

WYANDANCH CULTURAL ARTS MASTER PLANNING

*Planificación de artes culturales en
Wyandanch*

COMMUNITY KICKOFF MEETING
Junta comunitaria inicial

MARCH 16, 2016



Town of Babylon · Office of Downtown Revitalization





Welcome & Introductions

Bienvenidos & Introducciones



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Development Update

Estado del desarrollo



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40 Station Drive

Status: Completed



Five Story Mixed-Use Building.



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10 Station Drive

Status: Completed



Four Story Mixed-Use Building.



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Five stories; 920 spaces.







Train Station

Status: Bid expected Summer 2016



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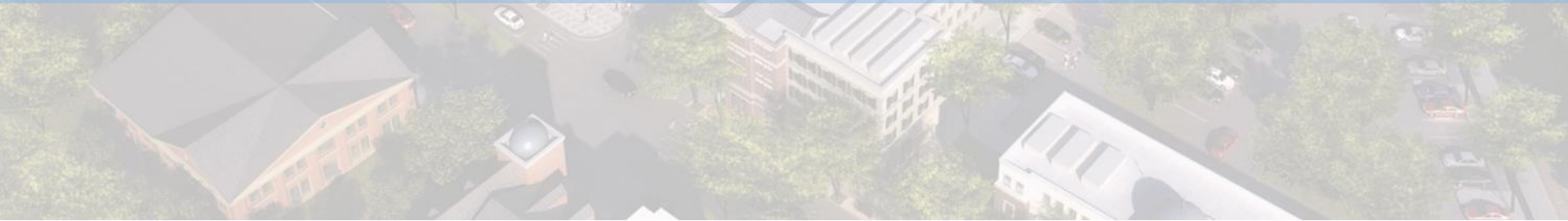
20 Station Drive

Status: Will pre-lease to build



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Wyandanch Arts & Cultural Master Planning

Background & Motivation

*Planificación cultural y artística en Wyandanch
Antecedentes y motivación*



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***This Project is supported
by a Brownfield
Opportunity Area (BOA)
Grant from the New York
State Department of State***

***Este proyecto se apoya por
una beca Brownfield
Opportunity Areas del
Departamento del Estado
de Nueva York***



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Open Space Master Plan

Public Art

Public art is any art that is visible from the public realm. Public art can inspire creativity and can provide a unique identity for a community while providing an opportunity for enjoyment by the residents and visitors of a community. It can commemorate a community's significant people and events, it can support local artists, and can provide access to art for all. There are five primary types of public art:

- **Site-Specific:** Artwork that is typically created for a specific site. It is often permanent and purely aesthetic.
- **Functional Objects:** Artwork that is functional and intended for utilitarian purpose (i.e. drinking fountains, information kiosks, planters, tree guards, tree grates, bike racks, gates, benches).
- **Infrastructure-Based:** Artwork that is integrated into the design of a permanent, public structure (i.e. overpasses, site walls).
- **System-Wide:** Artwork that is expressed throughout the corridor in a continuous and thematic manner. Elements can be repeated or unique provided that they are consistent with the pre-determined theme.
- **Temporary:** Artwork that is created for a temporary function or event.



Public Art Diagram

The Public Art Diagram identifies specific locations and types of public art to reinforce the identity of downtown Wyandanch, strengthen links between public spaces, and to mark the gateway to downtown.

1. Located at the terminus of the cobble street and in the center of the Transit Station drop-off, this symbolic and central location provides an opportunity for a significant work of public art. The work should be large in scale and respond to its location in the urban design part.
2. The Transit Plaza and the South Green make up the symbolic heart of Downtown Wyandanch. In order to respond to this important role, it is recommended that the functional objects in this space be pieces of artwork that will lend a sense of uniqueness and identity to Downtown Wyandanch.

3. The space west of Straight path and north of the tracks is likely too small for any building. However, its key location provides an opportunity for viewing by both travelers along Straight Path and travelers on the LIRR.
4. The existing memorial should be augmented at the new green.
5. The northern and southern entries to Downtown Wyandanch should be easily identifiable due to the redevelopment plan that creates an urban, and urbane, walk-able downtown. In addition to the planned development, it is recommended that the Northern Gateway and the Southern Gateway to Downtown Wyandanch be reinforced by a public art feature that communicates the local identity and provides a unique and memorable character.

It is recommended that public art become an ongoing initiative. It will need to be identified which department will be in charge of a public art program. Annual public art funding can come from the Town of Babylon as a specific line item, or as a part of a department budget (such as the Parks department). Funding for specific installations can also be sought. While some funding may come from the Town, it is also recommended that individual contributions and grants should be sought. Additionally, developers can be asked to participate by either providing funds or commissioning public art projects as a part of the project.

Public Art Plan



Site-Specific



Functional Objects



Infrastructure-Based

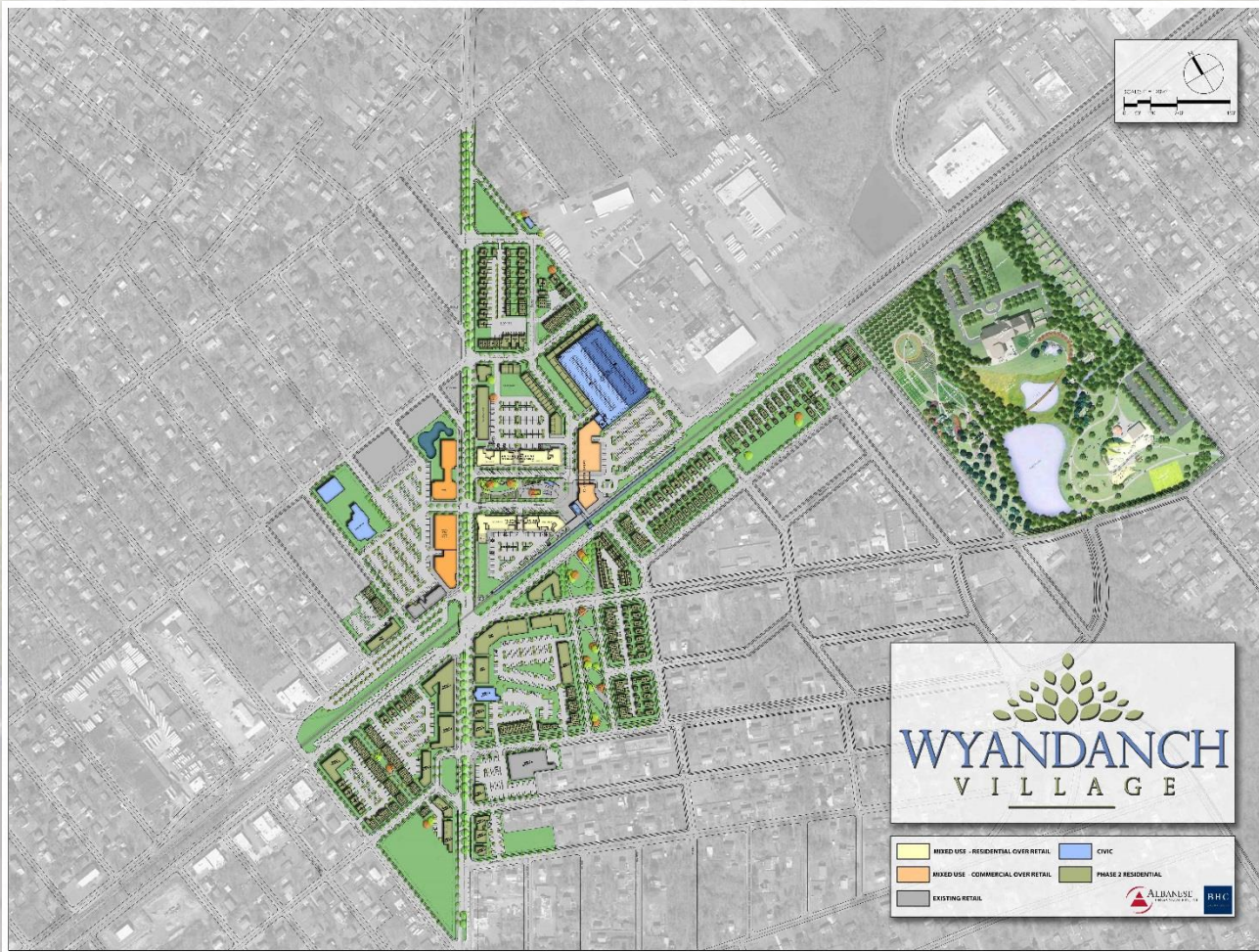


System-Wide



Temporary





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Wyandanch Arts & Cultural Master Planning

Goals & Objectives

Planificación cultural y artística en Wyandanch
Metas & Objetivos



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- Conceptualize an identity for Wyandanch locally and regionally as a cultural arts destination
- *Conceptualizar una identidad para Wyandanch en nivel local y regional como un destino cultural y artístico*





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- 
- Profile the cultural economy and arts scene
 - *Perfilar la economía cultural y el ambiente artístico*
 - Analyze opportunities for the expansion of the cultural economy
 - *Analizar oportunidades para la expansión de la economía cultural*
 - Quantify the impact of cultural arts as an economic generator
 - *Cuantificar el impacto de las artes culturales como un generador económico*



- Identify strategies to incorporate public art into new development and public spaces
- *Identificar estrategias para incorporar el arte público en desarrollo nuevo y espacios públicos*

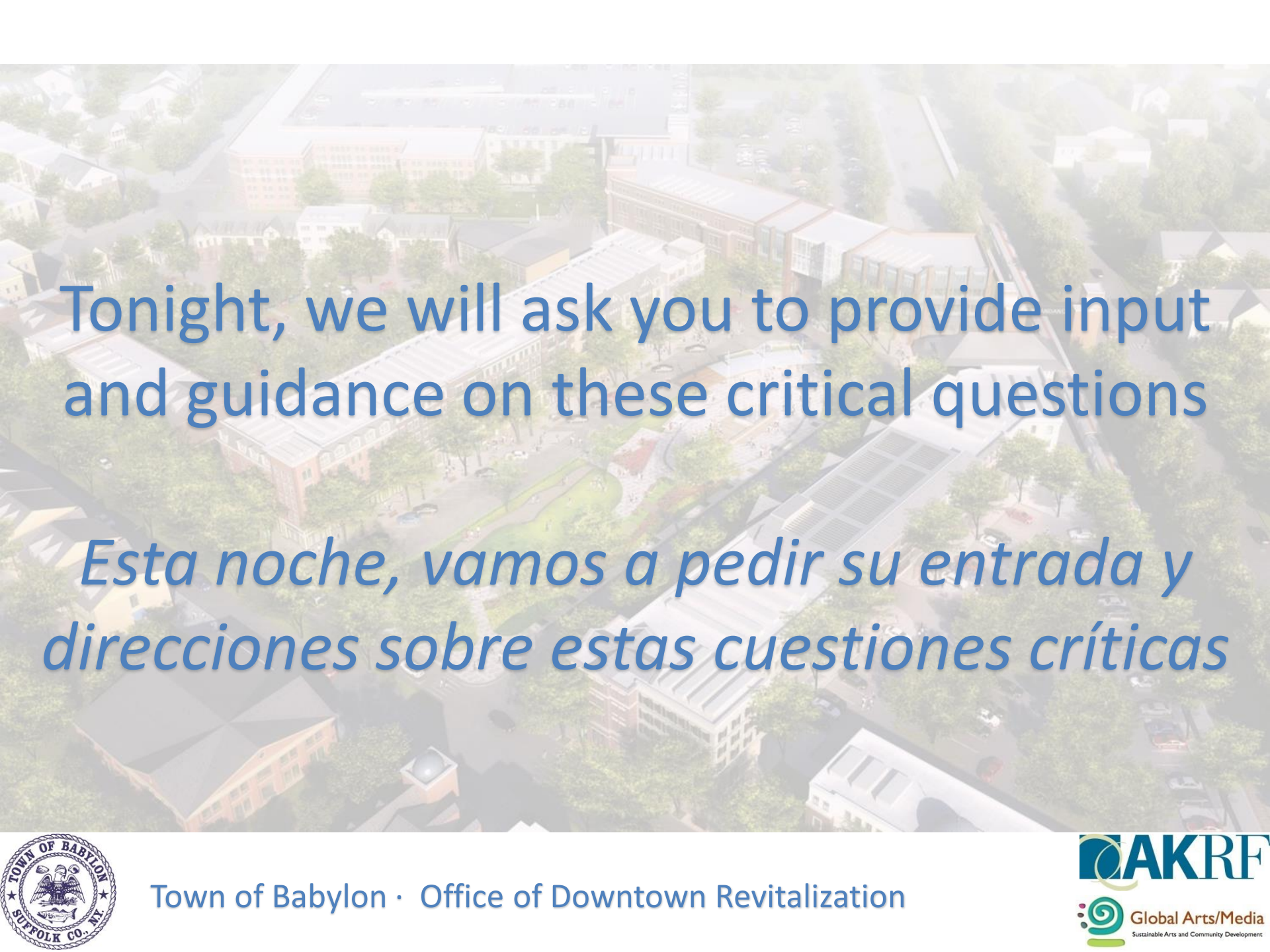


- 
- Develop a process for coordinating community-wide cultural arts programs and activities
 - *Desarrollar un proceso para la coordinación de programas y actividades de los artes culturales en todo la comunidad*



- 
- Create a roadmap for a Wyandanch Cultural Arts District
 - *Crear una guía para un Distrito de Artes Culturales de Wyandanch*



An aerial photograph of a city street scene, likely in Babylon, New York. The image shows a mix of brick and modern buildings, green trees, and a street with some parked cars. The scene is viewed from a high angle, looking down on the street.

Tonight, we will ask you to provide input
and guidance on these critical questions

*Esta noche, vamos a pedir su entrada y
direcciones sobre estas cuestiones críticas*



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Achievements in the arts to date under Wyandanch Rising

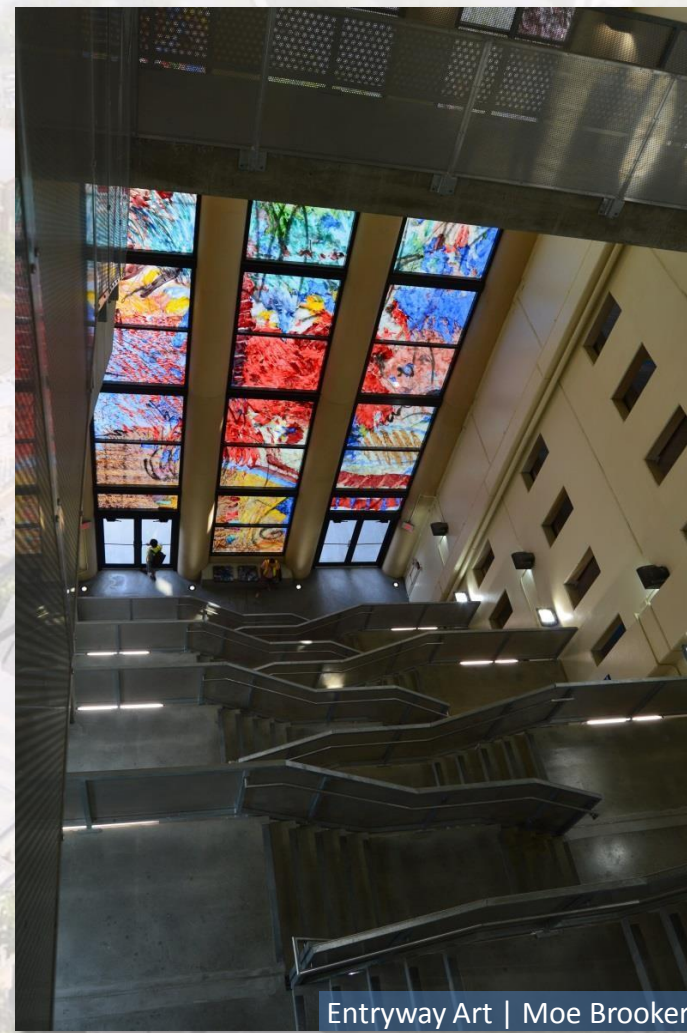
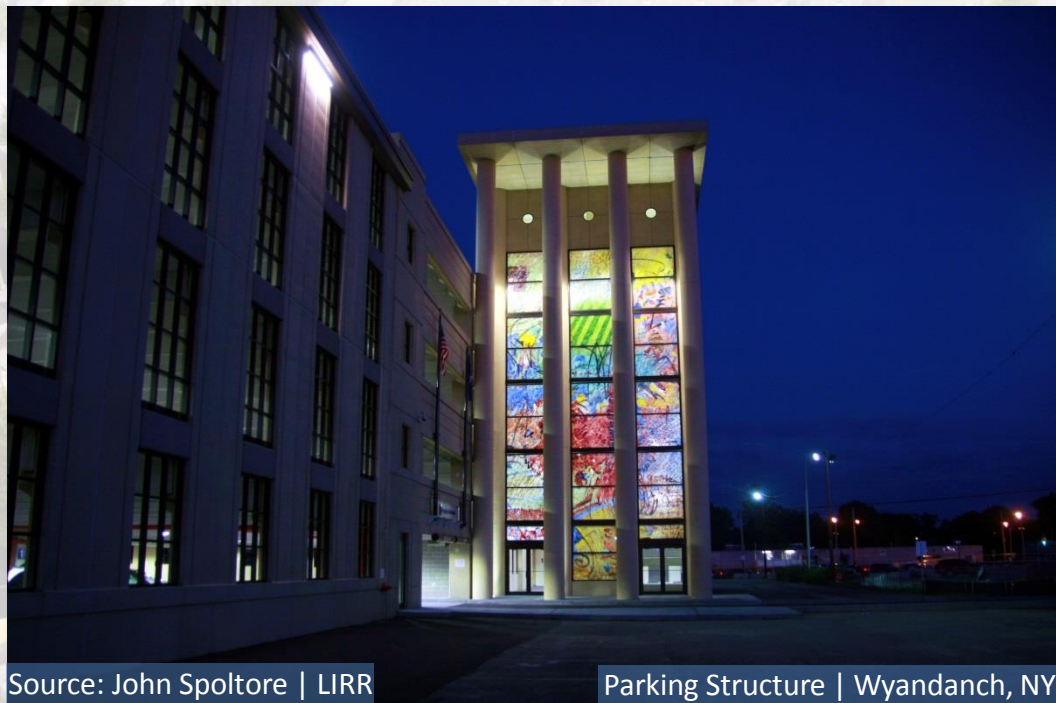
*Logros en las artes en Wyandanch Rising
hasta ahora*



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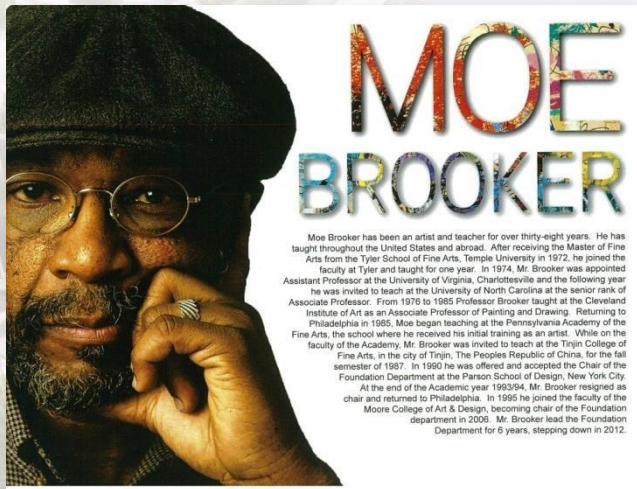


Wyandanch Parking Facility

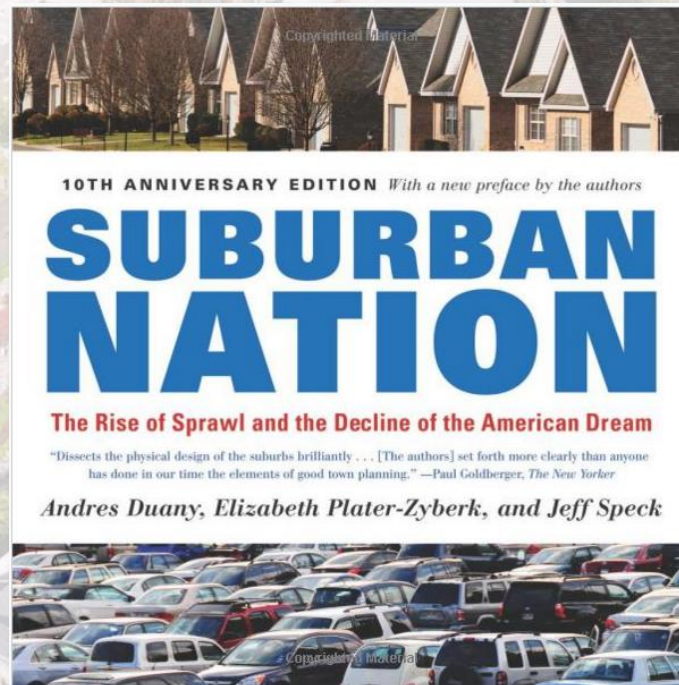


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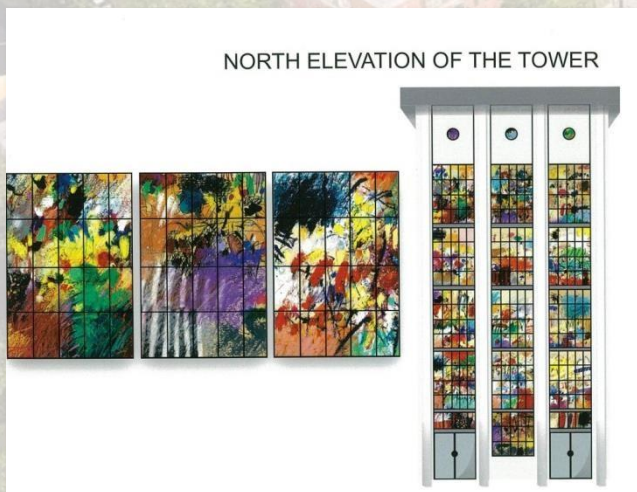




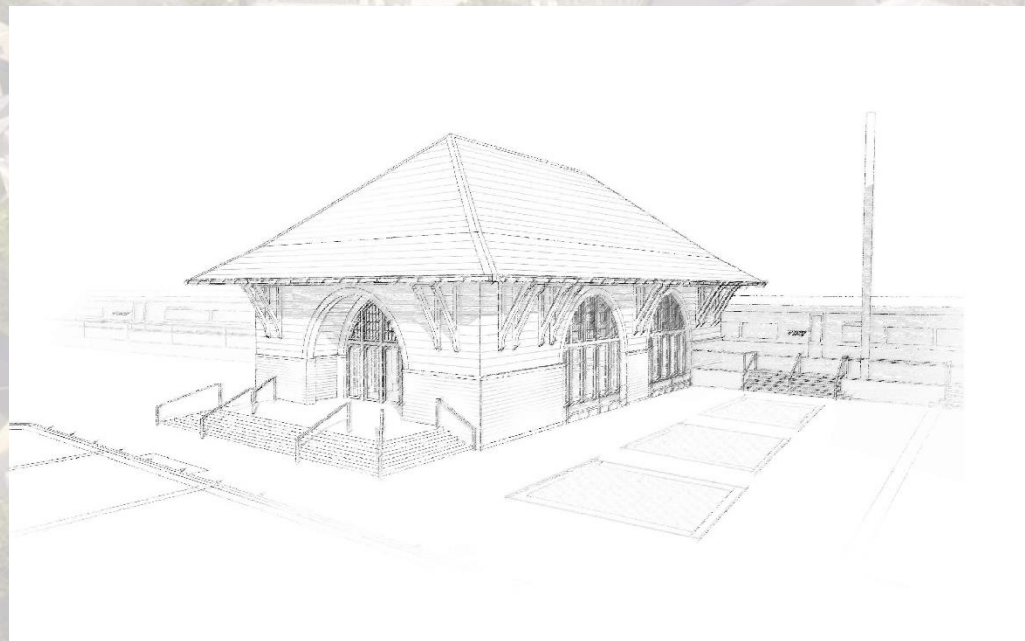
‘Arts In Transit’ work by Philadelphia artist Moe Brooker



Jeff Speck, co-author of the seminal book on Smart Growth, “Suburban Nation”



New Wyandanch Train Station



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Multiple Performance Spaces



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Multiple Performance Spaces

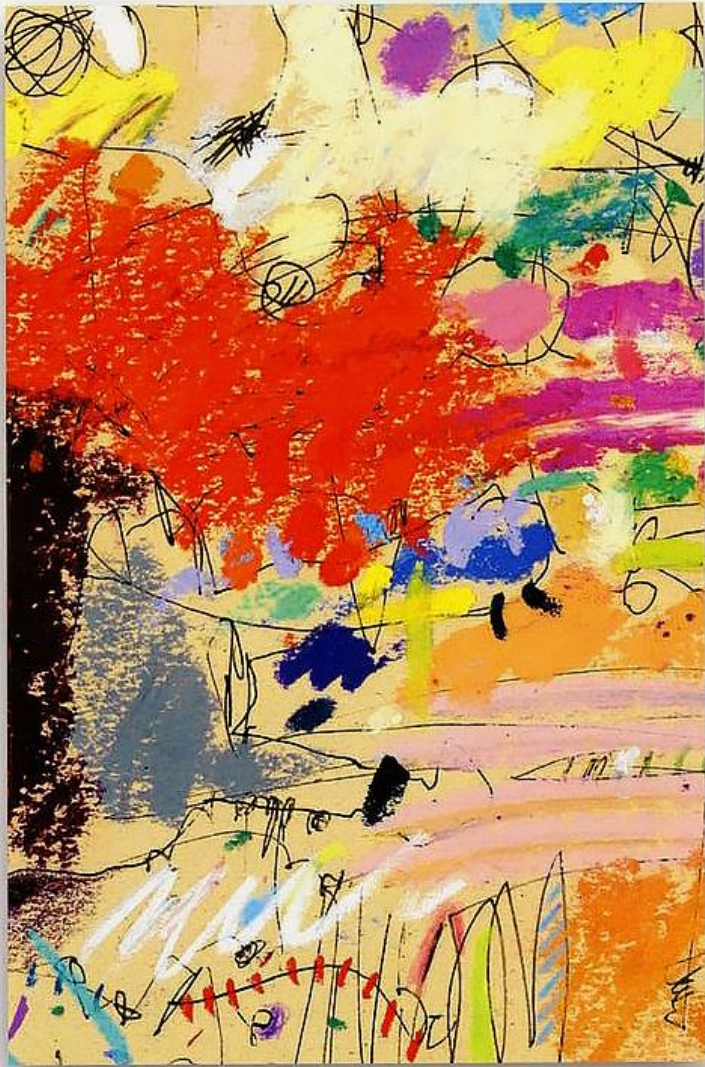


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*Includes Brooklyn, Queens,
and Nassau and Suffolk
Counties*





Wyandanch

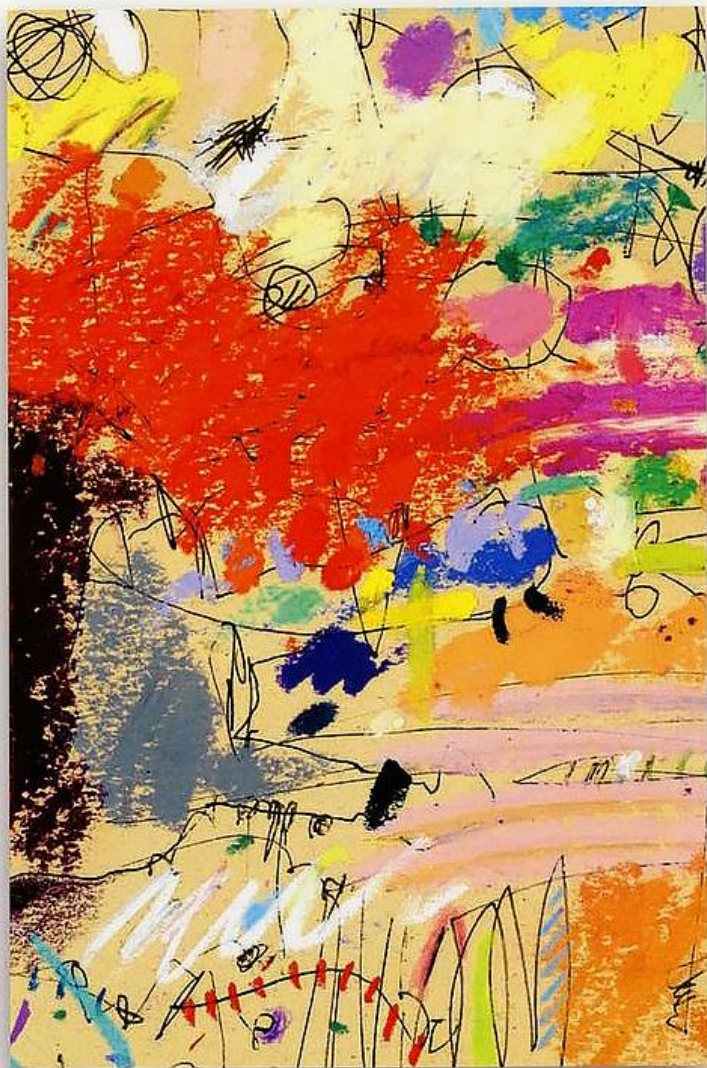
CULTURAL ARTS

Master

Planning

Process

Developed by
AKRF & Global Arts/Media
for the Town of Babylon, NY
16 March 2016



ARTES CULTURALES en Wyandanch

Proceso de Planificación Maestro

Desarrollado por
AKRF y Global Arts/Media
Para el Municipio de Babylon, NY
16 de Marzo, 2016



Sustainable Arts Development:

- Values the creativity of people;
- Respects the arts and artists;
- Values local history and celebrates neighborhood diversity; and
- Is inclusive.

Desarrollo de las Artes sostenible:

- Valora la creatividad de las personas;
- Respeta las artes y los artistas;
- Valora historia local y celebra la diversidad del barrio; y
- Es inclusivo.



Sustainable arts development invests in strategies that...

- Build **capacities**
- Develop arts **facilities and spaces**
- Contribute to **economic vitality**

Desarrollo de las artes
Sostenibles invierte en estrategias que ...

- Fomentan capacidades
- Desarrollan **instalaciones y espacios** de arte
- Contribuye a la **vitalidad económica**

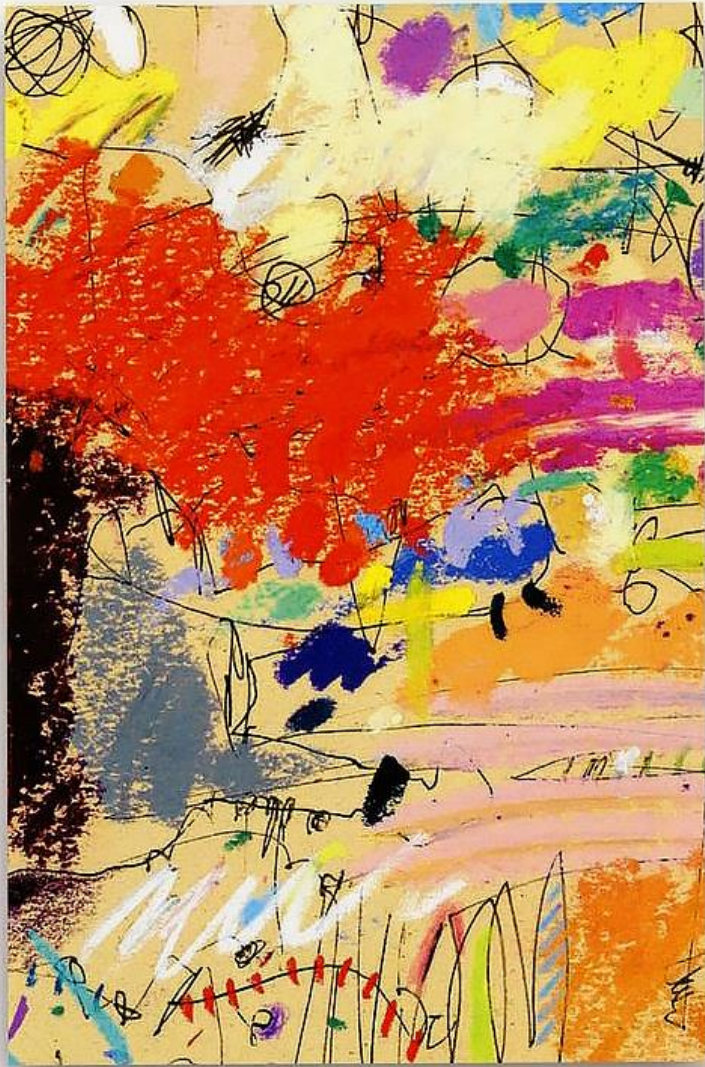


SUSTAINABILITY

is achieved when an arts community is able to continuously attract **NEW** ideas, people, resources, and capital investment, to replenish itself efficiently and effectively over time.

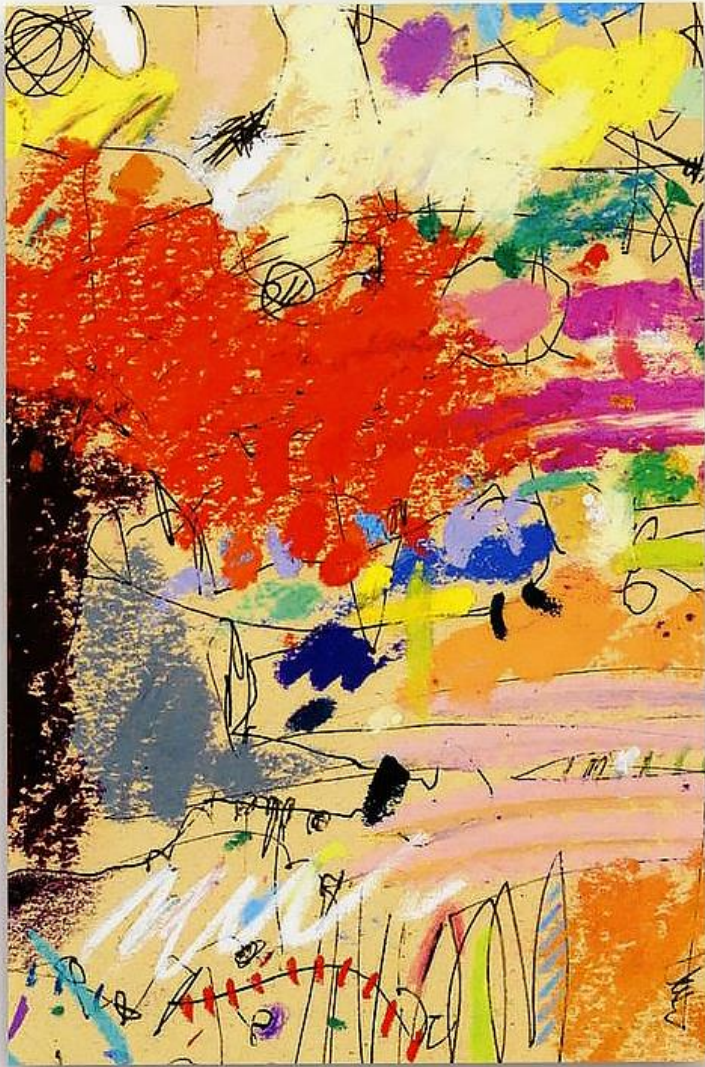
SOSTENIBILIDAD

se logra cuando una comunidad artística es capaz de atraer continuamente **NUEVAS** ideas, personas, recursos y la inversión de capital, de recuperarse con eficiencia y eficacia a través del tiempo.



OUR MISSION:

to work with this community – residents, businesses, government, investors - to create a **Cultural Arts Master Plan** that will conceptualize an identity for downtown Wyandanch as a cultural destination!



NUESTRA MISIÓN:
trabajar con esta comunidad –
residentes, negocios, el
gobierno, los inversores - para
crear un **Plan Maestro de Artes
Culturales** que conceptualizara
una identidad para Wyandanch
como ¡un destino cultural!

TASK 1: RESEARCH & DATA COLLECTION



TAREA 1: Investigación y Recolección de Datos

Community Focus Groups & Cultural Conversations



Grupos Focales Comunitarios y Conversaciones Culturales

TASK 1: RESEARCH & DATA COLLECTION

TAREA 1: Investigación y Recolección de Datos

RESEARCH & ASSESS

- Wyandanch's cultural and heritage assets
- Artists
- Craft people
- Arts Organizations
- Commercial Arts Enterprises
- Designated Cultural Facilities
- Informal Arts Spaces
- School-based and Private Arts Education Programs
- Programs for Seniors
- Festivals and Events
- Public Art Installations
- Tourism, and Leisure Activities and Destinations

INVESTIGACIÓN y EVALUACIÓN

- *La historia, la cultura y el patrimonio de Wyandanch*
- *Artistas*
- *La gente de artesanía*
- *Las organizaciones artísticas*
- *Empresas de Artes comerciales*
- *Equipamientos Culturales designados*
- *Espacios informales para Artes*
- *Programas privadas y escolares de Educación de Arte*
- *Programas para personas mayores*
- *Festivales y Eventos*
- *Instalaciones de arte público*
- *Turismo, y Actividades y Destinos de Ocio*

TASK 2: MAP THE CULTURAL DATA

Create a GIS database of Wyandanch's cultural resources



TAREA 2: Asignar los DATOS CULTURALES

Crear una base de datos GIS de los recursos culturales de Wyandanch

TASK 3: ANALYZE & INTERPRET THE CULTURAL DATA



TAREA 3: ANALIZAR E INTERPRETAR LOS DATOS CULTURALES

- **Identify strengths, challenges, gaps and opportunities within Wyandanch's cultural sector**



- ***Identificar las fortalezas, desafíos, vacíos y oportunidades dentro del sector cultural de Wyandanch***

TASK 4: ECONOMIC IMPACT ANALYSIS



***TASK 4: ANALISIS DE IMPACTOS
ECONOMICOS***

- **Measure and assess the feasibility of potential arts and cultural activities on Wyandanch and the region.**



- *Medir y evaluar la viabilidad de las actividades artísticas y culturales en Wyandanch y en la región.*

TASK 5: PRODUCE THE CULTURAL ARTS MASTER PLAN



***TAREA 5: PRODUCIR EL PLAN MAESTRO DE
ARTES CULTURALES***

KEY PRODUCTS

- A broad set of goals for a Wyandanch Cultural Arts District
- A process for coordinating community arts programs and activities
- Programming recommendations for the Intermodal Plaza
- Recommendations for site specific public art
- Estimated costs of project implementation

PRODUCTOS PRINCIPALES

- Un amplio conjunto de metas para un Distrito de Artes Culturales de Wyandanch
- Un proceso para la coordinación de los programas y actividades de arte comunitario
- Recomendaciones de programación para la Plaza Intermodal
- Recomendaciones para arte pública en sitios específicas
- Los costos estimados de ejecución del proyecto

Arts and culture create spaces and places where people want to go, want to live, want to invest.



Arte y cultura crean espacios y lugares donde la gente quieren ir, quieren vivir, quieren invertir.



Opportunity for Community Response

Oportunidad para la respuesta comunitaria



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Town of Babylon
Office of Downtown Revitalization

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