









In 2015, the City was awarded an Our Town Grant by the National Endowment for the Arts (NEA) for \$150k to develop an Arts & Culture Master Plan for the Park, among other things.









WHY THIS PLAN?

Make sure the park is enjoyed by many!

Boston.comment

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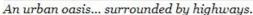
Rose Kennedy Greenway: Paradise or Work in Progress?

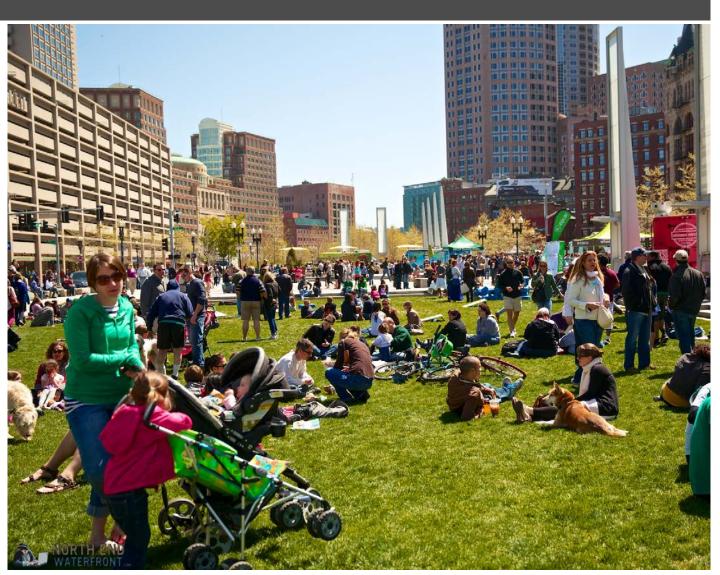
Posted by Noah Guiney August 21, 2013 01:10 PM

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PROJECT MOTIVATION



 New capacity to present excellent arts programming and serve new audiences



Public art pieces installed at Truman Waterfront





 Increased community understanding of ecologicallysustainable design integration while retaining design excellence

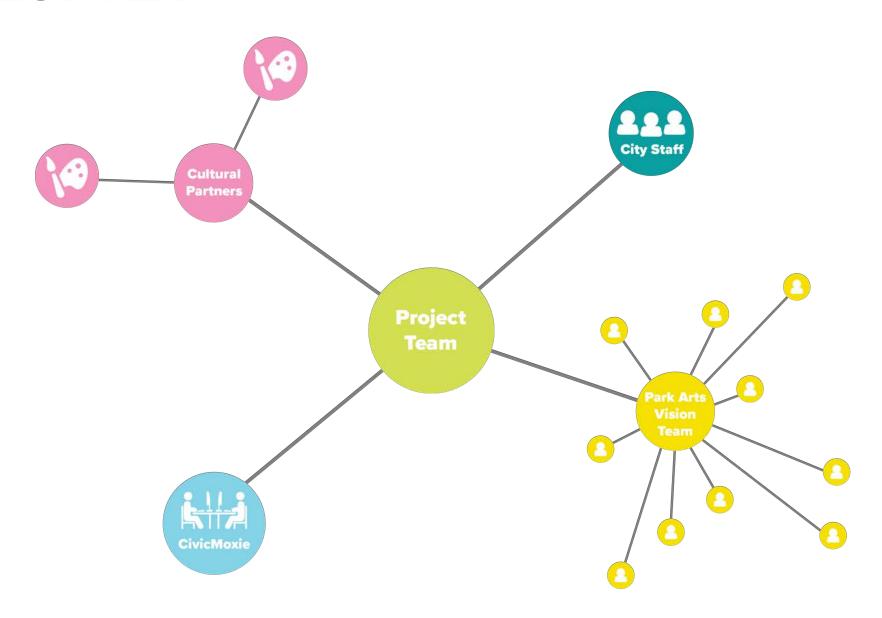


 Connection among artists, design professionals, and community members

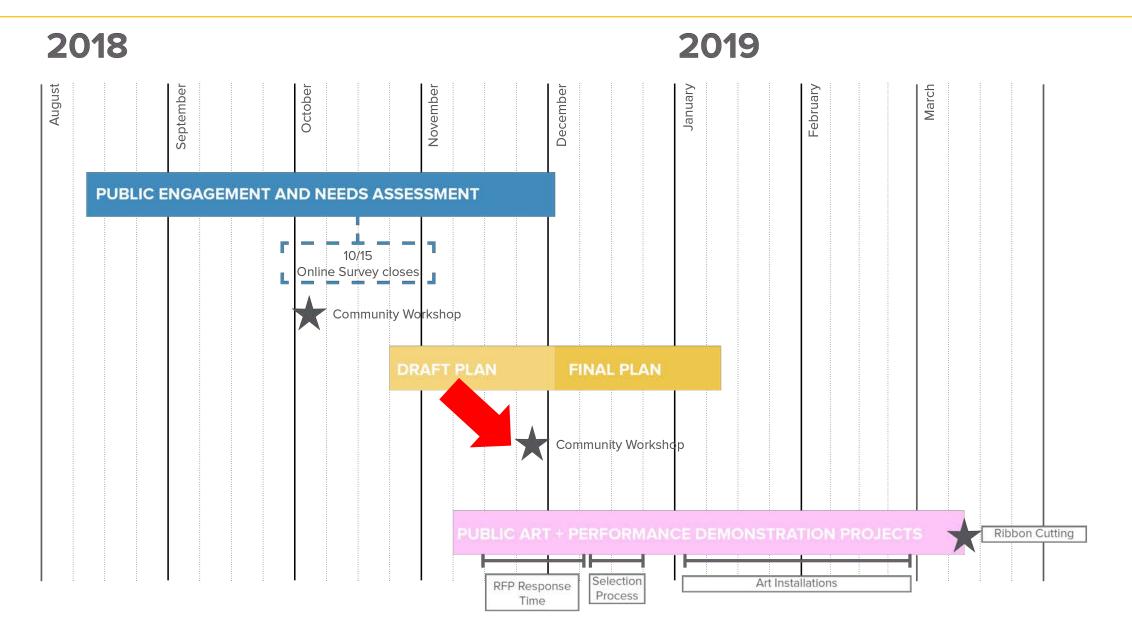


Economic benefits through arts integration in the community

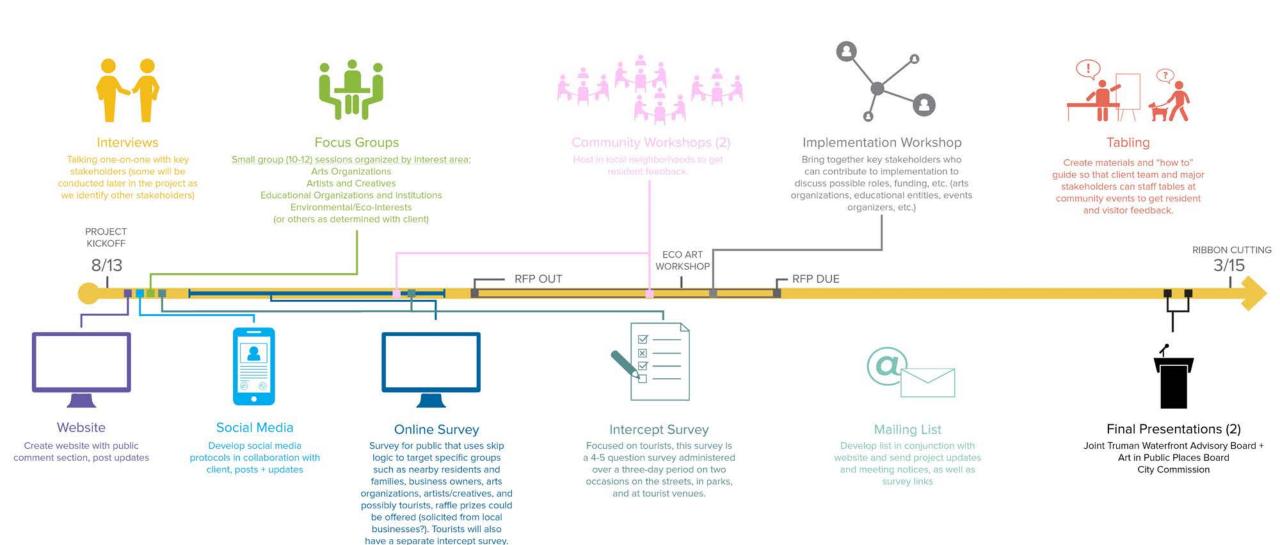
PROJECT TEAM



PROJECT SCHEDULE



OUTREACH AND ENGAGEMENT



WHAT WE HEARD: SURVEY RESPONSES

816 Total responses

Age

Under 18 18-24 25-34 35-44 45-54 55-64 65+



90% Resident responses

Residency

Full Time
Part Time/
Seasonal



73% have lived in the Keys for over 10 years

Neighborhood

Old Town
Midtown/New Town
Greater Keys
Other



46%
are members of local Arts & Cultural Organizations

Members Non-Members



WHAT WE HEARD: SURVEY RESPONSES



One word to describe Key West

Water Trees Shade
Green Space Activities
Events ArtsParking
Restrooms Open Space

One thing a waterfront park needs to be successful

WHAT WE HEARD: SURVEY RESPONSES

Balance arts and programming with open space!

Free events not based on tourism!

Bring the community together:
young and old; people of
different background and
ethnicities.

How public arts and programming in the park can best serve the community:

Provide a multitude of events - from family-friendly to adults only.

Use art to create an interactive environment.

Share the diverse talents in our community!

WHAT WE HEARD: OCTOBER WORKSHOP





Attendees hailed from 2 zip codes:

33040 33042 25 Attendees



had NOT yet participated in the online survey The meeting consisted of:

A presentation





Input stations

Community





PUBLIC QUAY & MCCOY GARDENS





Outdoor Festival / Sidewalk Art

2ND PICK 17 4

Artful Fountain / Water Feature

Outdoor festivals
Shade trees

Comments

Open Admiral's Cut

Keep quay open/clear for walking during sunset

Paving design

No paid parking



WHAT WE HEARD: INTERVIEWS, FOCUS GROUPS, +

- Ensure events and park offerings reflect local culture
- Maintain existing and planned open spaces for passive and active recreation
- Give equal attention to performance arts and festivals as visual art installations
- Provide shade, food, and drink
- Utilize the planned Fruit Tree Grove as platform to demonstrate local ecology and culture
- And more!

PROJECT GOALS

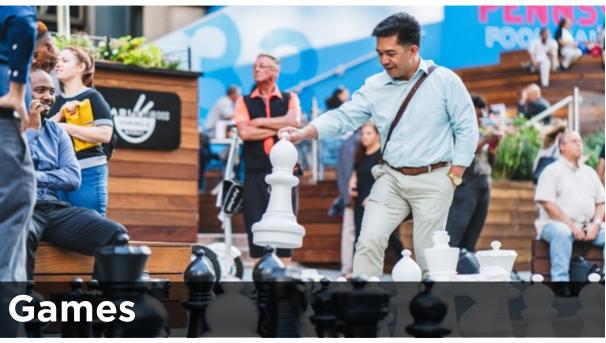
- Goal 1 Foster the Truman Waterfront as a vibrant community gathering place
- Goal 2 Elevate local history and culture through events, education, and programming
- Goal 3 Integrate interactive, high-quality public art in designated areas of the Park
- Goal 4 Enhance physical connections between the Park and surrounding neighborhoods

Foster the Truman
Waterfront as a vibrant
community gathering place

- Provide comfortable spaces for smaller-scale gatherings
- Provide opportunities for food and drink in the park
- Preserve existing and planned open spaces
- Reinforce the Truman Waterfront as a multigenerational park





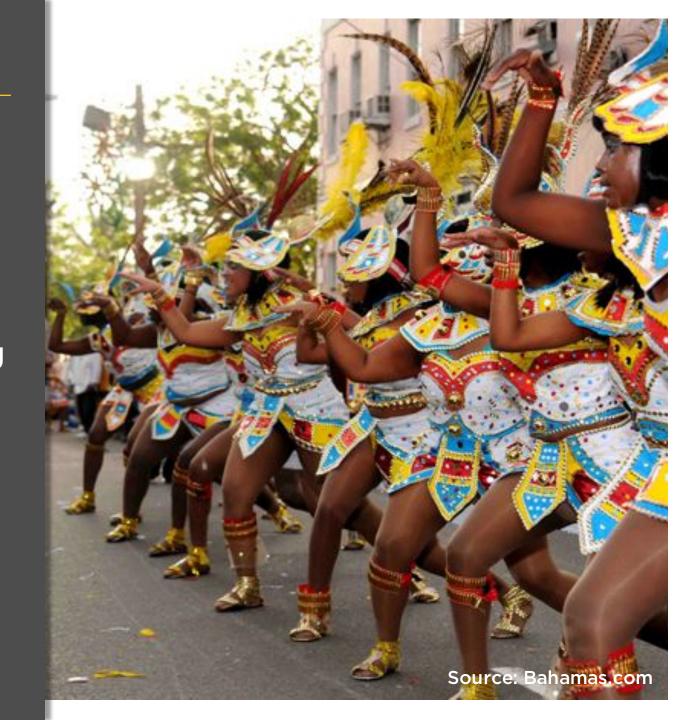






Elevate local history and culture through events, education, and programming

- Create opportunities for learning
- Host established community activities and events in the park
- Actively manage and program the Amphitheater





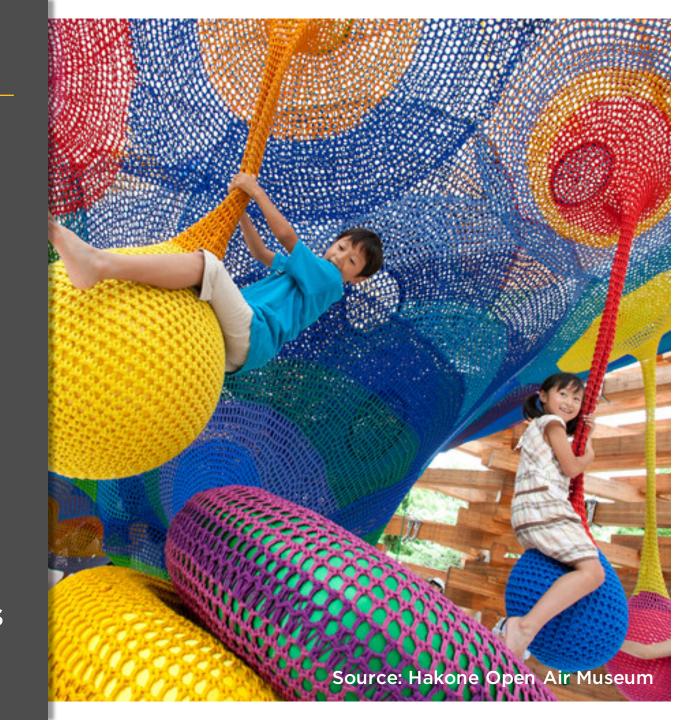






Integrate interactive, highquality public art in designated areas of the Park

- Use temporary installations in the near-term to kickstart a public art program
- Install permanent public art pieces reflective of Key West history and culture
- Support and engage local artists in TWP public art initiatives









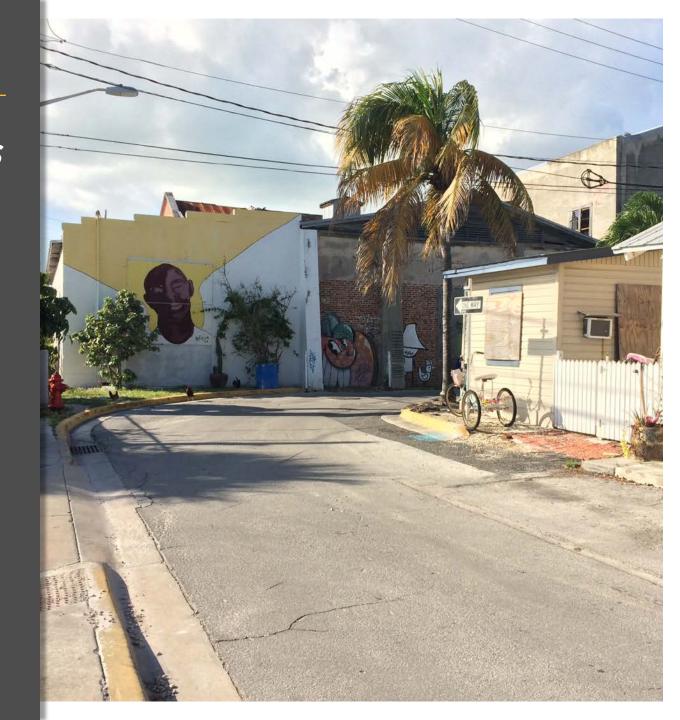


Interactive art

Artist-designed infrastructure

Enhance physical connections between the Park and surrounding neighborhoods

- Promote pedestrian access at key gateways
- Simplify access for all modes of transportation
- Integrate the park into the Bahama Village neighborhood through placemaking and urban design













Projects that "integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes."



https://www.arts.gov/grants-organizations/our-town/introduction

"Successful Our Town projects ultimately lay the groundwork for systemic changes that sustain the integration of arts, culture, and design into strategies for strengthening communities."



For more examples: https://www.arts.gov/exploring-our-town/showcase

KEY TAKEAWAYS

Coordinated approach

Leaving room for culture

Passive without active =
 ½ a park





