

Jordan's Point Park
December 19, 2019
Riggs Ward Design

INTERPRETIVE APPROACH

Our approach to establishing concepts for Jordan's Point Park (JPP) mirrors the inclusive process used for the Master Plan. Specifically, we will:

- Review the history and evolution of the site, site institutions, site structures and landscapes. We will use what we learn to identify connections between the past and present. Well-planned interpretive media will open minds, build on the legacy of the Park, and offer something worthwhile to everyone who passes through JPP.
- Re-engage partners, stakeholders, and community members in a more focused effort to explore the site's history and identify stories that capture the essence of the past and its relevance to the present. We will aim to reinforce the notion that an understanding and appreciation of history can contribute to a citywide desire to preserve the park and protect it as a worthy asset.

This portion of the planning process will do more than catalog facts. It will ask, "so what"? What is it about the site's history that is valuable today?

For a more complete picture, RWD will include stories of the importance of the Maury River and millrace, the parks' intricate ecological systems, the numerous mills, the Native American presence, and influence on the JPP, and the historic transportation systems, including canals, railroads, the toll bridge, and the Great Wagon Road.

RWD will link big picture stories of historical movements (urbanization, evolution of transportation, and industrial history) to the history of JPP.

The reason that we adopt goals, identify stories, discuss park experiences, and take note of existing obstacles is so we can choose the best interpretive techniques that benefit the park and visitors alike.

By following a multi-step process that gathers input from a range of partners, stakeholders, and community members, our team will identify stories, experiences, audiences, and obstacles. Our planners will use their knowledge of all these interpretive techniques to design a range of projects and programs that will meet the general planning goals for the island park.

CONCEPTS

Jordan's Point Park will provide a safe, stimulating, educating, and free destination for families, friends, students and more. No matter the socioeconomic status of Lexington's community, all are welcome and encouraged to spend their day at the JPP for little to no cost.

Wayfinding

Explore the process of orienting visitors to what the park offers. We will search for ways to use JPP to:

- 1) help visitors find activities that match their personal recreation goals;
- 2) learn something new about the park and city;
- 3) encourage visitors to try a new activity, discover the unexpected, leave with pleasant memories, inspire repeat visitation, and support the park's ongoing vitality; and
- 4) have fun.

Interpretive Experiences

An overlook would allow visitors to see the effects of erosion, flood lines, and new channel potential providing an alternative perspective of the island. Adding things into the overlook or bridge like a timeline or quotes would help connect visitors to the people of the island's past, the environment, and waterway control.

Defining Place and Public Art

Public art, interactive sculptures, and engaging visuals help visitors identify, define, and relate to a sense of place. These thoughts and relations would further segway into greater impact of space, the people that helped form it, both past and present, and the activities that helped sustain the community.

Lexington has a wealth of art galleries and artisan shops. By working with community artists and artisans to generate a mural depicting the evolution of the Lexington community, JPP would become even more immersed into the community. It would radiate inclusivity, camaraderie, and community growth.

Tactile Experiences

Since the average median age is so young, we can assume that Lexington will become even more populated with children. Young parents who value experiences will teach their children to value the same. Providing hands-on activities, such as a waterways hands-on activity, that even our youngest visitors can enjoy is important. This will increase repeat visitation, as well as community investment in the future of JPP.

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AR App

An AR app will guide visitors around the island, using GPS and AR technology to show visitors what once stood on the island. It could also incorporate items from the Miller House Museum and other entities. The app provides GPS-enabled, turn-by-turn directions from site-to-site. The visitor merely selects a site or builds an itinerary of several sites, saves it to "My Routes," and presses start; the application does the rest. Once at a site, the application can be used to purchase tickets, video tours, and audio tours.