

Fort Monroe Interpretive Master Planning (IMP) Services

Briefing to FMFADA Board

by
Interpretive Solutions, Inc.
West Chester, PA

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The Planning Team

- Steering Committee
- Study Groups
 - African American Culture Working Group
 - National Park Service Working Group
 - Natural Resources/Recreation Working Group
- Core Planning Team
 - FMFADA Marketing
 - Virginia Tourism Corporation
 - IS Consultant Team
- FMFADA Staff Liaison

Overarching theme:

The history of Fort Monroe chronicles both stunning achievements and tremendous costs in the continuing struggle of Americans to achieve, define and maintain the ideals of freedom.

Primary Interpretive Themes

- The Natural Environment/Cultural and Historical Geography
- The Virginia Indians
- The African American Experience
- The Civil War
- Defense of the Nation
- Olde Point Comfort Resorts

Target Audiences

- Heritage tourists
- Recreational
- School classes
- Teachers
- Longer-stay visitors (especially families)

Interpretive Partners

(Beginning with programs, possible permanent presence later.)

- Casemate Museum—permanent from 2012 forward
- Virginia Museum of Natural History
- Virginia Living Museum
- Chesapeake Bay Foundation
- Hampton History Museum
- Museum of the Confederacy
- Virginia War Museum
- Old Dominion University's Virginia Modeling & Simulation Center (VMASC)—Technical partner

Potential partners

(Long term, to be explored)

- Contraband Society
- Mariners' Museum
- Hampton University
- Colonial Williamsburg
- Historic Jamestown/Jamestown Settlement
- Yorktown Battlefield/Yorktown Victory Center
- Virginia Air and Space Museum
- NASA
- . . . and perhaps others

Interpretive Networks

- Chesapeake Bay Gateway Network
- Captain John Smith Chesapeake Historic Trail
- Chesapeake Treasured Landscape Initiative
- Civil War Trails
- Hampton CVB Interpretive Map

Fort Monroe Non-Profit Foundation

- Fund-raising
- Potential tenant & operator of some interpretive venues

Interpretive Programs

- Variety of approaches being considered, including:
 - Interpretive Trails
 - First Person Interpreters
 - Guided Tours of site
 - Special Demonstrations, Reenactments
 - Character-centered interpretation
 - Interactive maps/timelines

Educational Programs

- Fort Monroe as Learning Laboratory
- Teacher Institute
- Multi-day school class visits (extended study)
- Distance Learning

Educational Partners

- Area school districts
- Governor's School for Science and Technology
- Area and regional museums and cultural organizations

Audience research

- Southeast Institute of Research Survey (in progress)
- Additional surveys in future

Potential Interpretive Venues

- Historical and environmental areas
 - Visitor circulation and parking/transportation issues continue to be assessed

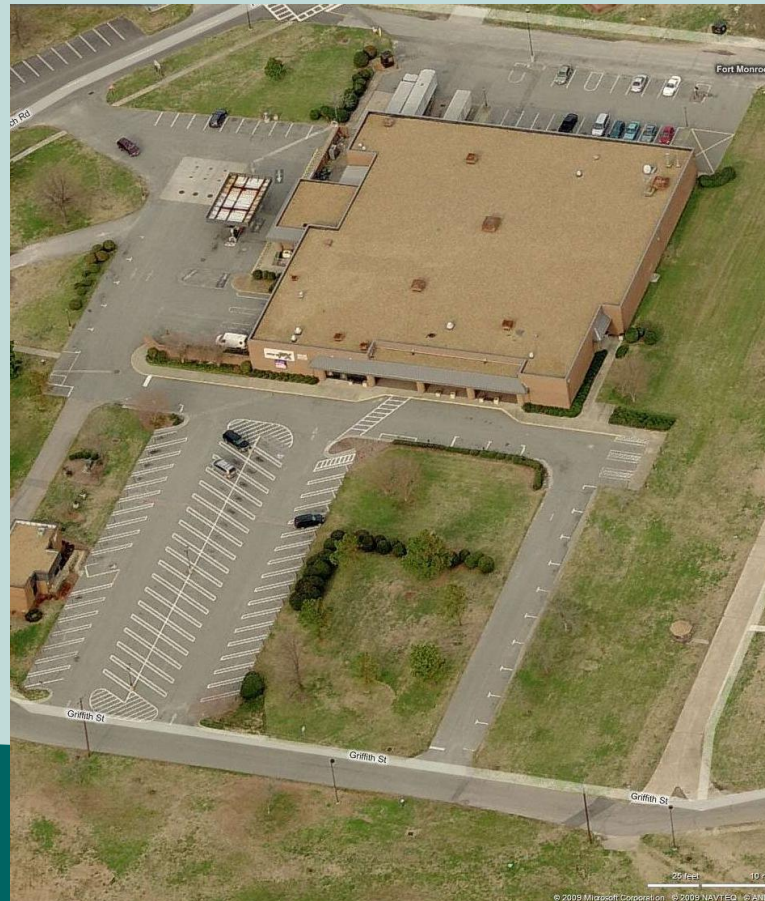
The Fort Itself

- On list for NPS



PX: Potential Site-Wide Visitor Center

- Multipurpose use, including ticketing & orientation
- “Black box” in which to create visitor center exhibits
- Abundant parking
- View of Fort



PX cont'd.

- Convenience store facilities
- 35,000 square feet, mainly open space
- Centrally located
- Food facility



The Fitness Center

- Superb exterior & interior finishes
- Reception area
- Superb location near Fort's main gate



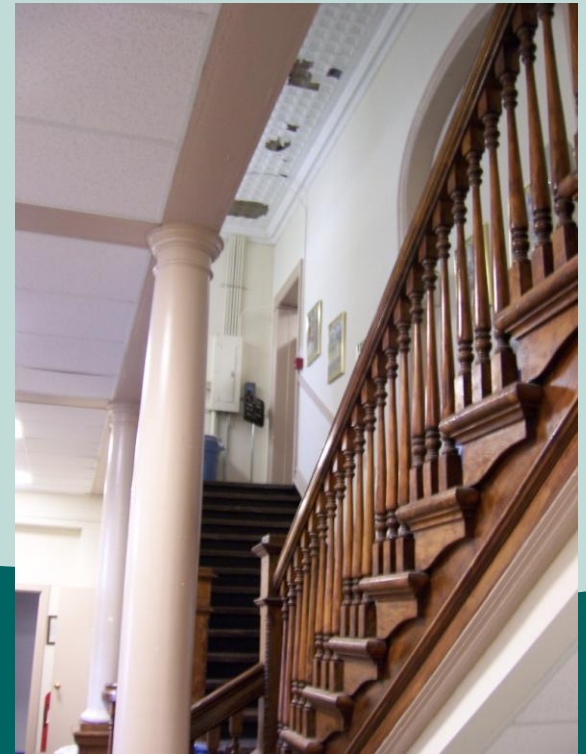
The Fitness Center cont'd.

- Deck overlooking wall and moat
- Multiple bathrooms
- Large open spaces
- ADA accessible



Building 105 – Former gym

- Two-story gym: adaptable space
- Historical detail – interior/exterior
- Location inside moat near Parade Ground
- ADA accessible



Old Guardhouse (Band Building)

- Adaptable gallery spaces
- Staging areas for exhibitions
- Location inside moat near Parade Ground
- Secure storage building (1980s, flood-proof, already in place)



Library

- Useable space for small exhibits
- Move-in condition
- Location inside moat near Parade Ground



Potential Environmental Education (EE) Center

- Located near Mill Creek on peninsula
- Easily modified for EE purposes
- No historical preservation restrictions
- Close to recreation areas
- ADA accessible
- Suitable space for “messy” science education



Dormitory Building: Randolph Hall

- Lodging for students, Teacher Institute, visiting scholars
- Already set up as dormitory
- Move-in condition
- Retrofit-able for large kitchen
- Space for offices, labs, etc.
- Location near front gate, adequate parking for 5 years

Old Quarters #1

- Fort Monroe's most historically significant building
- On list for NPS unit



Batteries Irwin and Parrott

- Completely adaptable interior
- Excellent location just outside East Gate
- On list for NPS operation
- Some parking



MARS tower

- On NPS List



Powerful volunteer force will be
needed

Visitor projections

- 100-150,000 visitors/year: cultural
- 115-125,000 visitors/year: beach
- Minimum 130-150 rooms vacation lodging
- Residential population: about 2,300.

Sustainability: The Business Plan

- Partnerships
- Governance and management
- Financial projections
- Projected development costs
- Potential funding sources

Still to come:

- Model for public programs
- Model for education programs
- Model for program evaluation
- Recommendations: interpretive media
- Marketing plan
- Staffing requirements
- Interpretive infrastructure

Still to Come: Action Plan

- Short term (1-5 yrs)
- Mid-term (5-10 yrs)
- Long term (10-20 yrs)

Timeline for completion of IMP

- Foundation Document: March 30
 - Steering Committee
 - Stakeholders
 - HPAG
- First draft IMP: May 14
 - Steering Committee
 - Stakeholders
 - Public Town Hall meeting
- Revised draft IMP: early June
 - HPAG comments
- Board approval: June 24
- IMP posted for public comment: early July
- IMP circulated to all PA required parties: early July
- Final presentation to HPAG & recommendation: August
- Final board approval: September 2010

Questions?