



THE CITY OF KEY WEST

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EXECUTIVE SUMMARY

TO: Art in Public Places Board, Director City of Key West Marine Services, Deputy Port and Marina Service Director

FROM: Art in Public Places Administrator

DATE: March 13, 2017

SUBJECT: Public Art at the KW Historic Seaport

ACTION STATEMENT

Consider the collaborative opportunity between the City of Key West Marine services, KW Bight Board and the KW AIPP Board to install Public Art within the planned plazas spaces to be constructed along the KW Historic Seaport.

BACKGROUND

The KW Historic Seaport exemplifies an urban working waterfront and combines historic, ecological, and cultural tourism elements within an approximately 4 block by 2 block waterfront area. Three specific locations were identified in conjunction with planned public plazas, intentional development 'buffer' zones for potential ferry terminal expansion, and use of existing public space in accordance with original development plans. These three location are identified on the attached pdf map and are described as:

The foot of William St within traffic turnabout (small to mid-sized work)

The foot of Greene St at Elizabeth St in an existing plaza which is to be expanded and where landscape modification will create a more open installation location (large highly visible, LED lit work)

The foot of Greene St at Elizabeth St in an existing plaza adjacent to courtyard space utilized by the Conch Republic Seafood Company (small to mid-sized work)

PURPOSE & JUSTIFICATION

The AIPP mission, to promote Key West as the "Island of the Arts" and to insure the consideration of the aesthetic in all planning and development, is supported by collaborative efforts with existing City projects where AIPP participation is not required by Ordinance. Significant planned renovations at the KW Historic Seaport will provide ideal locations for Public Art installations. Such renovations require place making elements which will identify the working waterfront area by its designation "Key West Historic Seaport" and provide a welcoming experience

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with a highly visual component for visitors to the Lower Duval St., Mallory Square, and Historic Seaport areas. Public Plazas provide excellent opportunities for installations that support place-making. Art that can be considered a destination, like the Southernmost Point Buoy or the Statue of Liberty, is well suited for plazas, promotes the aesthetic in city planning, and invites pedestrian activity, thereby promoting healthy activities like walking and biking. The Historic Seaport provides a City-owned area of high visibility which can be capitalized upon through the installation of properly sized and scaled Public Art. Creative lighting spotlighting the Public Art at night time can serve to draw people off of Duval Street and into these City owned properties and the related businesses. Additionally, installations of Public Art can be a foundation for creating gathering points and meeting places within the plazas and engage visitors and residents with the aesthetic in unexpected ways. Use of the elements in play at the Seaport such as the nautical theme, natural forces of wind, water, and time, and appropriate scale will be among the criteria of the RFP for any proposed works. Such RFP will be developed collaboratively with the City of Key West Marine Services Division, the KW Bight Board, and the KW AIPP Board, as well as other related City Departments as is merited. The RFP will be tailored as to furnish works acceptable by all related governing groups, including HARC. Kinetic sculpture will be encouraged, lighting must be compliant with federal aviation standards for the area.

RECOMMENDATION

The AIPP Board should consider the percent of their existing budget which can efficiently be dedicated to installations of Public Art within the KW Historic Seaport. Such installations will preclude installations of manufactured wayfinding signs or archways and would therefore more effectively promote Key West as the “Island of the Arts” and insure consideration of the aesthetic in the renovations of the KW Historic Seaport.

FINANCIAL IMPACT

In preliminary discussions it was noted that Marine Services has some dedicated funding within the project’s budget which would have been allocated to prefabricated, manufactured wayfinding installations. The Director of Marine Services has offered to match AIPP funding in order to achieve the best results possible from this collaboration. It has been suggested that the three locations would merit two small to medium sized works of approximately \$10,000 each and one larger work at approximately \$30,000. If funded collaboratively between the AIPP Public Art Fund and the City of Key West’s Marine Services the parties may determine to allocate additional resources to improve the quality, increase the scale, or modify the visibility of the Public Art installations. Each entity could conceive of contributing between \$25k and \$50k to the installation of Public Art at the Key West Historic Seaport.

NOTE

The Budde Singleton statue at the foot of Margaret Street was removed during the installation of the outfall in that area with intention to replace him in the ‘Common Area Phase 2’ of the project. The stake-holding family members requested installation at an earlier date and currently a foundation has been put in place for a temporary location within the area at the foot of Margaret Street where he is to be installed within the coming month.