

ARTS & CULTURE MASTER PLAN FOR TRUMAN WATERFRONT PARK

BVRAC Meeting

October 4, 2018

5:30 pm



Fort Zachary Taylor
State Park

Amphitheater

USCGC Ingham

Public Quay &
McCoy Gardens

Naval Base

Fruit Tree Grove
& Multi-use Field

Splash Pad &
Playground

Fort Street

Front Street

Southard Street

Fleming Street

Easton Street

Caroline Street



The City of Key West has invested \$27 million in Truman Waterfront Park with construction beginning in May 2014 and set to finish in 2020.



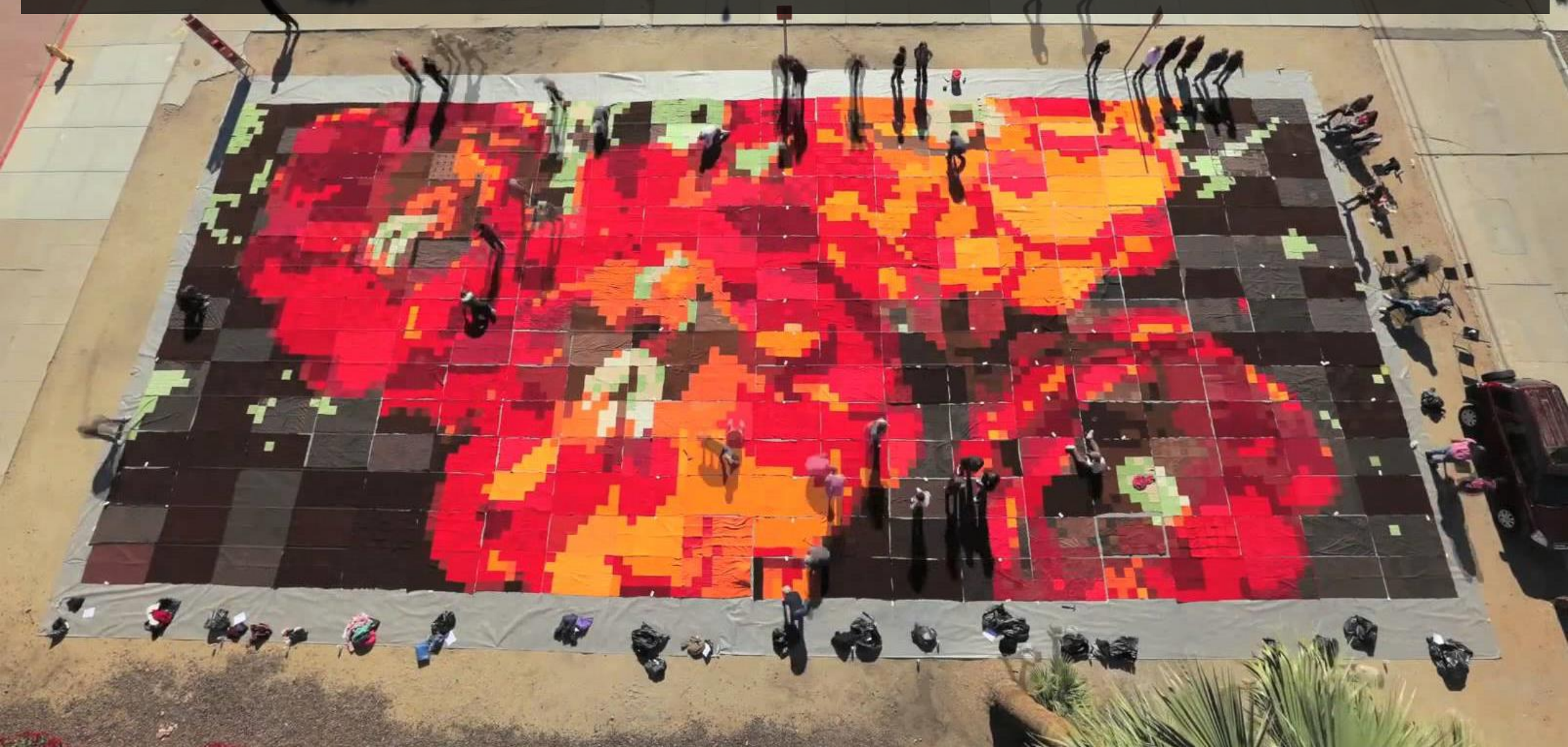
Source: City of Key West

In 2015, the City of Key West 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.



Source: City of Key West

**NEA Our Town Grants support creative placemaking projects
...but what does that mean?**



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



PHOENIX, AZ

“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.”



SAN ANGELO, TX

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

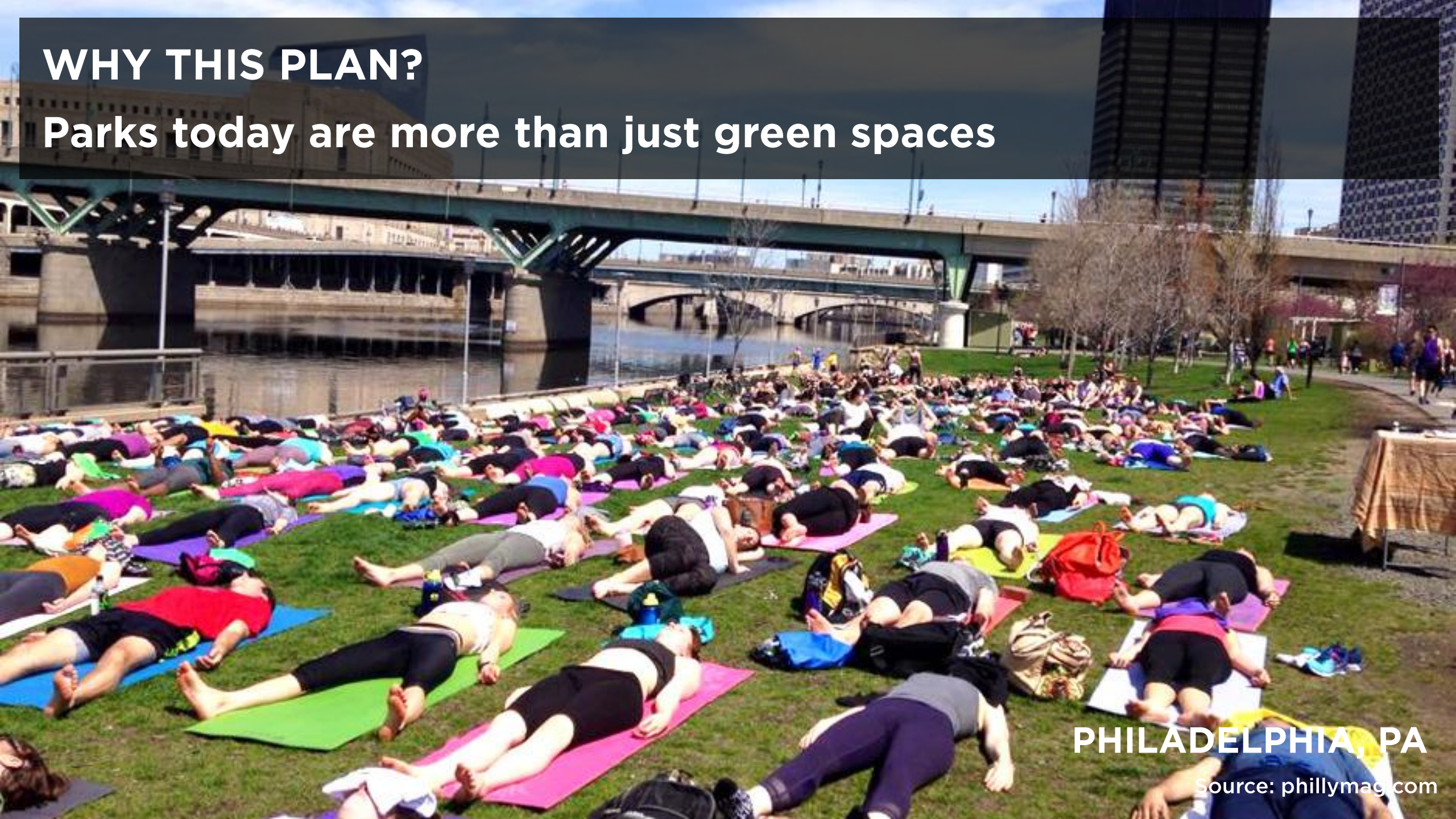
**While much of Truman Waterfront Park has been developed,
there is much more to do...**



Source: City of Key West

WHY THIS PLAN?

Parks today are more than just green spaces



PHILADELPHIA, PA

Source: phillymag.com

WHY THIS PLAN?

Public art and programming enliven public spaces



CHICAGO, IL

Source: Grace Allen

WHY THIS PLAN?

Build on the \$27 million investment in the Truman Waterfront



BOSTON, MA

Source: Bruce Pentschek

WHY THIS PLAN?

Build on the \$27 million investment in the Truman Waterfront

Boston.comment

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Text size [-](#) [+](#)

Rose Kennedy Greenway: Paradise or Work in Progress?

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

[Comments \(\)](#)

[E-mail story](#)

[Print story](#)



An urban oasis... surrounded by highways.



WHY THIS PLAN?

Reflect local values and character



KEY WEST, FL

Source: Key West Art & Historical Society

WHY THIS PLAN?

Building connections among constituents and potential partners



TULSA, OK

Source: Nick Oxford, New York Times

PROJECT MOTIVATION



- New capacity to present excellent arts programming and serve new audiences



- Public art pieces installed at Truman Waterfront
- Increased livability and community engagement



- Increased community understanding of ecologically-sustainable design integration while retaining design excellence



- Connection among artists, design professionals, and community members



- Economic benefits through arts integration in the community

WHO WE ARE

CivicMoxie is a planning, urban design, and placemaking group that leverages deep experience and spirited collaboration to achieve optimistic goals for clients and communities.



OUR PHILOSOPHY

Our work is distinguished by our belief that **HOW** we plan affects the end result, and working with people across disciplines, goals and values can achieve remarkable results for all.



OUR CLIENTS

We work with clients...

- › committed to action
- › willing to dig in to get the desired outcomes
- › excited about moving discussions to decisions
- › eager to affect positive change



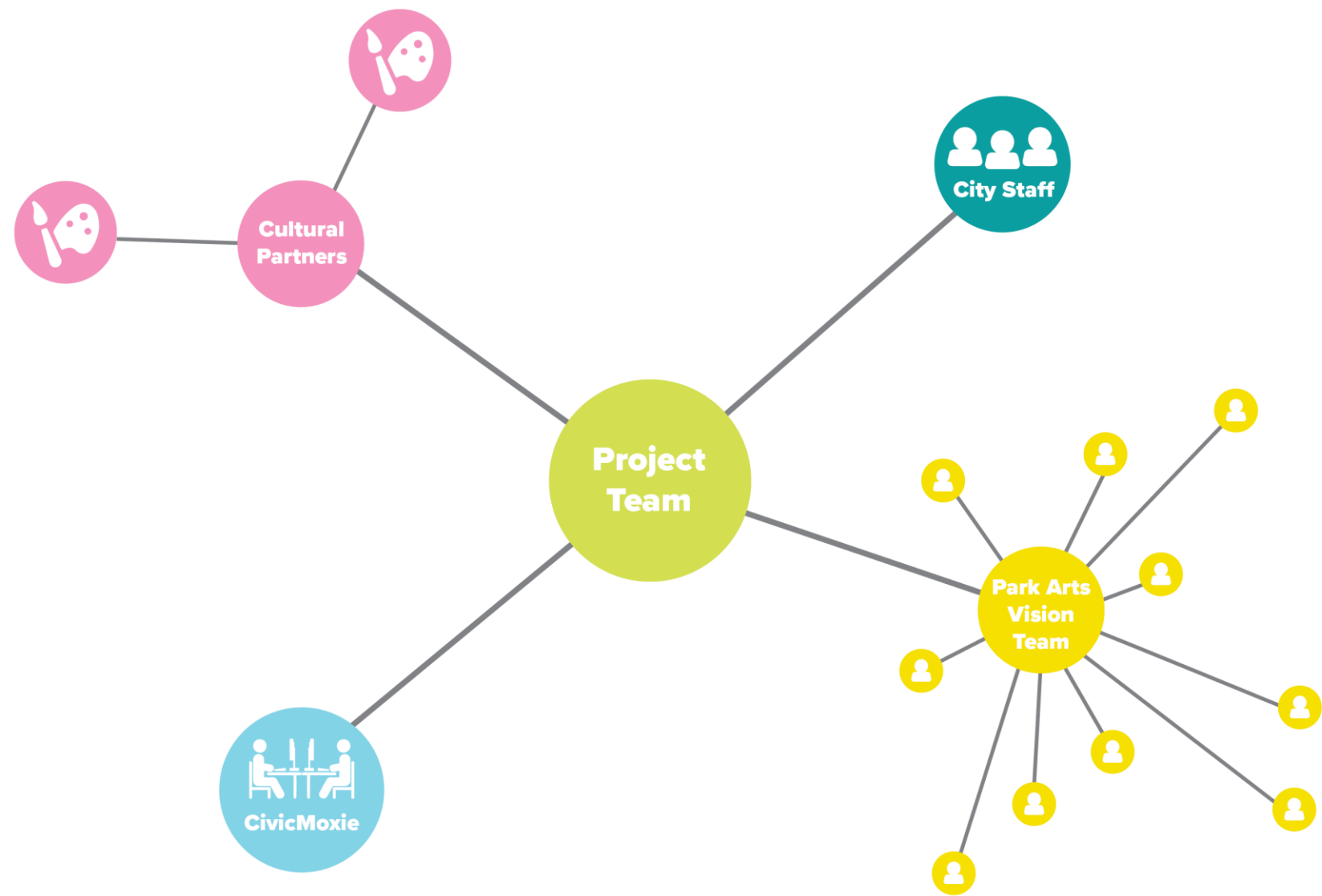
WHAT WE ARE DOING

- Listen and Connect
- Identify assets, capacity
- Assess physical characteristics
- Set Goals
- Make a Plan
- Set up for Action!

....ENFUSE IT ALL WITH ART,
CULTURE, AND LOCAL PEOPLE,
PLACES, AND ORGANIZATIONS



PROJECT TEAM



OUTREACH AND ENGAGEMENT



Interviews

Talking one-on-one with key stakeholders (some will be conducted later in the project as we identify other stakeholders)



Focus Groups

Small group (10-12) sessions organized by interest area:
Arts Organizations
Artists and Creatives
Educational Organizations and Institutions
Environmental/Eco-Interests
(or others as determined with client)



Community Workshops (2)

Host in local neighborhoods to get resident feedback.



Implementation Workshop

Bring together key stakeholders who can contribute to implementation to discuss possible roles, funding, etc. (arts organizations, educational entities, events organizers, etc.)



Tabling

Create materials and "how to" guide so that client team and major stakeholders can staff tables at community events to get resident and visitor feedback.

PROJECT KICKOFF

8/13



Website

Create website with public comment section, post updates



Social Media

Develop social media protocols in collaboration with client, posts + updates



Online Survey

Survey for public that uses skip logic to target specific groups such as nearby residents and families, business owners, arts organizations, artists/creatives, and possibly tourists, raffle prizes could be offered (solicited from local businesses?). Tourists will also have a separate intercept survey.



Intercept Survey

Focused on tourists, this survey is a 4-5 question survey administered over a three-day period on two occasions on the streets, in parks, and at tourist venues.



Mailing List

Develop list in conjunction with website and send project updates and meeting notices, as well as survey links



Final Presentations (2)

Joint Truman Waterfront Advisory Board + Art in Public Places Board
City Commission

RFP OUT

ECO ART WORKSHOP

RFP DUE

RIBBON CUTTING

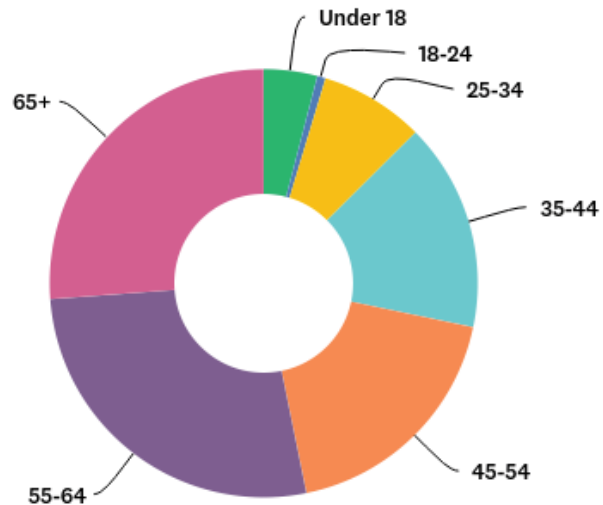
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ONLINE SURVEY RESULTS TO DATE

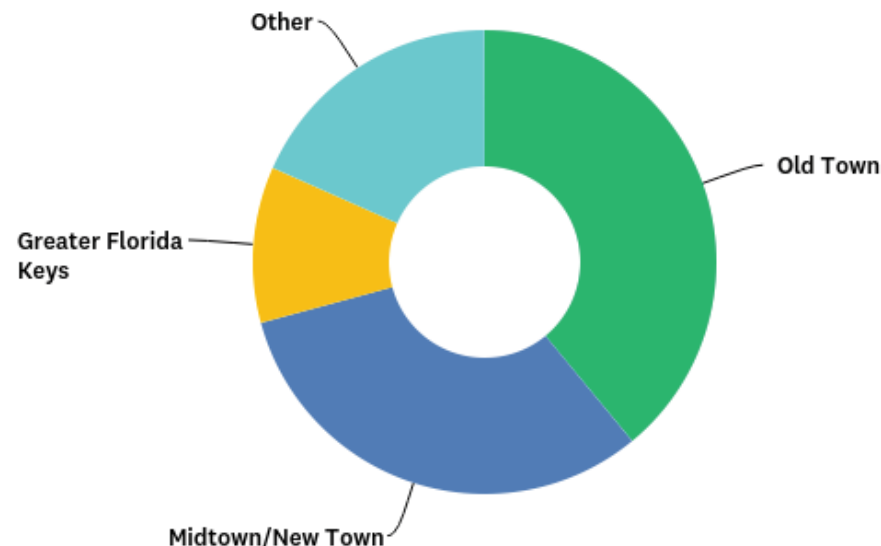
Results at a glance:

- 608 total respondents!
- 90.5% are full time residents
- 78% currently use Truman Waterfront Park
- 47% are currently associated with the arts + cultural community

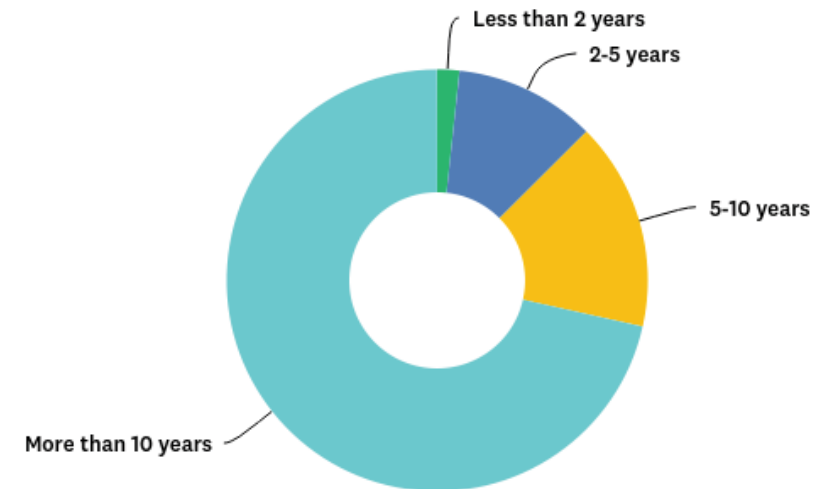
Age



Neighborhood



Length of Residency



ONLINE SURVEY RESULTS TO DATE

Things respondents love:

- Concerts, live shows, and events!
- History and Local heritage/culture!
- The waterfront!

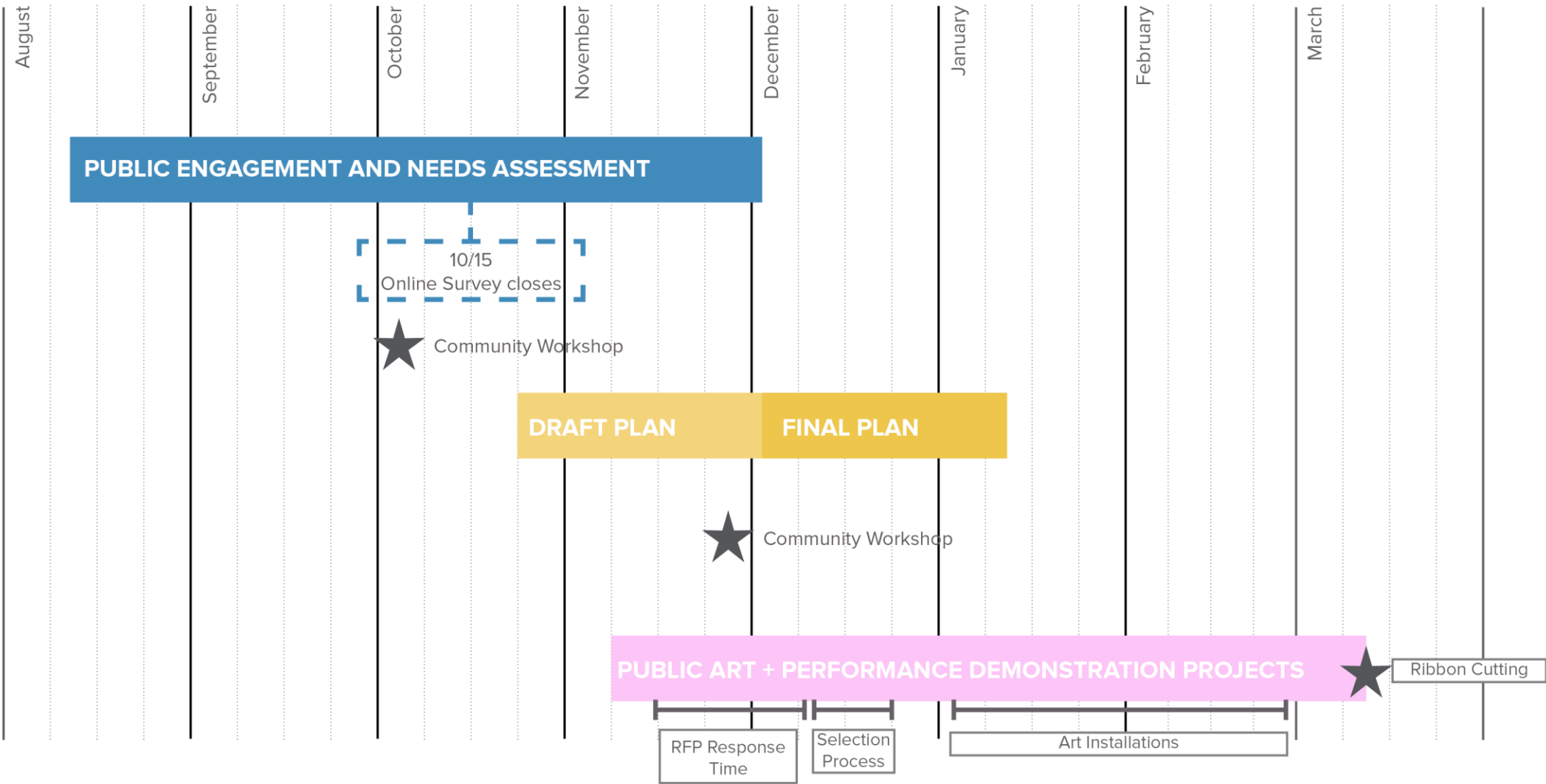
Things that could use improvement:

- Park Access
 - Free Parking
 - Pedestrian Access
 - Admiral's Cut!
- Food and Drink Options
 - "Bring in food trucks or a restaurant!"
- More events!
- More shade/seating!

PROJECT SCHEDULE

2018

2019





THANK YOU!

ARTS & CULTURE MASTER PLAN
for **TRUMAN WATERFRONT PARK**

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CivicMoxie
experts in place