



NOVEMBER 2011

NEW WORLD CENTER FOR CIVIL RIGHTS & SOCIAL CHANGE
 St. Augustine, Florida, Lincolnville Community



in association with



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New World Center for Civil Rights
and Social Change



Project Background

ST. AUGUSTINE CIVIL RIGHTS FOUNDATION

MISSION STATEMENT

The City of St. Augustine has a unique place in the history of the United States of America. It has a rich heritage of a very diverse population. Spanish and other European, Native American and African populations each had a significant impact on the growth and development of our nation's oldest city.

It is the mission of the St. Augustine Civil Rights Foundation to **celebrate this rich history** with an emphasis on **Civil and Human Rights** and how they have impacted the City from the 1500s to today.

The development of an interactive Civil Rights Museum that will teach, engage and inspire children and adults from all over the world as well as the local St. Augustine community will be the major focus of the Foundation.



Dr. Martin Luther King, Jr. on the steps of the Monson Motor Lodge in St. Augustine, Florida. Manager James "Jimmy" Brock, right, refused to allow King to enter, leading to King's only arrest in Florida. From AP Photo. Available through the St. Augustine Record.



Black Spanish Militia members, which were freed slaves based in Fort Mose, just north of St. Augustine. From *Augustine.com*.

The objectives of the Foundation include:

- To document of the Human and Civil Rights story of St. Augustine beginning in the 1500s
- To identify and obtain artifacts important to the story
- To create an interactive method of telling the story
- To develop and build a facility with space and resources to support learning for the children of the St. Augustine community
- To ensure the community of Lincolville is enhanced through the development of the Museum

PROJECT BACKGROUND & EXECUTIVE SUMMARY

The City of St. Augustine, Florida is known for its charm, history and culture. Millions of visitors travel to the City annually to experience various venues throughout the city to capture a glimpse of the historic treasures that the City offers. There is, however, another story within the history of St. Augustine that has only been told in fragments over the years.

This project celebrates the African-American experience in the “New World”, what is now known as the United States, and focuses on the development of the **New World Center for Civil Rights and Social Change**. The project will draw attention from the 500th Anniversary of Florida’s discovery (2013), the 50th Anniversary of the Civil Rights Act (2014), and the 450th Anniversary of St. Augustine’s establishment (2015), making it the oldest continually occupied European settlement in the United States.

The intersection of King Street and M.L. King Boulevard is the gateway to both the City of St. Augustine and its historic district, as well as the Historic Lincolnville Neighborhood which is also known by some as the Civil Rights District of the City. “It is the intersection of justice and peace”. It is the intersection of past and future.” It is a historic district that takes visitors on a journey in the oldest city in the nation; a journey that illustrates the impact of the first settlers in the 1500s that included black slaves and later, freemen, to the 1st documented legal marriage of a black couple, as well as the first birth certificate of an African-American baby. The journey includes successes and firsts, as well as **struggles** that led to temporary defeat, but ultimately **triumph**.

Through both, significant milestone “firsts” were reached and the story of the African-American experience lives on today. Civil rights for all was not a message for a few, but a calling to the masses, therefore, the New World Center for Civil Rights and Social Change is serving the local community and the world as a meeting place to research history, to discover new



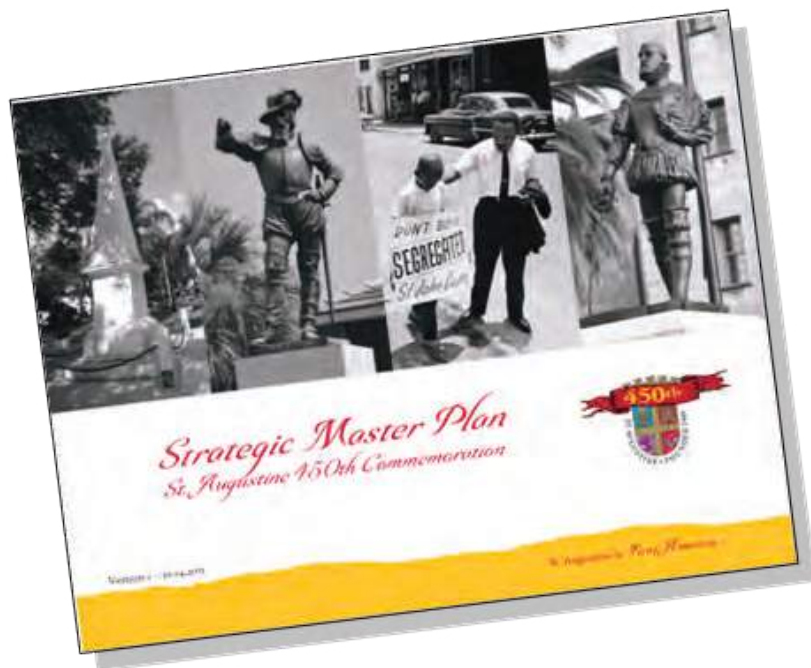
The towers of St. Augustine, from the Visitors Bureau website. The Cathedral Basilica, right, and Flagler College, center, dominate the skyline, but the slave market, bottom right, is another important part of this country's and city's rich history. From *St. Augustine, Ponte Vedra, & The Beaches Visitors and Convention Bureau website (www.floridashistoriccoast.com)*.



Dr. Martin Luther King, Jr., comforts a young boy picketing in St. Augustine. From *AP Photo*. Available through the *St. Augustine Record*.

facts, to experience the oppression and the liberation, and to celebrate the achievements to create a sense of responsibility to not repeat the negative, but to be inspired to change our future.

The goal of this project is to tell the story of the African-American Experience, interwoven with two significant milestones that make the City of St. Augustine what it is today...**the 50th anniversary of the signing of the Civil Rights Bill (2014)** and the **450th anniversary** commemorating the founding of St. Augustine (2015).



Cover of the booklet "Strategic Master Plan: St. Augustine 450th Commemoration", as published by the City of St. Augustine. 2014 will focus on the 50th Anniversary of the Civil Rights Act. From City of St. Augustine.



Dr. Martin Luther King, Jr. hugs Mrs. Irwin Pembleton in St. Augustine after learning that the senate passed the Civil Rights Bill. From AP Photo. Available through the St. Augustine Record.

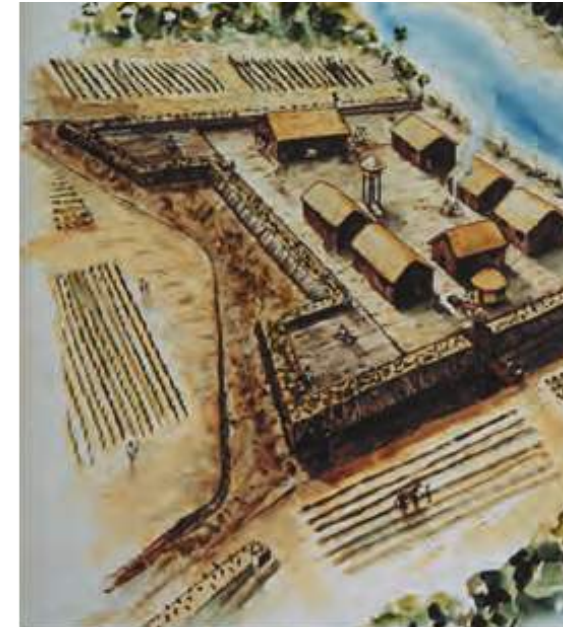
HISTORY OF AFRICAN-AMERICAN EXPERIENCE IN ST. AUGUSTINE

The New World

- 1513 Juan Ponce de Leon claims “La Florida” for the Spanish empire.
- 1565 Don Pedro Menendez de Aviles establishes St. Augustine.
- 1606 First recorded birth of an African child in the New World is in St. Augustine.
- 1607 English colony first established in Jamestown, Virginia.

Struggle for Freedom

- 1678 Spanish grant asylum in Florida to all African descendents who accept Catholicism.
- 1738 Gracia Real de Santa Teresa de Mose, “Fort Mose,” founded by freed slaves. St. Augustine, a Spanish colony, is known as the “Southern Terminus” of the Underground Railroad.
- 1740 Fort Mose proves critical in defending Spanish St. Augustine from General James Oglethorpe of the British colony of Georgia.
- 1796 General Jorge Biassou, acclaimed military leader from Haiti, arrives in St. Augustine as a Spanish General.
- 1807 St. Benedict the Moor, patron saint of African-Americans, is canonized by Pope Pius VII. The Catholic parish in Lincolnville is named for St. Benedict.
- 1812 A black militia again saves St. Augustine from invasion during the War of 1812.
- 1824 The public market, where slaves were once sold, is constructed in the Plaza de la Constitución.
- 1837 St. Paul AME church begins meeting. The current church building was constructed in 1904.
- 1863 Emancipation Proclamation read to slaves at the current historic location of Cordova Street and Bridge Street intersection in St. Augustine



Fort Mose. From Florida Museum of Natural History, as posted on PBS.org.



General Jorge Biassou. From 1806 drawing by Juan Lopez Cancelada.

Laying the Groundwork for Equality

- 1866 Former slaves establish the community of Lincolnville.
- 1877 D. M. Pappy, an African-American Republican, is elected to the City Commission and initiates programs to improve streets within Lincolnville.
- 1880 Dr. Aleck Darnes, a former slave in the Segui-Kirby Smith home in St. Augustine, attends college and becomes Florida's first African-American physician.
- 1889 Frederick Douglas speaks on St. George Street.
- 1900 St. Cyprian's Episcopal Church is founded by African-Americans.
- 1902 John Papino, a newly elected African-American councilman, is shot and wounded by the town marshal when he attempted to take his seat on the Commission.
- 1916 Three white Catholic nuns are arrested at the St. Benedict Catholic School for the crime of teaching African-American children.

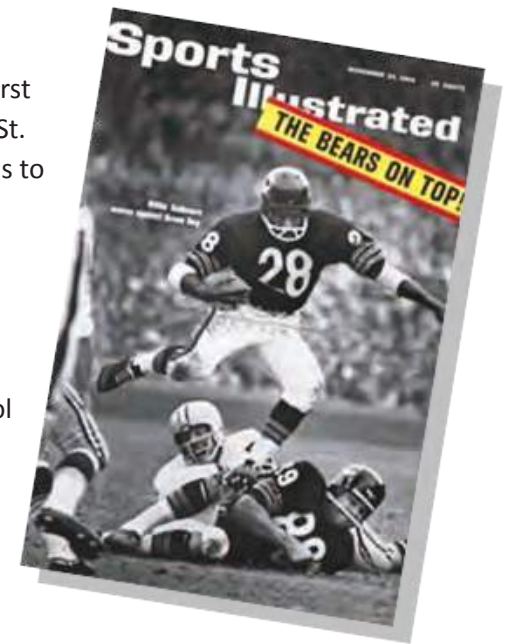


Dr. A. H. Darnes. From St. Augustine Historical Society.



St. Benedict the Moor class, 1916. From St. Augustine Historical Society. Research as provided by Michelle Regan.

- 1918 Florida Memorial College, the city's first college of any form, is established in St. Augustine. This college later relocates to Miami.
- 1925 Excelsior High School, the city's first black public high school, opens.
- 1937 Ray Charles attends the Florida School for the Deaf and Blind until 1945.
- 1956 St. Augustine native Willie "The Wisp" Galimore is drafted by the Chicago Bears. Galimore is the Bears' running back from 1957-1963.



Willie Galimore on Sports Illustrated. Posted on Windy City Gridiron.

Civil Rights Movement

- 1963 Sit-in demonstrations at the Woolworth's lunch counter (located at the intersection of King Street and Aviles Street) leads to arrests, including of the "St. Augustine Four."
- 1964 Dr. Robert Hayling, Dr. Martin Luther King Jr., Ambassador Andrew Young, J.T. Johnson, and many others demonstrate in St. Augustine on the eve of the passage of the Civil Rights Act. King is arrested, the only place in Florida that this occurred.
- 1965 Civil Rights Act passes, signed into law by President Lyndon B. Johnson.
- 1991 Lincolnville becomes an official historic district on the National Register.
- 2011 Dr. Robert B. Hayling, a local leader in the 1960s Civil Rights Movement, is awarded the de Aviles Award, the City of St. Augustine's highest honor.
- 2015 Celebration in St. Augustine and across America of 50 years of the Civil Rights Act.



Dr. Robert Hayling (right), with Dr. King and Andrew Young.
From Frank Murray, as posted on Augustine.com.

Sources of the historic Lincolnville timeline include the following:

- Ashley Czuba, "Taking a Look in the Bears History Book: Willie Galimore." From the Windy City Gridiron website. Link <<http://www.windycitygridiron.com/2010/7/9/1555847/taking-a-look-in-the-bears-history>>. Last accessed November 2, 2011.
- Dr. Kristin Larsen et al., Remembering the Past, Shaping the Future: A Neighborhood Plan for St. Augustine's Lincolnville. University of Florida, Department of Urban and Regional Planning, December 2004.
- David Nolan, "St. Augustine, Florida: Birthplace of African American History," as published on Augustine.com. Link <http://www.augustine.com/history/black_history/introduction/index.php>. Last accessed November 2, 2011.
- David Nolan, et al., "African Americans in St. Augustine" (brochure), as published on Augustine.com. Link <http://www.augustine.com/history/black_history/downloads/blackHistoryBrochure.pdf>. Last accessed November 2, 2011.
- Jacksonville Historical Society, "Obituary for Dr. A.H. Darnes Reveals Respect of the City's Citizens (republished from The Evening Telegram, February 13, 1894). Link <<http://www.jaxhistory.com/journal1.htm#darnes>>. Last accessed on November 2, 2011.
- WGBH, "Africans in America: The Revolution - Resource Bank: Fort Mose," as published on PBS.org. Link <<http://www.pbs.org/wgbh/aia/part2/2h14.html>>. Last accessed on November 2, 2011.



"St. Augustine Police Chief Virgil Stuart, right, watches a group of sign-carrying African American demonstrators, as they march in front of the old slave market in the center of the city, May 30, 1964, St. Augustine, Fla. The demonstrators are unidentified." Caption and photo from AP Photo. Available through the St. Augustine Record.



Case Studies of Civil Rights/History Museums

THE NATIONAL CIVIL RIGHTS MUSEUM RENOVATION

Case Studies of Civil Rights/History Museums

450 Mulberry • Memphis, TN 38103

www.civilrightsmuseum.org



Approximate Size:
60,000 SF

Renovation Construction Cost:
\$20 Million

Estimated Visitors:
220,000 Per Year

Hours of Operation:
Closed EVERY Tuesday

Monday, Wednesday -Saturday
9 am – 5 pm

Sunday
1 pm – 5 pm

Admission:
Adult \$13.00
Seniors & Students w/ID – \$11.00
Children 4-17 years – \$9.50
3 and Under – Free
Members – Free

The National Civil Rights Museum (NCRM), located at Memphis' Lorraine Motel where Martin Luther King, Jr. was assassinated in 1968, will undergo an estimated \$20 million renovation updating of its facilities and exhibit spaces. The project marks the first renovation since the museum's opening nearly 20 years ago. Dedicated on September 28, 1991, the Museum exists to assist the public in understanding the lessons of the Civil Rights Movement and its impact and influence on human rights movements worldwide, through its collections, exhibitions, research and educational programs. It chronicles the civil rights movement from 1619 to 2000 with historical exhibits, including Room 306, the hotel room where Dr. King stayed in April of 1968.

History of the National Civil Rights Museum

The National Civil Rights Museum was birthed out of the success of the civil rights movement and the tragic violence that occurred at the Lorraine Motel, taking the life of Dr. Martin Luther King, Jr. The aftershock of the assassination on April 4, 1968 eventually plunged the Lorraine into a long and steep decline. The motel's owner, Walter Lane Bailey maintained two rooms – Rooms 306 & 307 – as a shrine to Dr. King and in memory of his wife Loree who died days after the assassination. Realizing the symbolic significance of the Lorraine, Mr. Bailey reached out for help to maintain the property as a civil rights shrine. He reached out to Mr. Chuck Scruggs, program director of local radio station WDIA radio and the

THE NATIONAL CIVIL RIGHTS MUSEUM RENOVATION

Case Studies of Civil Rights/History Museums (continued)

Save The Lorraine campaign was born.

A group of prominent Memphians, concerned that this historical site would be destroyed through continued neglect and indifference, formed the Martin Luther King Memorial Foundation and in 1984 changed its name to the Lorraine Civil Rights Museum Foundation. Under the leadership of local attorney and activist, D'Army Bailey, the Foundation raised enough money to purchase the property on the courthouse steps at a public auction for \$144,000.



The National Civil Rights Museum is located at Memphis' Lorraine Motel where Martin Luther King, Jr. was assassinated in 1968.

Using a design report by former Smithsonian Institution curator, Benjamin Lawless, the Foundation moved forward to create the educational facility and memorial site that today is the National Civil Rights Museum. The Museum was dedicated on July 4, 1991 and officially opened to the public on Sept. 28, 1991. Since opening the museum records more than 3 million to the site.

In 1999 the Museum acquired properties facing it, the former Canipe's Amusement store and rooming house, which were an integral part of Dr. King's assassination investigation. In 1968, James Earl Ray stayed in the rooming house. The museum became custodian of the police and evidence files associated with the manhunt, indictment and confession of the assassin of Dr. King. This transfer affords the National Civil Right Museum

the distinction of being the first museum of its kind to receive evidence materials and court documents connected with a criminal case into its collection holdings.

Opened to the public on Sept. 28, 2002, Exploring the Legacy, is a 12,800 sq. ft. expansion project aimed at addressing three key questions: 1) Did the Movement die with Dr. King? 2) Was James Earl Ray the assassin? and, 3) What is the legacy of the movement?

The National Civil Rights Museum is a national treasure, which brings to life the most significant epoch of American History. This beautiful and historic site offers an elegant, yet stimulating environment for special events. Our unique facility offers a newly renovated, state of the art auditorium and banquet room, as well as a conference room.



THE NATIONAL CIVIL RIGHTS MUSEUM RENOVATION

Case Studies of Civil Rights/History Museums (continued)

The National Civil Rights Museum, located at the Lorraine Motel, the assassination site of Dr. Martin Luther King, Jr. chronicles key episodes of the American civil rights movement and the legacy of this movement to inspire participation in civil and human rights efforts globally, through our collections, exhibitions, and educational programs.

Permanent Exhibits

Unremitting Struggle (1619-1865): From the earliest slave revolts over 400 years ago, African-Americans strove to gain full participation in political, economic and social life in the United States. The Civil War was waged over the issue of slavery; northern states wishing to abolish the practice and southern in the practice and southern states threatening to secede from the Union order to maintain the institution of slavery.



Montgomery Bus Boycott (1955): What began as the act of one woman, Mrs. Rosa Parks, in defiance of the city's segregated bus transport system, grew into a citywide non-violent boycott by the city's African American population. The boycott led by 26 year- old Dr. Martin Luther King, Jr, was settled after 381 days of protest and, led to the formation of the Southern Christian Leadership Conference (SCLC).



The Institute is located in the Civil Rights District, which includes the historic 16th Street Baptist Church, Kelly Ingram Park, Fourth Avenue Business District, and the Alabama Jazz Hall of Fame located in the Carver Theatre. The Institute opened in November 1992, and had more than 25,000 visitors during its first week.

History of Birmingham Civil Rights Institute

The Birmingham Civil Rights Institute was founded in 1990 and opened to the public on November 16, 1992. It is an interpretive museum and research center that features the struggles of the American Civil Rights Movement in the 1950s and 1960s. The Birmingham Civil Rights Institute is an educational, cultural and research center that seeks to promote a comprehensive understanding and appreciation of the significance of civil rights developments in the South, with particular emphasis on the national struggle of African-American citizens and minority participation in the democratic process and free enterprise system. The Institute's collection includes more than 5800 historically significant civil rights artifacts. It showcases a walking journey through the "living institution" which displays the lessons of the past as a positive way to chart new directions for the future. The permanent exhibitions are a self-directed journey through Birmingham's contributions to the Civil Rights Movement and human rights struggles. Multimedia exhibitions focus on the history of African American life and the struggle for civil rights. The Oral History Project, one of the museum's

Approximate Size:
58,000 SF

Construction Cost:
\$12 Million

Estimated Visitors:
200,000 Per Year

Hours of Operation:
Tuesday -- Saturday
10:00am - 5:00pm

Sunday
1:00pm - 5:00pm

Monday & Major Holidays
(Closed)
King Holiday
Open (Free Admission)
Open each Monday from MLK
Day through month of February.

Admission:
Adults \$12
Groups (25+ adults) \$9
Seniors (age 65+) \$5
College Students (with ID) \$6
Children (Grades 4-12 living
outside Jefferson County) \$3
Children (Ages 17 and under living
in Jefferson County, AL) Free

BIRMINGHAM CIVIL RIGHTS INSTITUTE

Case Studies of Civil Rights/History Museums (continued)

multimedia exhibits, documents Birmingham's role in the Civil Rights Movement through the voices of Institute serve as a national resource for educators and researchers and are a repository for the collection and preservation of civil rights documents and artifacts.



Sixteenth Street Baptist Church



The Institute is located in the Civil Rights District, which includes the historic 16th Street Baptist Church, Kelly Ingram Park, Fourth Avenue Business District, and the Alabama Jazz Hall of Fame located in the Carver Theatre. The Institute opened in November 1992, and had more than 5,000 visitors during its first week.

Permanent Exhibits

The 16th Street Baptist Church section of the Milestone exhibition gallery in the Birmingham Civil Rights Institute, in Birmingham, Alabama. The Church, founded in 1873, is a significant part of Birmingham's Civil Rights District.



Kelly Ingram Civil Rights Memorial Park, Birmingham



Renovated structure is site of infamous 1963 bombing that killed 4 young girls and brought world condemnation of racial violence. The tragedy was a major turning point in the civil rights protest in Birmingham and became a rallying cry for unity throughout the country.



Depicting exhibits that started the bus boycott and early Civil Rights movement.



Approximate Size:
158,000 SF

Construction Cost:
\$110 million

Estimated Visitors:
180,000 Per Year

Hours of Operation:
Tuesday - Saturday
11:00 - 5:00

Admission:
Adults: \$12.00
Seniors (60+), educators
Students (with ID) \$10.00
Children (ages 6-12) \$8.00
Children 5 & under: free (with
paid adult)

Our Mission: We reveal stories about freedom's heroes, from the era of the Underground Railroad to contemporary times, challenging and inspiring everyone to take courageous steps for freedom today.

History of National Underground Railroad Freedom Center

Is a museum in downtown Cincinnati, Ohio based on the history of the Underground Railroad. The Center also pays tribute to all efforts to “abolish human enslavement and secure freedom for all people Billed as part of a new group of “museums of conscience,” along with the Museum of Tolerance, the United States Holocaust Memorial Museum and the National Civil Rights Museum, the Center offers lessons on the struggle for the freedom in the past, in the present, and for the future as it attempts to challenge visitors to contemplate the meaning of freedom in their own lives. Its location recognizes the significant role of Cincinnati, where thousands of slaves escaped to freedom by crossing the Ohio River, in the history of the Underground Railroad.

NATIONAL UNDERGROUND RAILROAD FREEDOM CENTER

Case Studies of Civil Rights/History Museums (continued)

Permanent Exhibits: The Underground Railroad

During the 1800s, estimates suggest that more than 100,000 enslaved people sought freedom through the Underground Railroad. The Underground Railroad is the symbolic term given to the routes enslaved Black Americans took to gain their freedom as they traveled, often as far as Canada and Mexico. Free Blacks, Whites, Native Americans and other slaves acted as conductors by aiding fugitive slaves to their freedom. This 19th century freedom movement challenged the way Americans viewed slavery and freedom.



The Slave Pen

The center's principal artifact is a 21 by 30 foot (6 by 9 m), two-story log slave pen built in 1830 that was used to house slaves being shipped to auction. The structure was moved from a farm in Mason County, Kentucky and now dominates the second-floor atrium where visitors encounter it again and again while traversing the other exhibits.





Approximate Size:
100,000 SF

Construction Cost:
\$125 Million

The Center for Civil and Human Rights will commemorate the groundbreaking contributions of Atlantans and Georgians to the historic struggle for African-American freedom and equality, and also serve as a space for ongoing dialogue, study, and contributions to the resolution of current and future freedom struggles of all people at the local, national and international level.

The Plan:

The Center for Civil and Human Rights will focus on the Atlanta and Georgia stories. Atlanta played and continues to play a central role in civil and human rights issues and will likely be the most talked about city in the Center, but stories from around Georgia are also an essential part of the Center. A narrative theme will provide the foundation for all presentations within the Center: the universal search for a secure human existence. Within that, three major topic areas will be thoroughly explored. The three topics are: history of civil and human rights; Atlanta and Georgia civil and human rights contributions; and the future of civil and human rights.

CENTER FOR CIVIL & HUMAN RIGHTS PARTNERSHIP

Case Studies of Civil Rights/History Museums (continued)

There are many ways that the Center for Civil and Human Rights will represent a unique contribution to the world in terms of civil and human rights. The experientially based Center will be rights focused; encompassing many types of human freedom struggles. The Center will highlight Atlanta and Georgia's well known history and people, and will show how Atlanta and Georgia institutions and people have impacted the world, and fostered other movements and activities. The Center for Civil and Human Rights will be a world class institution engaging both national and international topics for educational and social impact purposes.

CONTENT WILL HAVE THREE MAIN AREAS Exhibitions and Programs Will Support Each Areas			
	Pre-Civil Rights Movement	Modern Civil Rights Movement in Atlanta and Georgia	Human Rights movements influenced by Atlanta and Georgia
Key topics	Why did we need a Civil Rights movement? • Reconstruction • Jim Crow	How and why did Atlanta and Georgia play such a leadership role in the movement? • People • Institutions • Ideas	What movements both nationally and internationally have been influenced by Atlanta's and Georgia's Civil Rights experience? • People • Institutions • Ideas
	What was happening in Atlanta to lay the groundwork? • HBCUs • Role of the African-American Church • African-American business/middle class	What inspired people to act? • African Americans • Non African-Americans	How are current Atlantans and Georgians wrestling with Civil and Human Rights?
	What are Civil and Human Rights?		

Unique Traits of the Center for Civil and Human Rights



Relationship to Other Civil Rights and Historical Institutions in the Region

The Center will serve as a catalyst for increasing interest in all historic sites across Atlanta and Georgia and a portal to all that the region has to offer visitors and scholars alike who seek the chance to learn from and experience history. We are helping to develop a linked offering across all institutions from Atlanta University Center to the Carter Center including the Sweet Auburn Historic District. These links include **transportation, programming, marketing, joint ticketing and research collaborations.**

BARNSELY GARDENS MUSEUM HOME

Case Studies of Civil Rights/History Museums

597 Barnsley Gardens Rd • Adairsville, GA 30103

www.barnsleyresort.com

History

Behind Barnsley Gardens Resort's storybook setting is a true story filled with as many twists and turns as a work of fiction. The original manor, called Woodlands, was an estate built by a man, Godfrey Barnsley for the love of his life, his wife Julia. Godfrey Barnsley began construction on his Italianate villa in the 1840's in the north Georgia foothills, on land that had once been inhabited by the Cherokee Indians. Both the home and its elaborate gardens were formed by the work of Andrew Jackson Downing, a pioneering landscape designer and proponent of Italianate and gothic revival architecture. Julia never saw the completed home, as she fell ill and passed away. Through the years, the estate has witnessed much history and intrigue, including the Civil War. Today, it emerges as an award-winning destination resort, welcoming guests into a uniquely historic landscape that still echoes with the vision of Godfrey Barnsley.



In 1991, Barnsley Gardens opens to the public as a historical gardens and museum.



The Original Manor, called Woodlands

Approximate Size:

1,400 Landscaped Acres

Estimated Visitors:

30,000 Per Year

Hours of Operation:

M-F 6:00 AM - 8:00 PM

S-S 6:00 AM - 9:00 PM

Garden Admission:

\$10 Adults

\$8 Senior Citizens

\$5 Children under 12

Complimentary for Resort Guests



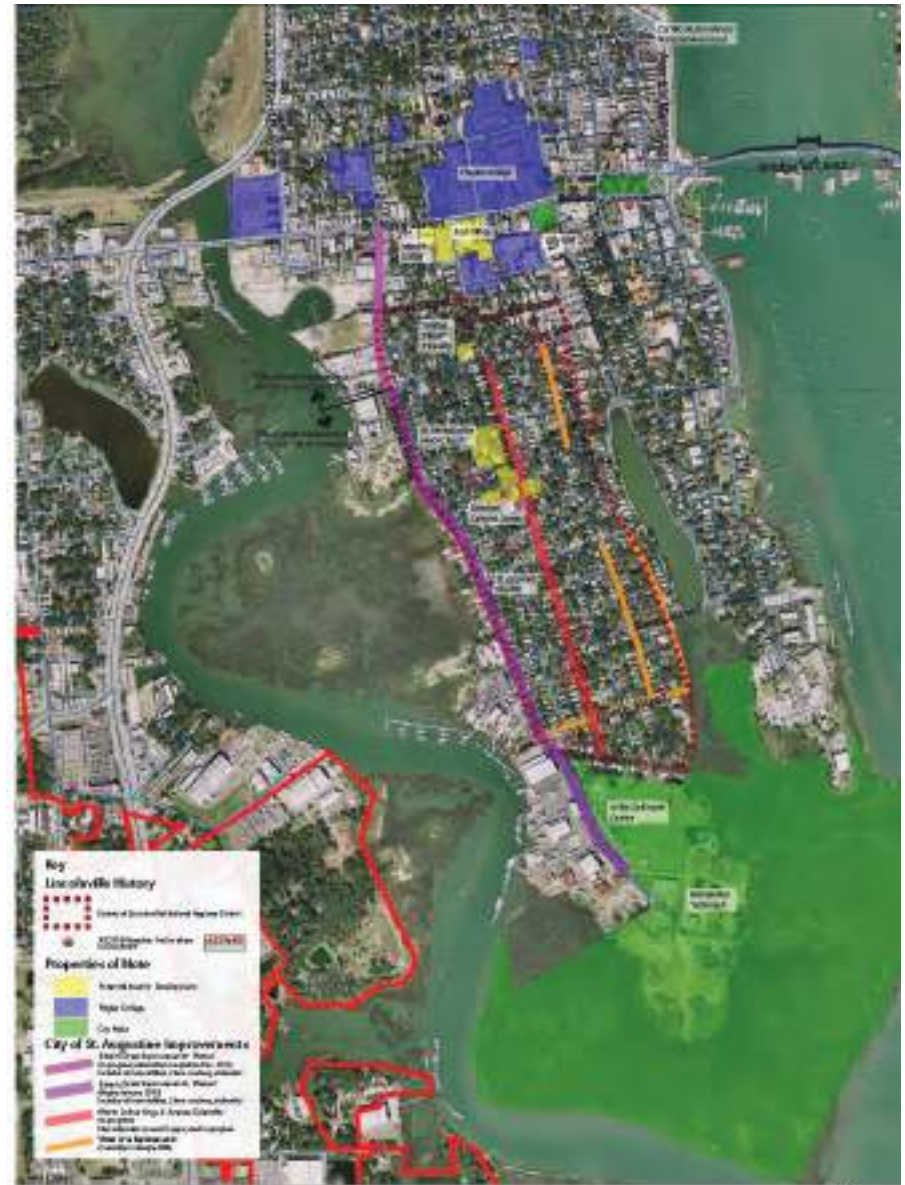
Project Preliminary Concepts

PRELIMINARY DATA COLLECTION

Framework Plan

The Lincolnville neighborhood is bordered by Flagler College to the north and vacant city-owned land to the south. The neighborhood itself is primarily residential in zoning and land use, with the exception of limited commercial along the north end of Martin Luther King, Jr. Avenue and industrial uses (marina, etc.) along the west edge of Lincolnville.

The main roadways include Riberia Street, which is currently being completely rebuilt by the City of St. Augustine, and Martin Luther King, Jr. Avenue, which is the “backbone” of the neighborhood.



PRELIMINARY CONCEPTS

Looking at the Neighborhood

During the initial conceptual design charrettes, a number of issues were noted that are critical for the improvement to the community and the needs of the New World Center for Civil Rights and Social Change.

1. Improved sense of arrival, to both downtown and the Lincolnville neighborhood, especially at King Street.
2. Improvements to Martin Luther King, Jr. Avenue for (a) the neighborhood, (b) the increased vehicular traffic and trams coming into Lincolnville for the New World Center, and (c) for pedestrians walking to the Center from the historic downtown (northeast of the site).
3. Additional commercial opportunities are desired at the entrance with King Street at the intersection of Bridge Street and MLK Avenue.
4. Parking and deliveries will be a major concern for the New World Center in the middle of an mainly residential area. A number of strategies have been proposed, ranging from (a) the purchase of additional property for new parking areas, (b) working with the Excelsior Cultural Center for parking sharing, (c) utilizing off site parking and a shuttle system, with parking at the south end of Lincolnville, and (d) phasing the property to have parking on site until other options are developed.
5. The vacant City property should be developed into an amenity at the southern end of the community.



■ Charette Concepts A, B, and C

A variety of building layouts, sizes, and community impacts were studied. From this process, a number of items were determined:

- The St. Benedict site is preferred.
- Connections to the Excelsior Cultural Center and proposed Echo House Charter School are important.
- The existing oak trees are an iconic part of the site’s “soul,” and should be maintained / featured.



Preferred Concept



Proposed Project Concept

PROPOSED PROJECT CONCEPT

Lincolnville Neighborhood Plan

The New World Center is envisioned as being much more than a museum... it will be the renewed heart of the Lincolnville community. The great opportunities of reviving Lincolnville that come along with placing the Center within an existing neighborhood are coupled with significant challenges, but the solutions to these challenges can lead to a more vibrant neighborhood that will invite families to stay and move into Lincolnville.



New World Center for Civil Rights & Social Change | November 4, 2011
Lincolnville Neighborhood Plan
300 scale



Freedom Park

The Lincolnville Framework Plan extends from the gateway of the neighborhood at the north to the southern end of the district, culminating with Freedom Park. Although this southern area is not a part of the immediate scope of work for the New World Center, it is an important component of the overall connection between the old and the new. The northern gateway has a symbolic tie to the early history of the City and the first landing. The recently vacant, City-owned property at the southern end of Lincolnville is transformed into an events field ideally suited for passive events including special events, celebrations, carnivals and fairs with the City of St. Augustine's 450th anniversary celebration.

The land is sculpted into a series of terraces along the southern tip of the peninsula. These terraces, approximately 15' wide, provide spaces for art fairs, farmer's markets, and open areas for informal gatherings.

These terraces lead to a set of radial stairs, topped with the Monument of Hope, a large piece of art visible from State Road 312 to the south. This monument will serve as a beacon representing the Freedom that has been sought through America's history.

The park also provides overflow parking for the New World Center. Parking is lacking in the Lincolnville neighborhood, and a comprehensive strategy will be critical to address visitor parking, bus parking, deliveries, and so on without harming the community itself.



New Gateway to Lincolnville & Downtown St. Augustine

The intersection of King Street and Martin Luther King, Jr. Avenue is the main entrance to Lincolnville, and it will be the main pedestrian and vehicular connection for tourists moving from the historic city (directly northeast of this intersection).

This new gateway is anchored with a commercial development on the southwest corner and a new research library and academic facility on the southeast corner. These academic facilities would relate well to the Flagler College facilities surrounding it. Note that both of these properties will need to be acquired.

Secondary gateways are recommended on (a) Bridge Street at Cordova Street and (b) Riberia Street at King Street.



■ Timeline of Triumph

Martin Luther King, Jr. Avenue leads to the New World Center, and this street would be fully rehabilitated with street trees on either side. A timeline, beginning with 1513 at King Street and ending with 2011 at the Excelsior High School, will begin to tell the story with large granite bands and inlaid bronze words that highlight important events in the African American experience in the New World of “La Florida.”

This new streetscape will also be a great benefit for the current and future residents of the Lincolnville neighborhood.



Birds eye schematic rendering of the Timeline of Triumph, along Martin Luther King, Jr. Avenue.



Schematic plan of the Timeline of Triumph, along Martin Luther King, Jr. Avenue.

PROPOSED PROJECT CONCEPT: SITE MASTER PLAN & CONCEPTUAL RENDERINGS

The “Timeline of Triumph” helps to set the stage for visitors arriving to the New World Center for Civil Rights and Social Change. The Center is situated on land donated by the Diocese of St. Augustine, and a functioning parish (St. Benedict). In addition, the Sisters of St. Joseph art community center is located on the site.

The historic St. Benedict schoolhouse, still in disrepair, is located on the southwest corner of the site. The museum will actually envelop the schoolhouse as a main exhibit for visitors to experience.

The context of the site includes the St. Paul AME Church, located across from the New World Center, the Echo House Charter School, located directly south of the property, and the Excelsior Cultural Center. An unimproved right of way is used to provide a pedestrian connection between the Excelsior Center, Echo House, and the New World Center.

The site itself has a series of rooms and garden spaces to build upon the story told in the museum.



SITE CONCEPT -

- 1 FREEDOM COURT
- 2 MAIN ID DONOR PLAZA
- 3 DONOR COURT 2
- 4 REFLECTION THEATER/ POOL
- 5 TREE OF LIFE

BUILDING

LEVEL ONE - 23,443 NSF

- 1 Lobby - 1,900 sf
- 2 Store - 1,050 sf
- 3 Staff Areas - 1, 212 sf
- 4 Exhibit Hall One - 3,245 sf
- 5 The Experience - 4,256 sf
- 6 Exhibit Hall Two - 2,400 sf
- 7 Exhibit Hall Three - 1,980 sf
- 8 Auditorium - 7,400

LEVEL TWO - 8,662 NSF

- Lobby - 405 sf
- Staff Areas - 2,050 sf
- Conference/ Meeting Rms - 1,750 sf
- Library/ Research Center - 4,457 sf

St. Augustine Civil Rights Museum | October 13, 2011

Lincolville Conceptual Plan - 30 scale
St. Benedict site | Site Concept A Phase 1 & 2



Birds eye schematic rendering of the New World Center for Civil Rights and Social Change, with the surrounding neighborhood context.



■ Steps of Struggle | Steps of Triumph

Once visitors have moved along the timeline of Martin Luther King, Jr. Avenue, they then transition to the main entrance of the New World Center. Grand stairs, representing both struggle and triumph, lead to the Center.

Iconic light columns frame the steps, creating a strong entry during both day and night. The bases of each column will be etched with enduring words of freedom.



View of entrance to New World center, from Martin Luther King Jr. Avenue.



Steps of Struggle | Steps of Triumph, leading to the main entrance of the center.



■ Tree of Life

At the center of the site is a majestic old-growth oak tree that is framed with an array of bands woven into the landscape, radiating from the "Tree of Life". The design of the banding and seat wall around the tree evokes floral designs on traditional west African clothing, as shown on the inset inspiration image. This celebrates the African roots of those arriving in the New World.



ABOVE LEFT AND RIGHT | *Pathways leading to the St. Benedict Catholic Church, for prayer and reflection.*

■ Area for Reflection

A beautiful and quiet corner of the site is maintained as an area of reflection. A reflecting pool and quiet seating are provided for visitors as they exit the Walk of Hope to spend a few moments in reflection, quiet, and prayer to begin processing the story that unfolded within the museum.



Reflecting pool, outside of the Walk of Hope / museum exit.





perspective view to front entry approach



Walk of Hope Exhibit Hall



Exhibit Hall opens to exterior





Summary of Program Management Tasks

SUMMARY OF PROGRAM MANAGEMENT TASKS

		PRE-DESIGN	DESIGN	CONSTRUCTION	OCCUPANCY / MOVE-IN / CLOSEOUT	OPERATIONS	
HEERY PROGRAM MANAGEMENT SERVICES Listen <i>then respond.</i>	EXECUTIVE SERVICES	Strategic Planning Establish Program Goals Establish Performance Parameters Develop/Validate Budget Magnitude Develop/Validate Schedule Adequacy Project Visualization Pre-Funding Planning & Public Support Activities Develop Overall Project Business Plan Assistance with Internal Board Approvals	Project Team Organization/Orientation Public Relations & Community Outreach Senior Management Advisory Services Senior Management & Board Level Updates	Project Team Partner Workshops Equipment/Furnishings Procurement Strategies Transition/Migration/Move Strategies Public Relations & Community Outreach Senior Management Advisory Services Senior Management & Board Level Updates	Project Performance Evaluations a. Cost b. Schedule c. Quality d. building performance to original goals Senior Management Advisory Services	Growth/Change Management Strategies Senior Management Advisory Services	
		Program Management Pre-Design Project Analysis Prep Project Management Plan	Conduct & Record Design Meetings Update Project Management Plan Design Phase Coordination Project Status Reports Documents Control Systems Set-Up	Bidder Qualifications, Advertisements & Lists Pre-Bid Conferences Pre-Construction Conferences Conduct & Record Jobsite Meetings Document Controls Management & reports	Move-In/Occupancy Coordination FFE & Equipment Installation Management Occupancy Permit/Certificates Final Project Report Project Close-out	Growth/Change Management Systems Installation	
		Contract Management Develop Contracting Strategies Prep Design Consultant Contract Prep Construction Manager Contract Prep Specialty Consultant(s) Contract	Contract Compliance Management/Report Design/Program Change Order Reports Bidding Procedures and Controls Owner-Purchased Contract Transfers Develop Procurement Plans	Contract Administration/Mgt/Report Exercise Owner Contract Prerogatives Change Order Processing and Management Change Order Cost & Time Negotiation Claims Avoidance Program Contract Claims Analysis	Contract Closeout Activities Final Claims Evaluation Final Change Order Processing FFE & Equipment Contract Prep	Assistance with Operations Contracts a. Facilities Maintenance b. Grounds Maintenance c. Housekeeping d. Foodservice	
	BASIC SERVICES	Cost Management Construction Market Surveys Provisional Cost Models Total Project Budget Cost Trade-off Studies Cash Flow Projections	Cost Management Procedures End Design Phase Cost Estimates Update Total Project Budget Cost Trade Off Studies Cost Adjustment Sessions Value Analysis Studies Cash Flow Projection Reports Cost Monitoring Reports	Preparation/Evaluation of Schedules of Value Review/Approve Pay Applications Update Total Project Budget Substitution Evaluation Bid Evaluations & Monitoring Addendum Estimates Cash Flow Projection Reports Cost Monitoring Reports	Claims & Change Order Cost Estimating Final Project Accounting	Capital Asset Transfer Assistance	
		Time Management Critical Date Schedule Provisional Master Schedule	Update Critical Date Schedule Update Master Schedule Preliminary Provisional Network Schedule Monitoring Report	Update Critical Date Schedule Update Master Schedule Prepare Construction Schedule Network Prepare/Evaluate Recovery Schedules Schedule Monitor, Evaluation & Report	Occupancy Plan/Schedule	Schedule Warranty Work & Final Insp - Bldg Schedule Warranty Work & Final Insp - FFE	
		Quality Management Design Consultant Selection Construction Manager Selection Specialty Consultant Selection Project Procedures Manual Detailed Program Definition	Design Reviews, Monitoring and Reports Constructability Reviews and Report Discipline Coordination Reviews and Reports BIM Clash Detection Studies BIM Model Management	Construction Progress Reviews Construction Observations & Inspections Coordinate Testing Agencies Activities BIM Shop Drawing Coordination/Gate Keeping	Punch List Completion Verification Determination of Substantial Completion Operations Training Assistance Warranty Manuals & Sub Contractor Lists Operations & Maintenance Manuals BIM (As-Built Documentation)	Warranty Inspections Systems Start-Up Assistance a. Security b. Telephony c. Audio/Visual Systems Technology d. Information Technology Transfer BIM Info to Owner Facility Manager	
	SPECIALTY SERVICES	Safety & Risk Management Risk Analysis Assessments Site Analysis & Due Diligence Project Feasibility Studies Review Agency Determination Review Agency Requirements Definition	Risk Analysis Assessments Coordinate Review Agency Meetings Coordinate Review Agency Submissions Expedite Review Agency Reviews & Approvals Prepare Owner Requirements & Plans Review Contractor Safety Plans	Risk Analysis Assessments Coordinate Review Agency Meetings/Inspections Monitor/Report Contractors Safety Programs	Risk Analysis Assessments Coordinate Review Agency Inspections Monitor/Report Contractors Safety Programs	Risk Analysis Assessments	
		Sustainability LEED/Sustainability Goal Setting Sustainability Cost Assessments Lifecycle Cost-Benefit Analysis	LEED/Sustainability Workshop LEED/Sustainability Administration Lifecycle Cost-Benefit Analysis Energy Studies Commissioning Planning, Specs & Reviews	LEED/Sustainability Administration Commissioning Inspections & Testing	LEED/Sustainability Certification Assistance Commissioning Integrated Testing Commissioning Report	Green Housekeeping Plan Start-up Sustainable Building Education/Orientation LEED/Sustainability Measurement & Verification	
			Overall Project Approach	Define Results	Develop the Plan	Work the Plan	Measure Results