

GOVERNORS ISLAND UPDATE



October 13, 2010

Bringing the Island Back to Life: 4 Key Strategies

1. Expanded public access and early signature uses
2. Public investment in stabilization and infrastructure
3. Multi-phase, mixed-use development strategy
4. Early creation of new world-class park and public spaces

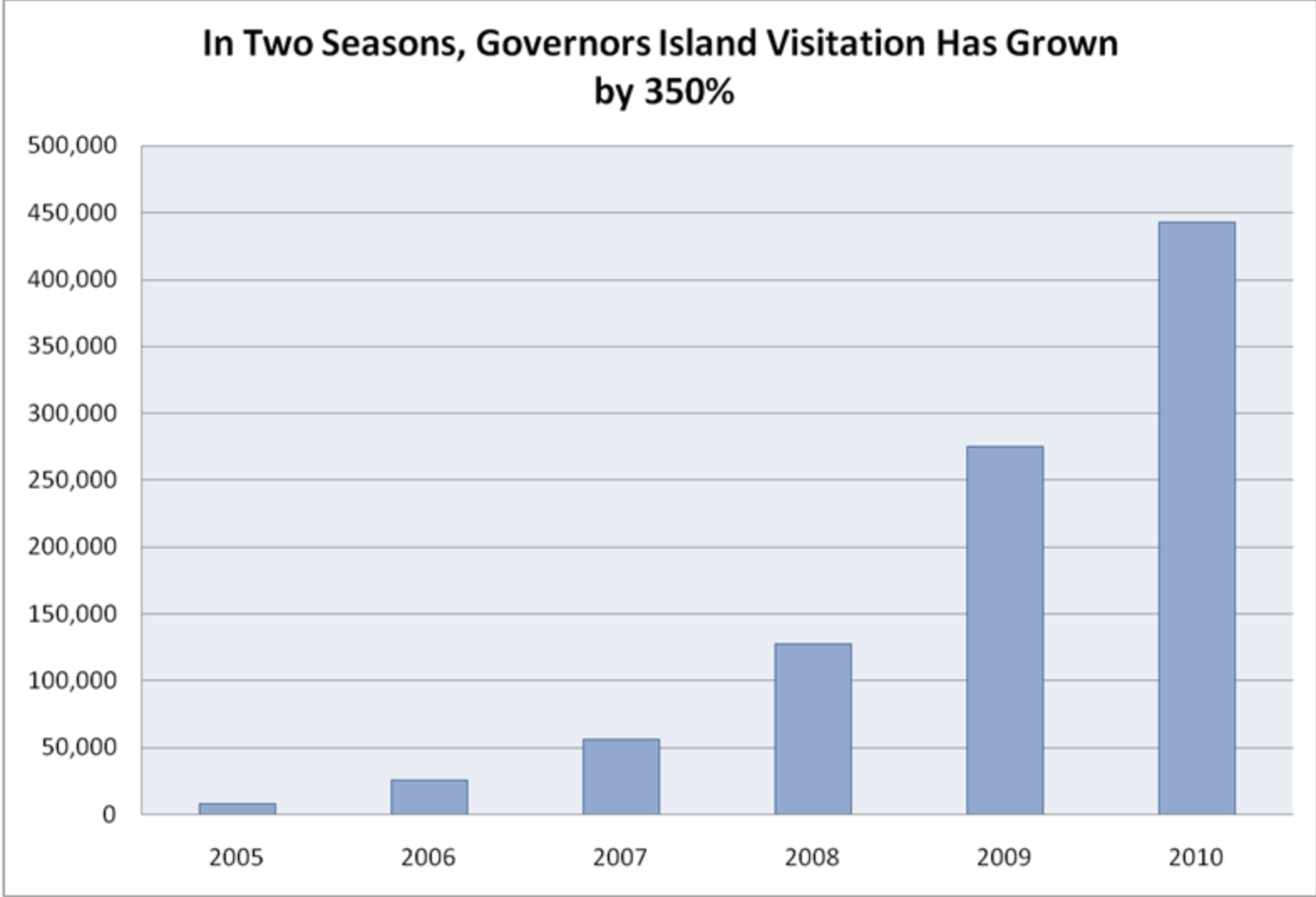


2010 Public Access Season

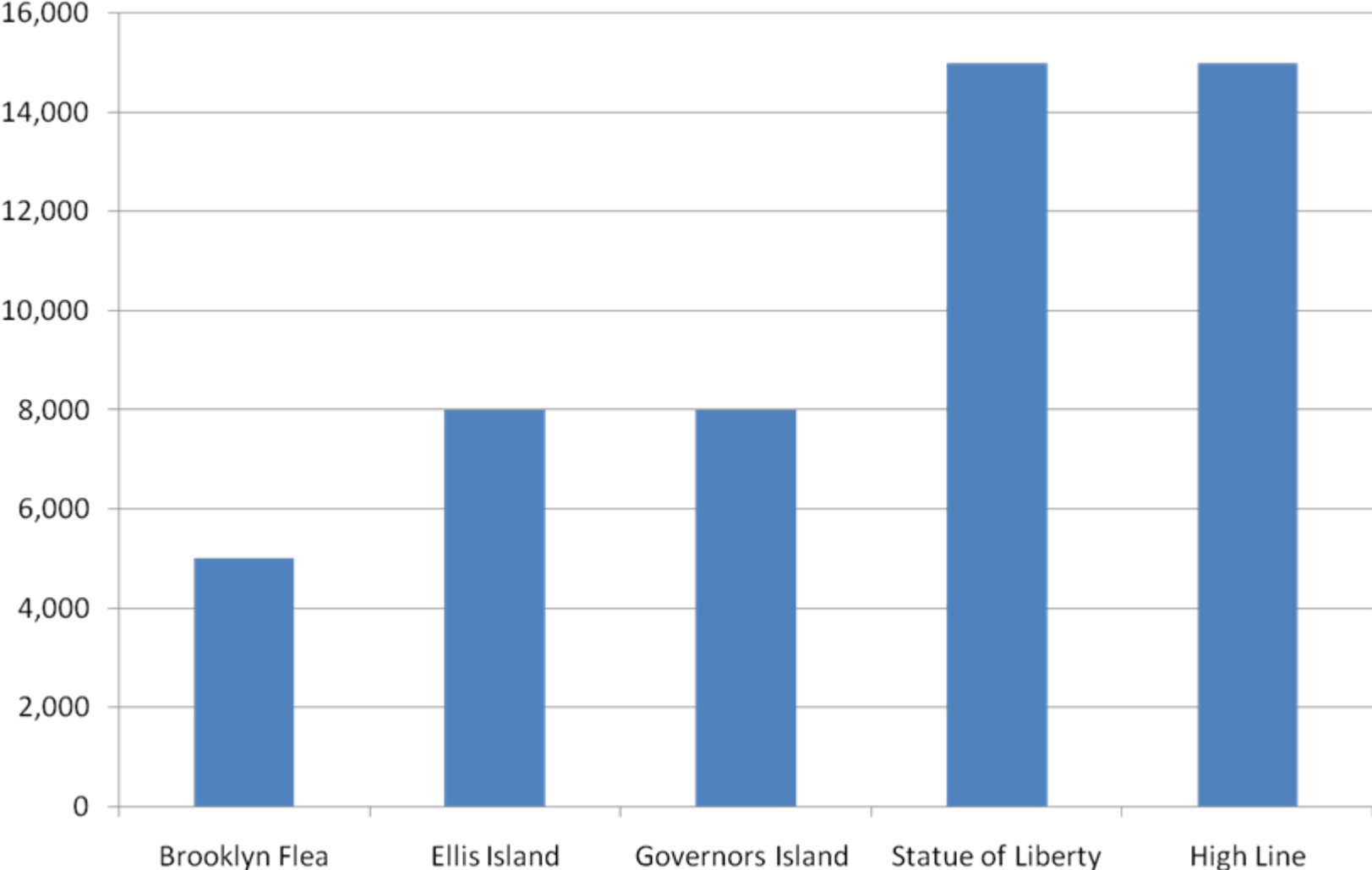
- Record breaking season
- Welcomed more than 443,000 visitors, a 60% increase over last year
- Exceeded goal of 400,000 by 11%
- Boat ridership from Brooklyn tripled
- Diverse array of arts, cultural, recreational and food events reached new audiences



In 2010, Governors Island Welcomed 60% More Visitors than in 2009



On an Average Saturday, Governors Island Attracts as Many Visitors as Ellis Island



Connecting Governors Island and Brooklyn Bridge Park

- New dock at Pier 6
- Triple the number of Brooklyn riders – more than 100,000 in 2010 compared to 30,000 in 2009
- Boats were consistently popular and full
- Changing Brooklynites' experience of the waterfront



Arts Are Re-Animating Public Space and Historic Buildings



Island for Music

- Free Roseanne Cash and She & Him shows on 4th of July drew thousands
- “Rock the Bells” brought 20,000 to South Island Fields
- Numerous sold out shows at Water Taxi Beach
- Free concert series at Water Taxi Beach was popular and full



Governors Island is a New Place for Culture in NYC

- More than 20 arts groups provided programs and performances ranging from 4 Heads Art Fair to the Lincoln Center Festival
- Free artist designed miniature golf and outdoor art
- More than 8,000 participated in Children's Museum of the Arts hands on arts for kids
- LMCC artists studios



“A Playground for the Arts with Island Breezes”

“Aesthetic democracy is the crux of Island culture”

“The culture of democratic play”

Arts on Governors Island are

“exhilarating...disorienting...and fanciful”

New York Times 8/12/10



Sculptors Guild



Lincoln Center Festival's
“The Demons”

Food Festivals Draw Tens of Thousands

- Vendys, Parked, Meatopia and Pig Island
- Combined, festivals drew more than 25,000 visitors
- A new gathering place in New York City to celebrate and enjoy food
- Added Value farmstand



Car-Free Biking is the Island's Signature Activity

- One quarter of all visitors bike on the Island
- One in three visitors bike on Free Bike Fridays
- Twice the number of bikes available to rent – more than 500
- Huge draw for day camps and community groups



Chautauqua and Sundance Institutes Bring Renowned Programs to the Island

- Sundance brought Theatre Labs to Pershing Hall for two weeks in June
- Offered free public play writing workshops to Island visitors
- “Chautauqua on Governors Island: Sacred Spaces” unique collaboration between Chautauqua and Trinity Church
- Opportunities for future programming



Island Has Become a Venue for New Kinds of Festivals and Programs

- Unicycle Festival, Big Apple Circus Family Fest Workshops, Trapeze School of New York and RECESS' bocce and badminton
- Fun runs and walks ranging from Barefoot Run to the Run to Remember
- Vintage car shows, Learn to Bike, re-enactments
- And of course Jazz Age Lawn Party and Polo Classic





“On the days I visited, the effect [of attracting a broad array of people] was evident, the ferries seeming to sample the city’s various age groups, ethnicities and tastes.”

Island becoming part of the City's life...

- “This island is a fairy tale land. There are no cars, just baby blue bicycles...the weather is always sunny. There is always a festival...you can dance, or eat or drink your day away.” (Alden Wicker)
- The wedding was held on Governor's Island, which has become this great ...bikeable spot. People [can] enjoy an almost completely auto free existence there...and best of all, it doesn't cost anything.” (Bike Blog NYC)



And on the Map!



NYC subway map,
2010

Public Investment in Stabilization and Infrastructure: Making Progress

- Upgrade of electric and telecom lines
- Restoring potable water
- Work on ferry slips, docks and other marine infrastructure
- Stabilization of historic buildings
- Infrastructure ready for first tenancies



Harbor School Opens

- School opened on September 8
- More than 400 high school students attend Harbor School in historic Building 550
- School Construction Authority \$35 million project
- State of the art classrooms, aquaculture lab, marine technology shops
- Building 134 to become Marine Science and Technology Center



LMCC Artist Studios Open

- 30 artists in residence working year round
- Studio space open to the public to see artists at work and works in progress
- Exhibits and performances throughout the public access season



Park and Public Space Master Plan

- Plan released in April
- West 8 Team working on schematic design phase
- Environmental review about to commence
- First phase of construction in 2012



Park and Public Space Master Plan

Opportunities for Public Input

- Thousands of Post-It™ notes collected from the public in Building 110
- Presentations to Community Boards 1 and 3 in Manhattan, 2 and 6 in Brooklyn
- Public comments on line at govislandpark.com, on the island's blog and in exhibit
- Guided tram and bike tours with members of the design team



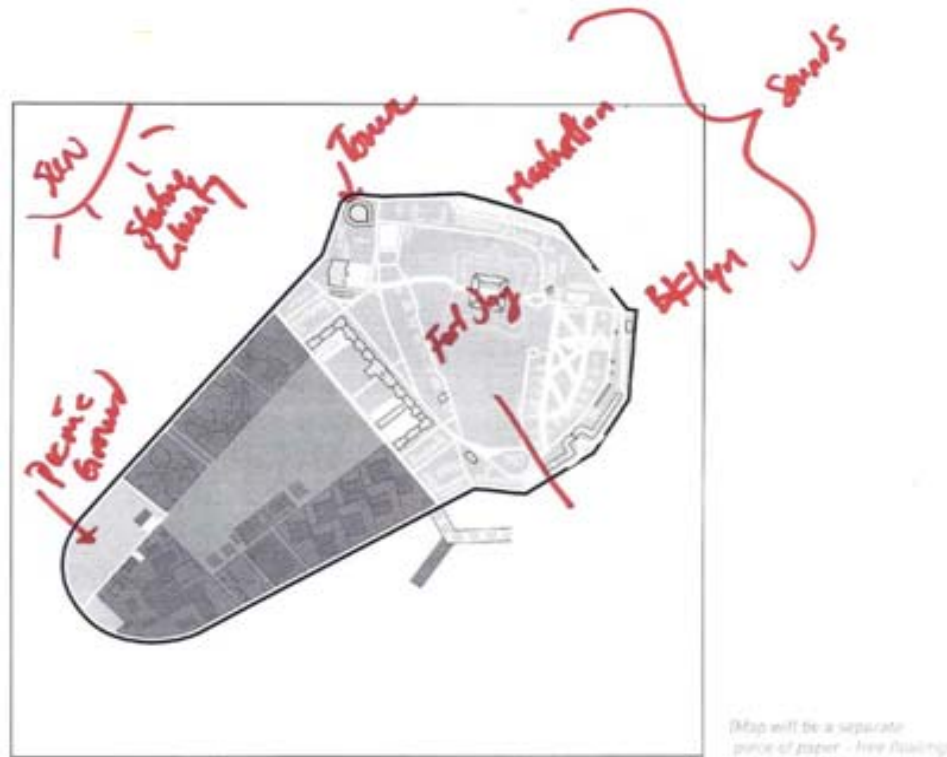
Wayfinding Research

- Design team interviewed, observed and shadowed visitors in August
- Researched current wayfinding on the Island and explored implications for future signage and maps based on visitor feedback
- Use all information to inform design of future park and public spaces as well as future public access seasons



Preliminary Results

- Most visitors are using the web to plan their trip
- People seek signage for food, drink and events
- Island poses unique challenges for wayfinding
- Visitors have trouble using maps to orient themselves when they cannot see skyline or other views



Learning from Visitors' Experience

- Public access season provides unique opportunity to test design ideas and improve on master plan
- Every detail and assumption being scrutinized
 - Path widths, moveable furniture, ferry queues, plant species...
- We learn by doing, watching and listening
- Design preserves and builds on the spirit of what visitors love about the island today
- But transform the Island into a true destination, setting for many forms of activity and landmark for the City

