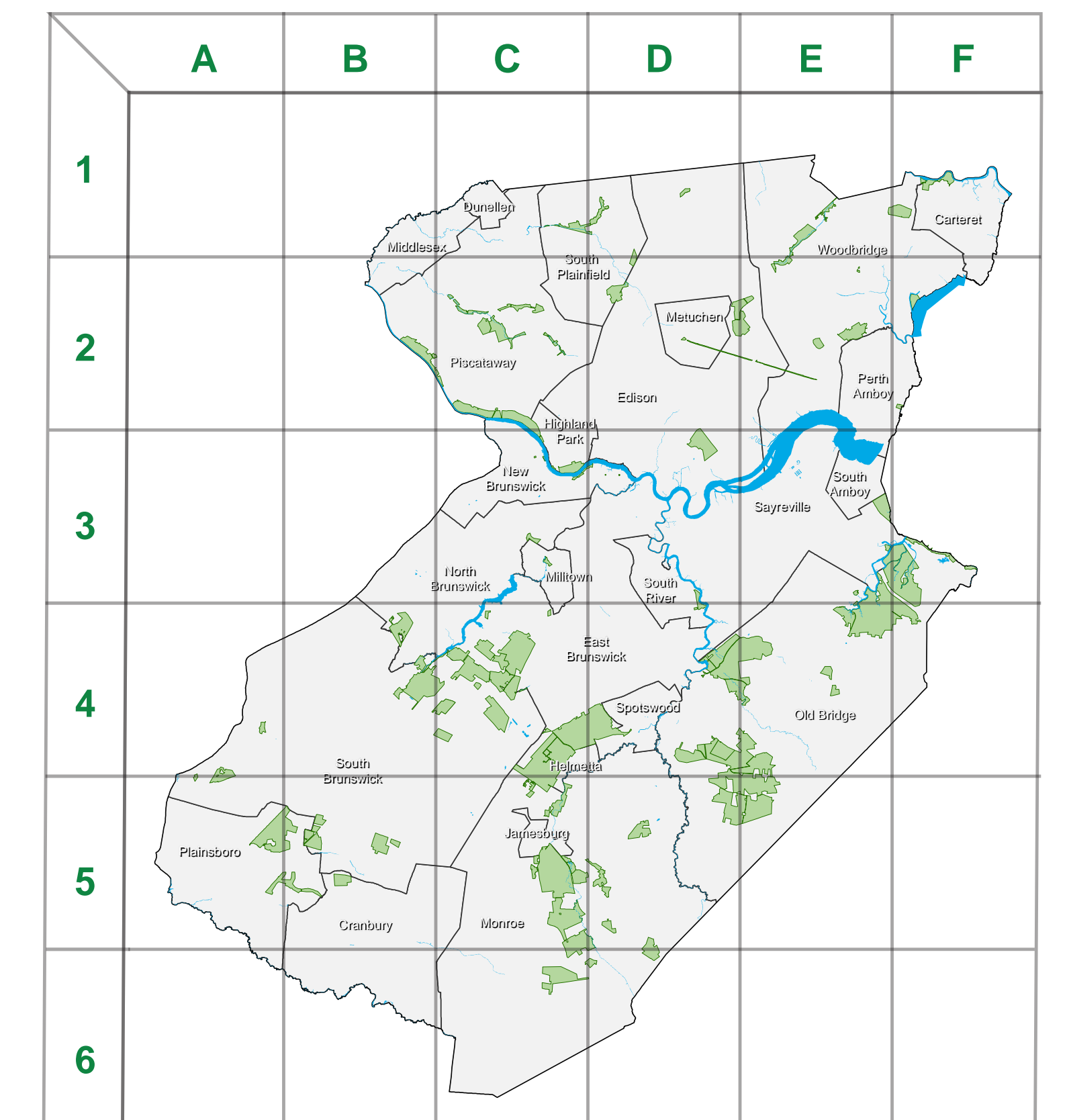
New Symbology



New Maps



Long Hike Map Series



Middlesex County Grid Reference