



PROGRAMMING REPORT FOR
Virginia Key Beach Museum

Conceptual Phase Summary



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INTRODUCTION

The purpose of this programming report is to establish guidelines for the point of discussion, secondly, to serve as a common thread to address and unite the aspirations of the community and needs of the end user and lastly, address the wide range of issues involved in planning, designing and constructing a museum. This report will also establish goals and objectives so that it can be used as an instrument to produce in a coherent scheme between the museum's design and established goals.

The strategy of this report is to review similar structures, establish a classification for the museum, followed by developing goals and objectives, a space program and budget in order to make logical recommendations for the design of the new Virginia Key Beach Museum.

EXECUTIVE SUMMARY

The design of the museum should reflect the expressed intent of the Virginia Key Beach Park Trust and the various community workshops. The museum is intended to exhibit the history of African American at Virginia Key and in South Florida, including the civil rights era and the culture of African and Caribbean Americans. The story of the natural environment of this barrier island and its relationship to the social events of this place will also be exhibited.

Museums fall into one of four different classifications based on their purpose, nature, quality and collections. These classifications include museums of art and archeology, historical and archival museums, ethnographic and folk museums and museums of physical and natural sciences (technology and educational). With this in mind, the first challenge facing VKBPT may be to narrow the scope of the museum. The initial express aspirations are spread over all four of the classifications. We feel that this subject needs to be further examined and developed in order to allow the museum's mission statement, approach and content to be more focused. A final decision will have to be reached before finalizing this programming report.

ANALYSIS OF EXISTING MUSEUMS

To take an analytical look at museums and why we have them today, their intention was and is today to highlight the way in which society accumulate, classify and present material objects, creating patterns of practice that reveal innate values and ideas, presented as public culture. Thus the gathering, selection and organization of material objects become a system which society constructs a particular public image of itself.

To turn and dissect the physical make-up of 9 museums which we have broken down and compared by size, location, cost of construction, major spaces and structural systems. The iconography, gallery layouts and the sequence of collections with these buildings together provide a “script” or “circulation code” to be performed by individuals visiting the museum. Found in APPENDIX “A” the breakdown of these facilities show the primary spaces which we have used as starting point for developing our space program. The facilities vary from 18,000 SF and up to 152,000 SF (nearly four football fields). To further examine these examples, the average square footage of all 9 museums rough equals 63,500 SF and the average cost per square foot equals about \$157.06 per square foot (\$6.34 million). Note, the above figures apply to construction costs only and does not include the cost for land acquisition, professional fees and financing. The architectural context of all the structures is unique, monumental and can be considered as a public sculptural element.

PROGRAM

The building program began with an evaluation of the basic needs for a museum to provide its members and surrounding community with a structure that will promote and cater a safe, healthy efficient and functional environment. This place will also generally inspire the user to adventure, to share ideas, to learn something new and to gain more historical knowledge. Whether it is a reception, a film or simply a high school art exhibit that has been put together at the new museum, the museum will be a place for the city residence to fuse and speak out about the individual and collective growth of African Americans in South Florida.

In the event of analyzing previous facilities of similar make-up (Appendix "A"), the program could be subdivided among public and private spaces. Public spaces for the use of the common public and/or visitors ranging from meetings, field trips, receptions, leisure educational outing, etc and on to private paces otherwise setting a restricted use, usually by the building personnel such as administration, security and ancillary spaces such as mechanical rooms, electrical rooms, warming kitchen and other storage areas.

Due to the nature and content of the proposed facility, the public spaces must have a elevated degree of control and security Spaces like the Exhibit Rooms and Galleries would certainly require some type of supervision where security is of concern to maintain visual control of the user while walking through the different display areas.

In attempting to make the new facility as efficient as possible, we feel that the square footage of the main circulation spaces could be increased above normal requirements in order for them to serve as additional gathering and display spaces. This space would likely be the most used area since it will in essence act as the friendly bridge for the museum and its activities. This in turn will increase the public's interaction and provide a place of rest for visitors, unlike most hallways which are designed to act as no more than a simple corridor

Interior finishes shall be comprised of interior partitions constructed of drywall materials over metal studs with the sound blanket insulation to minimize sound travel. The floors could be accentuated with either polished stained concrete and/or terrazzo for the lobby and entrance

areas. The administration offices, classrooms and theater areas shall receive carpet to help decrease noise. Ceilings may vary from drywall materials to exposed ceiling structures to accomplish a contemporary touch while the offices and classrooms will receive suspended ceiling tiles to control sound travel.

SPACE PROGRAM

PRIMARY SPACES			
ROOM	DESCRIPTION	OCCUPANCY	SQUARE FT
Lobby / Reception Area	Point of primary entry into structure leading to main circulation areas. This space shall also have an information desk and visitor control.	To Be Determined	To Be Determined
Gift Shop	Located directly adjacent to the lobby, this store shall sale memorabilia and trinkets of the permanent and touring exhibits.	“	“
Core Exhibit Room	This area will display artwork, artifacts and sculptures owned by the museum. This will also be the main advertising vehicle for the museum. Rotating displays and 3-dimensional tableaus shall be used.	“	“
Traveling Exhibit Room	A versatile area designed to be modified and changed on a regular base to accommodate several touring exhibits.	“	“
Art Gallery #1	A display gallery dedicated to seasonal artwork, sculpture and exhibits.	“	“
Art Gallery #2	A display gallery for artwork, sculpture and exhibits.	“	“
Video / Lecture Room	This space shall be used for giving lectures, presentations and showing movies. The room should be column free, with fixed seating, projector screen, sound proofing wall treatment, podium area, and adjacent film projector room.	“	“
Multi-Purpose Room #1	This portion of the facility can be rented out to public and / or used for receptions, arts and crafts, meetings, training, classes and lectures that the museum may host.	“	“
Multi-Purpose Room #2	This portion of the facility can be rented out to public and / or used for receptions, arts and crafts, meetings, training, classes and lectures that the museum may host.	“	“

ANCILLARY SPACES			
ROOM	DESCRIPTION	OCCUPANCY	SQUARE FT
Mechanical Room	The purpose of this room is to house the main heating ventilation and air conditioning system.	To Be Determined	To Be Determined

ANCILLARY SPACES

ROOM	DESCRIPTION	OCCUPANCY	SQUARE FT
Electrical Room	This room will be used to accommodate the entire electrical main frame system and telephone / data hub.	To Be Determined	To Be Determined
Administration Area	Offices and work area for building facilitators and activity administration. Spaces shall include the following: <ul style="list-style-type: none"> • Director's Office • Asst. Director's Office • Secretarial Area • Curator Office • Conference Room • File / Copy Machine Room 	“	“
Public Restrooms / Locker Area	Rooms shall provide public restrooms services for the building and as ancillary restrooms for the park. It shall be located near the main lobby. An area for lockers could be provided so that visitors can secure personal belonging while visiting.	“	“
Equipment Storage	An auxiliary space to the Multi-Purpose Rooms adequate to store tables, chairs, mats and misc. equipment.	“	“
Exhibit Work Shop	A private auxiliary area used to assemble and disassemble exhibits. Space should be located as close to the receiving area as possible.	“	“
Shipping & Receiving Area	This service entrance shall open up to a loading dock for deliveries. An overhead coiling door in addition to a standard pedestrian door shall be provided.	“	“
Exhibit Storage	A room dedicated to storing seasonal exhibits. Exhibits that are in touring transition shall also be stored in this room	“	“
Security Office	Main control station for museum and park. Room shall be equipped with video monitors for security cameras and a low frequency radio dispatch.	“	“
Employee Restroom	Unisex staff restroom located adjacent to the Administration Area	“	“
Warming Kitchen	An auxiliary space used to prepare, assemble and reheat food for Multi-Purpose Rooms	“	“
Break Room /	An auxiliary space for staff to eat lunch	To Be Determined	To Be Determined

ANCILLARY SPACES			
ROOM	DESCRIPTION	OCCUPANCY	SQUARE FT
Lounge	and / or rest.		
Janitor's Closet	Located adjacent to public restroom, this room shall contain a mop sink, cleaning supplies and restroom supplies.	"	"
General Storage	Multi-purpose storage room	"	"

OPTIONAL SPACES			
ROOM	DESCRIPTION	OCCUPANCY	SQUARE FT
Child Creative and Interactive Room	A central located space within the museum where kids or students on field trips can gather informally Exhibits in this space shall create an environment that teaches through audio, visual and physical interaction. This area can also be used for story telling and poetry	To Be Determined	To Be Determined
Park Office	Park office for personnel responsible for all park activities. Storage area should be provided for park equipment.	"	"
Concession Stand	Located beside an exterior wall for park user to come and purchase refreshments. Patron should not have to enter museum to utilize the Concession Stand. Restroom should also be located adjacent or near this area.	"	"
Courtyard Area	Informal gathering area adjacent to the main entrance of the museum. Area should be used as a waiting area for groups and students waiting to enter the museum.	"	"
Café	An informal dinning area to serve roughly 20 to 30 persons. This area can be used to draw more people into the museum by providing them with an art and dinner experience.	"	"
Terrace	Area adjacent to the main exhibit area and/or lecture room where receptions can be held and persons can gather during breaks. This space should also be accessible to the café for exterior dinning.	"	"

CONCLUSION & RECOMMENDATION

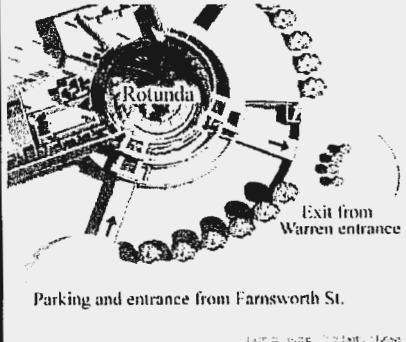
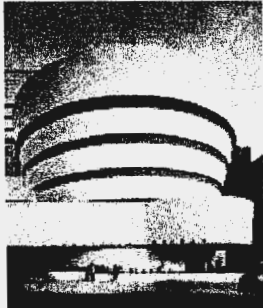
The Virginia Key Beach Museum will be inserted into a historic and natural fabric that will play a great deal in the design of the structure. Throughout the design process it is essential that the design incorporates and compliments the natural environment. In turn, the surrounding areas around the museum should act as a veranda to the facility. In addition, to avoid the new museum from overshadowing the site, it is our recommended that the new museum should be a 2 stories facility range between 25,000 to 50,000 square feet in size.

The exact content of the museum should be reviewed in order to provide a more defined mission and approach so that the structure can be classified. This is an exercise that can be simply discussed during the programming phase that will be beneficial by pinpoint any unforeseen requirements and providing a direction for the facility. No matter how the structure is classified, the circulation areas and main spaces need to distinctive and flow smoothly. Natural light should be introduced horizontally and vertically into all spaces that will not display artwork that is light sensitive.

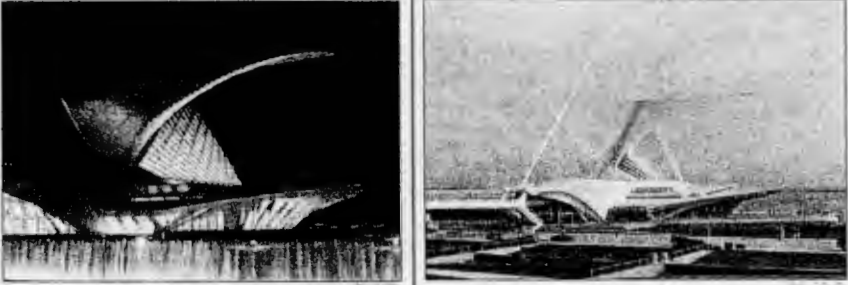
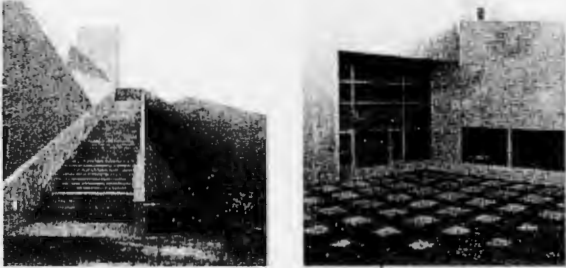
ANALYSIS OF EXISING MUSEUMS

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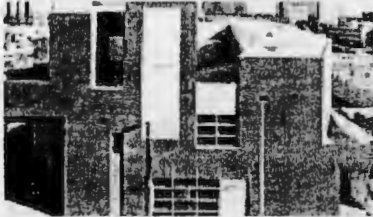

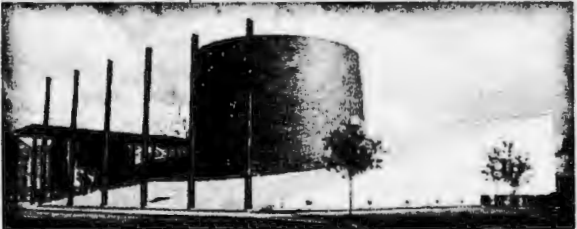

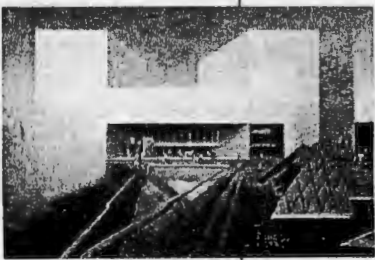
BREAKDOWN

MUSEUM / LOCATION & ARCHITECTURAL CONTEXT	SQUARE FOOTAGE	COST OF CONSTR.	PRIMARY SPACES	STRUCTURAL SYSTEMS
<p>Charles H. Wright Museum of African American History Chicago, IL</p> 	<p>2nd Building = 28,000 SF</p> <p>Current Building = 120,000 SF</p>	<p>3.5 million</p> <p>10 million</p>	<p>Information Not available</p> <p>AT&T Gallery Bank One Gallery Coleman Young Exhibition Room Blue Cross / Blue Shield of Michigan Gallery Core Exhibition Gallery (16,000 SF) Rotunda Area 317 Seat Theater 2 Multi Purpose Rooms 3 Classrooms Member's Lounge Museum Store</p>	
<p>Solomon R. Guggenheim Museum New York, NY</p> 			<p>Numerous Galleries Study Center Rotunda Theater Continuous downward leading ramp as main circulation through museum</p>	<p>Cast concrete walls, floors and columns</p>

BREAKDOWN

MUSEUM / LOCATION & ARCHITECTURAL CONTEXT	SQUARE FOOTAGE	COST OF CONSTR.	PRIMARY SPACES	STRUCTURAL SYSTEMS
<p>Milwaukee Art Museum Milwaukee,</p> 	<p>140,000 SF</p>		<p>12,000 SF Traveling Art Gallery Reception Area Cudahy Garden Outdoor Terraces Lake Front Café Auditorium Gift Shop</p>	<p>White cast-in-place concrete walls & columns with steel reinforcement Tension & suspension cables with a 217' wing spans</p>
<p>Tang Teaching Museum & Art Gallery Saratoga Springs, NY</p> 	<p>39,000 SF</p>	<p>10.2 Million</p>	<p>150 Seat Interdisciplinary Space Classrooms Flexible Galleries for traveling exhibits Curative and Administration Office Permanent Collection Display Area</p>	<p>Split-face concrete masonry bearing walls. Steel framed 2nd floor and roof. Metal roofing system.</p>

BREAKDOWN

MUSEUM / LOCATION & ARCHITECTURAL CONTEXT	SQUARE FOOTAGE	COST OF CONSTR.	PRIMARY SPACES	STRUCTURAL SYSTEMS
Bellevue Art Museum Seattle, WA 	36,000 SF 	23 million Constr = 15 Design = 2 Land = 2 Furnishings=1 Endowment=1 Fundraising=1 Financing= 1	3 Galleries Café Gift Shop Auditorium 4 Classrooms Ceramic Studio Forum Area Multi Media Library Studio for Resident Artist	Cast concrete walls with decorative hyroglyphs impregnated into the wall.
Houston Holocaust Museum Houston, TX 	18,000 SF	3 Million	Lobby Theater 3,500 SF Display Hall 1,000 SF Memorial Hall Classroom Library Changing Exhibit Area Sculptural Garden	Exposed Steel Frame Roof Tan Brick veneer walls Cast-In-Place Concrete Walls
National Gallery of Art Washington, DC 			Atrium 11 Large Exhibition Areas Sculptural Garden Administration and Study Center Coffee Bar Central Court / Orientation Space Small Auditorium Large Auditorium	The three story structure has a pink marble interior and exterior façade. Concrete structure. Space frame and glass pyramid roof structure.