

# DRAFT CONCEPT DESIGN — FORT WARD MUSEUM & HISTORIC SITE

CITY OF ALEXANDRIA, VA



SEPTEMBER 13, 2018

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PHASE III: DRAFT CONCEPT DESIGN



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PURPOSE AND NEXT STEPS

This Draft Concept Design presents the selected elements from the alternatives presented to stakeholders on January 18, 2018. This represents the penultimate step under this contract in the design of new interpretive products at Fort Ward Museum & Historic Site in Alexandria, Virginia.

This package includes the elements outlined in the Scope of Work and previously discussed, which together will create a new visitor experience at Fort Ward. Please note that a companion Draft Interpretive Plan contains more content, including materials documenting prior stakeholder review/comment and historical matter underpinning the designs presented in this package.

Our goal with this presentation is to provide sufficient visualization of three-dimensional elements and graphics standards that the City and stakeholders will be able to provide final direction sufficient for the design team to complete the final conceptual design deliverables under this contract.

At the same time, we recognize that the interpretive programs, including the brochure and educational component—which the City approved as a facilitated dialogue informed by interviews with community members—will require interim discussion. Specifically, the latter interviews have not yet been, to our knowledge, scheduled.

FORT WARD: A BROADER STORY

This design presents a unified story about Fort Ward, before, during, and after the Civil War. We commend the project team and stakeholders for working together to develop a theme statement, “Bastions of Freedom,” that roots visitors in an overarching narrative.

This passage from prior directives is worth retaining, as we think the ongoing planning makes good on the goals from the 2015 Management Plan:

“... the importance of the ongoing efforts to preserve the Civil War fortification, as described in the FWAG chapter report on Civil War Resources, can be further amplified and emphasized by linking that piece of the story to the broader story of its aftermath. With the limitations of space and staffing identified in the FWAG Draft Chapter on “Cultural Resources—The Museum, its Collections and Programs”—the idea of extending the interpretation outdoors and using the park’s historic landscapes and remaining historic features to help tell the complete story must be a critical component of any future interpretive and educational efforts.”

– Management Plan, January 2015



A variety of design elements are arrayed around the site, including a new exhibit and film inside the Museum. Note also that a digital element, a brochure, and an educational program will also be part of the new interpretive scheme.

- 1

**Museum Enhancements**  
*Updated site-wide, story-wide film and new African-American exhibit.*
- 2

**Orientation Station**  
*Multi-surface including site orientation, map, and interpretive introduction. Scale tactile model of the site.*
- 3

**Orientation Station Duplicate**  
*Propose to duplicate the exhibit located at #2. Depending on budget, may be able to include additional tactiles as a nod to the younger audience at the playground.*
- 4

**Recreated Home Frame**  
*Metal “ghost” frame of original home to give a glimpse of “The Fort” community that once existed here. Proposed at the school/church/residence site.*
- 5

**Community Gateway**  
*Structure marking an entrance to the African American Community Trail, bookending the military fort gate with a community signpost.*
- 6

**Commemoration Space**  
*Contemplative space with seating and light interpretation to encourage visitors to reflect on the site’s history.*
- 7

**NOT SHOWN: Existing and New Wayside Panels (see page 12)**  
*Existing interpretive panels on site (“The Fort” community, quantity 6), updated panels (Fort Ward, quantity 9), and new waysides (“The Fort” community, quantity 5).*
- 8

**NOT SHOWN: Site Markers (see page 13)**  
*Low-profile markers indicate key historic features that are no longer visible without impeding the historic atmosphere of the site. Works in tandem with brochure and AV.*





# MUSEUM ENHANCEMENTS: FILM & EXHIBIT

## Element 1

Updates within the Museum building ensure that this visitor experience reflects the holistic story and experience of Fort Ward, revealing its role in defending the nation and building a community.

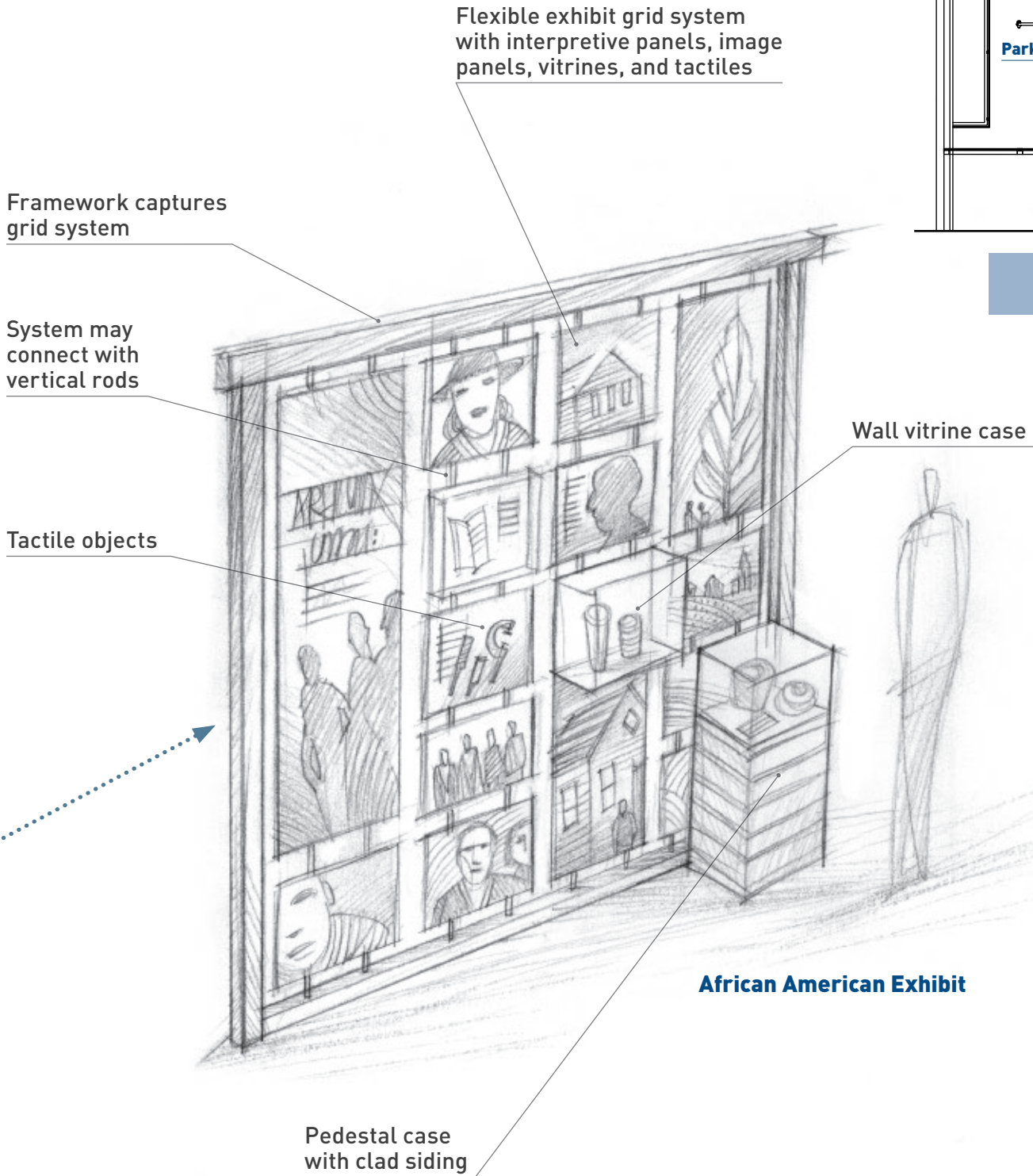
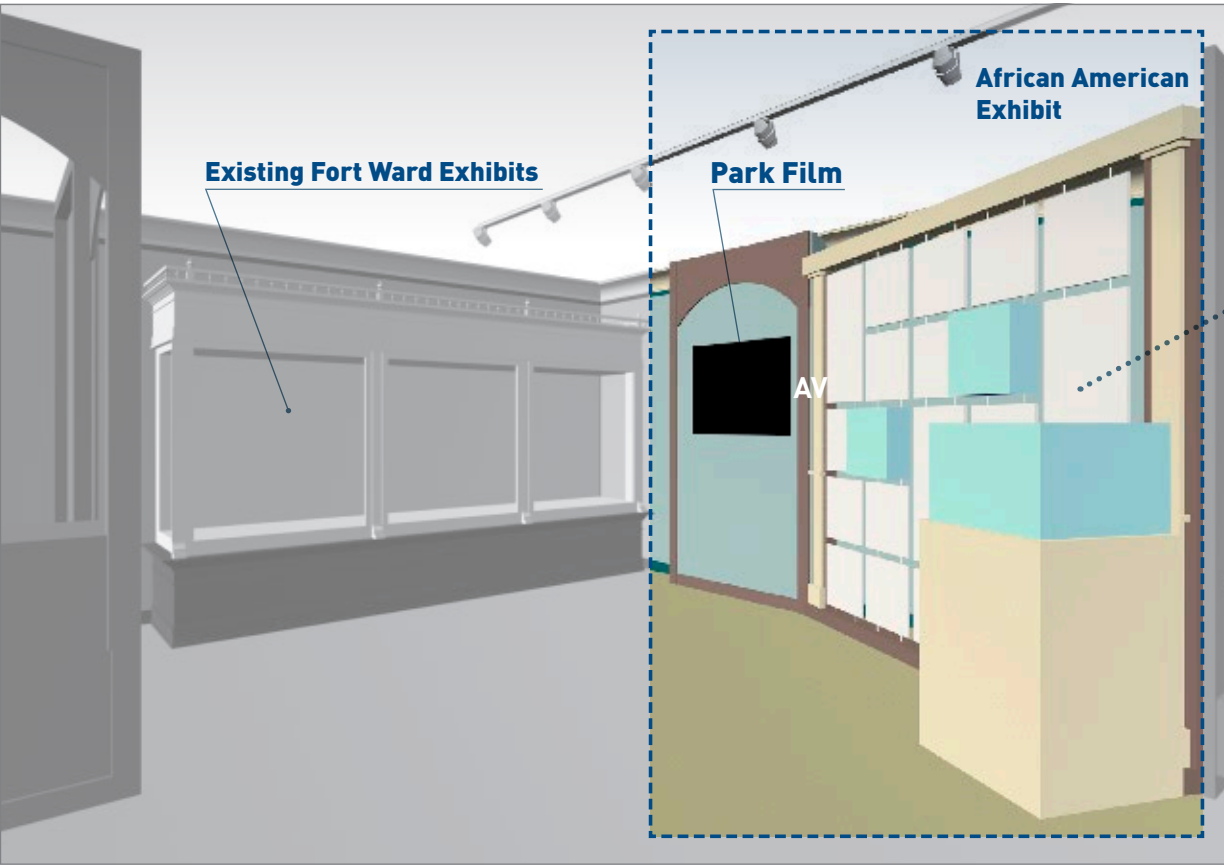
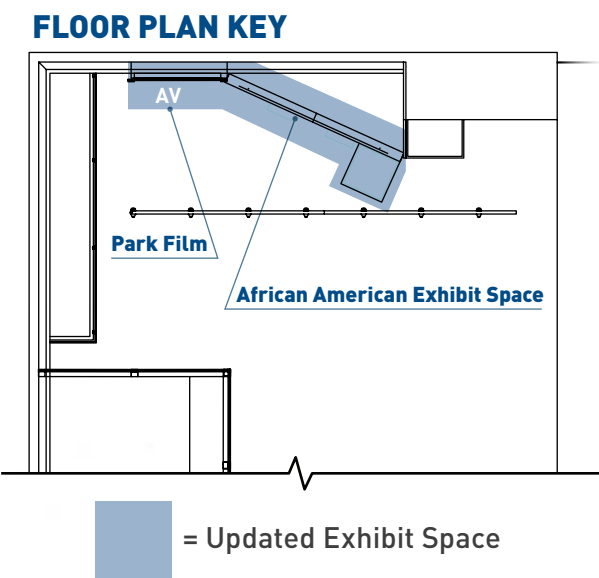
### Park Film

An updated park film ties site-wide themes and stories into one cohesive storyline. This serves as an overall introduction to the story and the site, launching visitors into a fuller understanding and appreciation of the meaning and relevance of the grounds.

### African American Exhibits

Planning will assess current areas in the museum and identify opportunities and challenges to adding a dedicated small exhibit on the African American community at Fort Ward and “The Fort.”

In our current budget allocations, we envision an approximately 10' x 10' (100 sq. ft.) area for exhibits on the postwar community.



These stations provides a robust Orientation and includes a tactile site map to initiate the visitor experience at Fort Ward Museum and Historic Site. Located at the parking lot behind the Museum (we propose replacing the existing kiosk, integrating key information into this new component) and near the new playground location, these duplicate exhibits aim to provide basic site orientation and overview interpretation for all visitors, whether or not they enter the Museum.

Introduce Design Vocabulary

The design concept reflects without exactly mimicking the recent City standards shared with the team. The distinctive flowing bar at the upper edge of the upright also introduces the look of the new wayside designs.

Exterior Tactile Orientation Map

This tactile map lays out the site and its many resources—seen and no longer visible—from the years 1860 to 1965. It allows visitors to orient themselves to the site in a manner unique from the Site Tour Brochure, as well as providing an accessible portal to the site and story to visitors who are blind or who have limited vision.

Interpretive Introduction

The expanded Orientation Kiosk provides a overview interpretive introduction to the site. The current design envisions integrating the future illustrated map—which includes trails and locations of key interpretive areas—along with images highlighting Fort Ward, “The Fort” community, and the Museum.

Incorporate Existing Regulations Signage

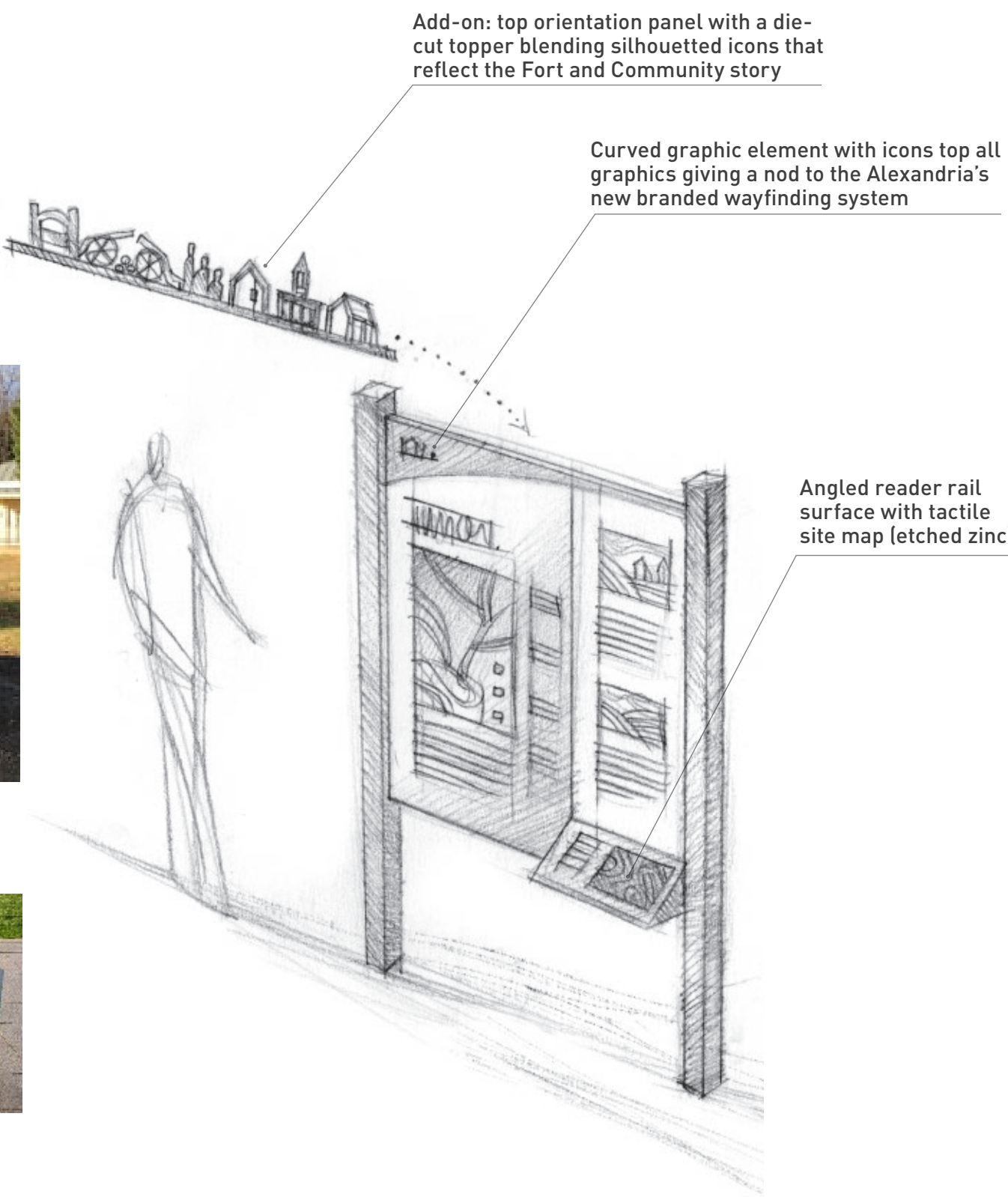
Perhaps the rear of the Orientation panel element could include the current regulations information (see image).



Approximate location on site.



Tactile Model Example





A life-size wireframe outline of a home provides a stunning and powerful impression of “The Fort” community. We are modeling this frame after the school/church/residence, based off recommendations from the park. Note that structure drawn here is a best guess as needed to identify the actual outline of the home. The archaeological reports and oral histories that we have consulted describe interior layout, and—to our knowledge—there is one existing sketch of the school/church/residence building.

Moving forward, descendants, community members, and OHA’s archaeological team should be consulted to determine the appropriate location, and appropriate base materials that rest on the ground.



Reference sketch of school/church/residence building layout (OHA)



Drawing of school/church/residence based on image, archaeological data, and oral histories.

Powder-Coated Steel

Site marker



# RECREATED HOME FRAME

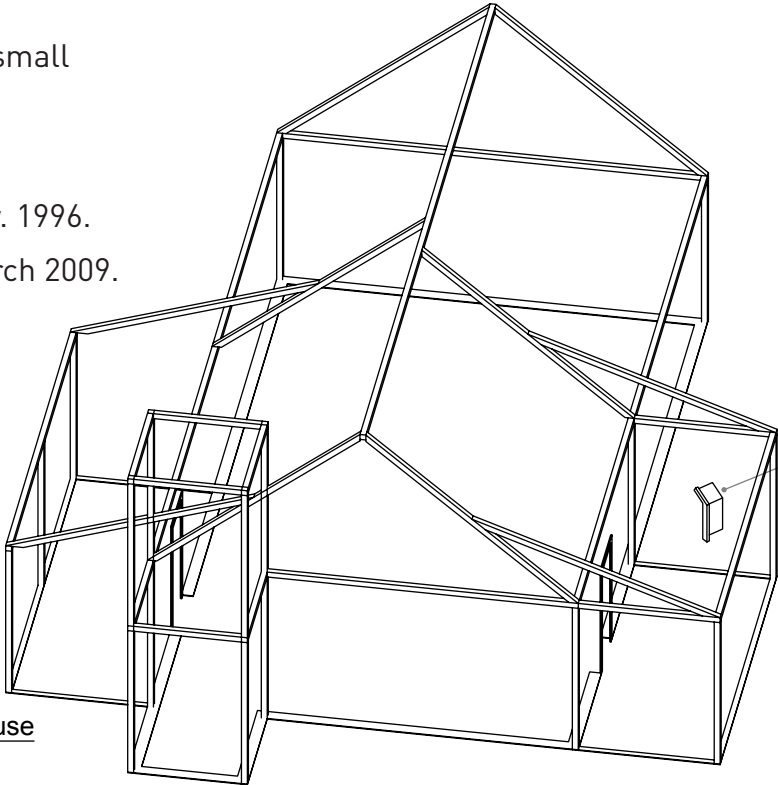
## Element 4

- Building was approximately 25 x 50, according to the scale included in a historic sketch.
- The building was originally a school, and was converted to a church before becoming a residence for Sgt. Lee Thomas Young and his family.
- Porch along the front of the house and small extended room at the rear.

### Sources:

Oral History, Sgt. Lee Thomas Young, Nov. 1996.

Oral History, Sgt. Lee Thomas Young, March 2009.



5 Isometric - Framed House  
Scale:  $\frac{3}{32}'' = 1'-0''$

Site marker

80  $\frac{31}{32}''$

254  $\frac{1}{2}''$

505  $\frac{1}{2}''$

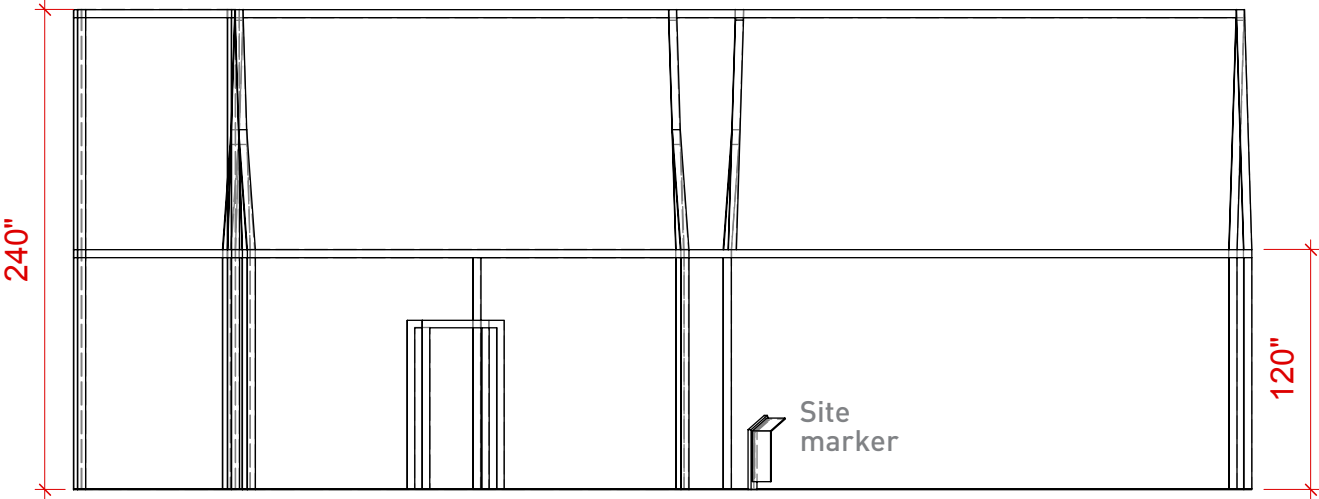
291  $\frac{15}{32}''$

220  $\frac{7}{8}''$



Site marker

1 Plan - House Frame  
Scale:  $\frac{1}{8}'' = 1'-0''$

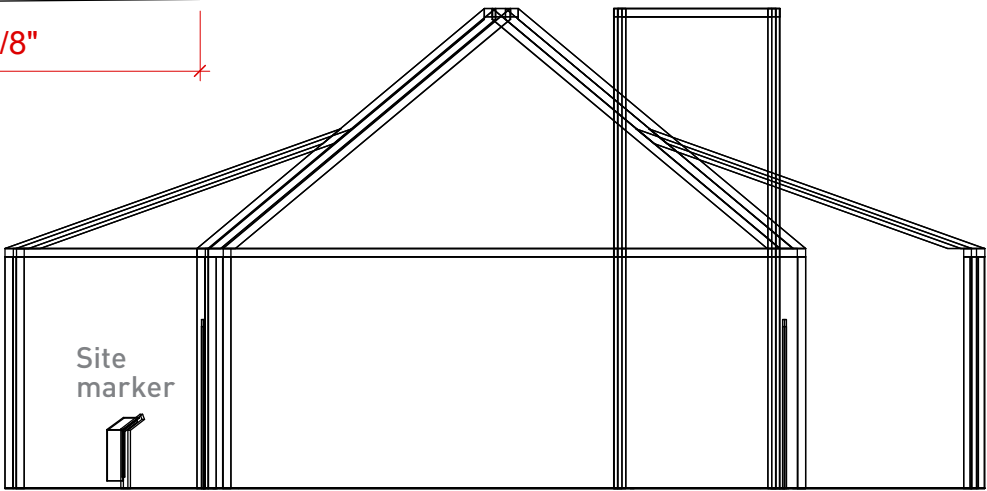


240"

120"

Site marker

2 Elevation - Framed House  
Scale:  $\frac{1}{8}'' = 1'-0''$



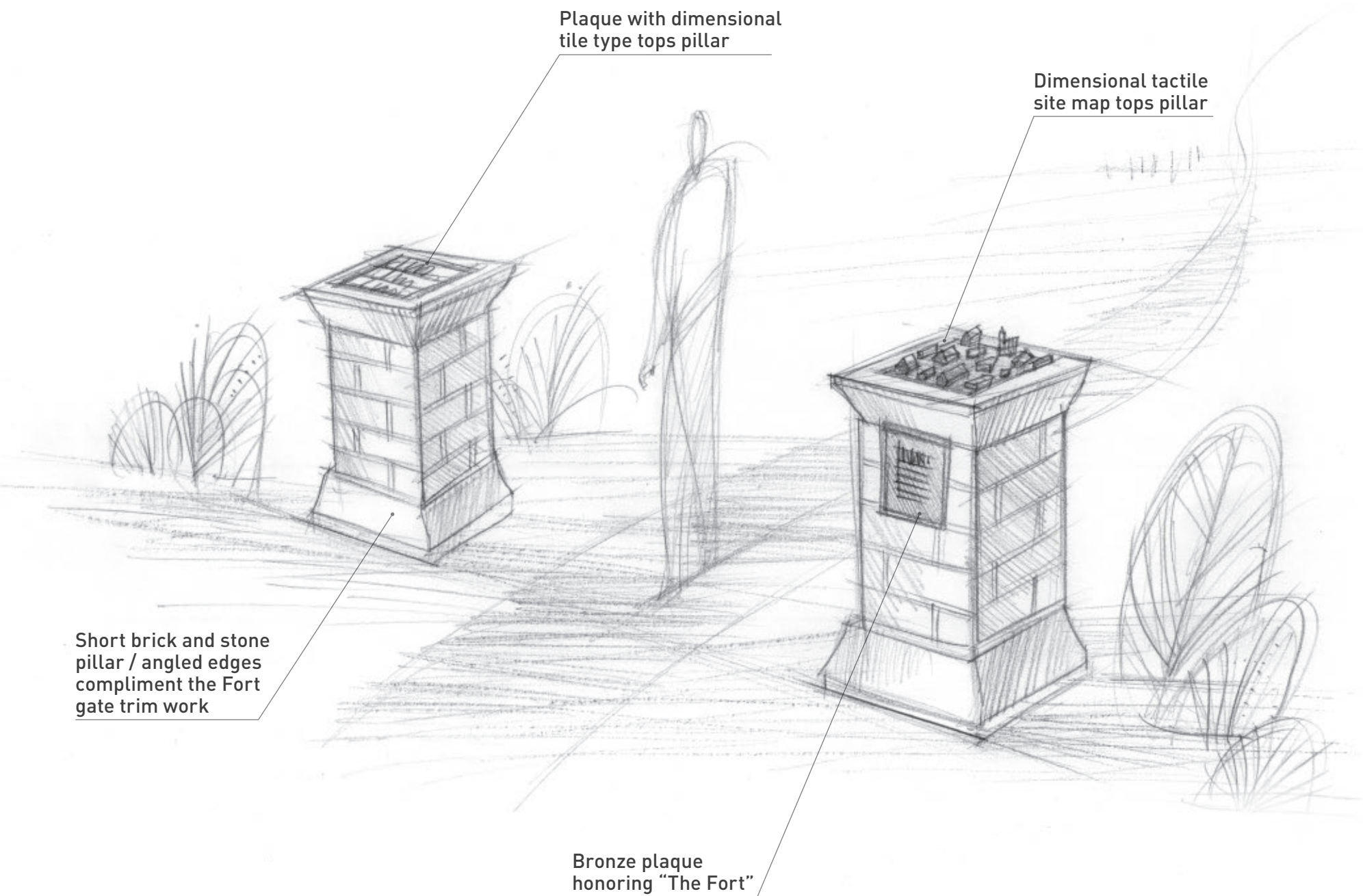
Site marker

3 Side View - Framed House  
Scale:  $\frac{1}{8}'' = 1'-0''$



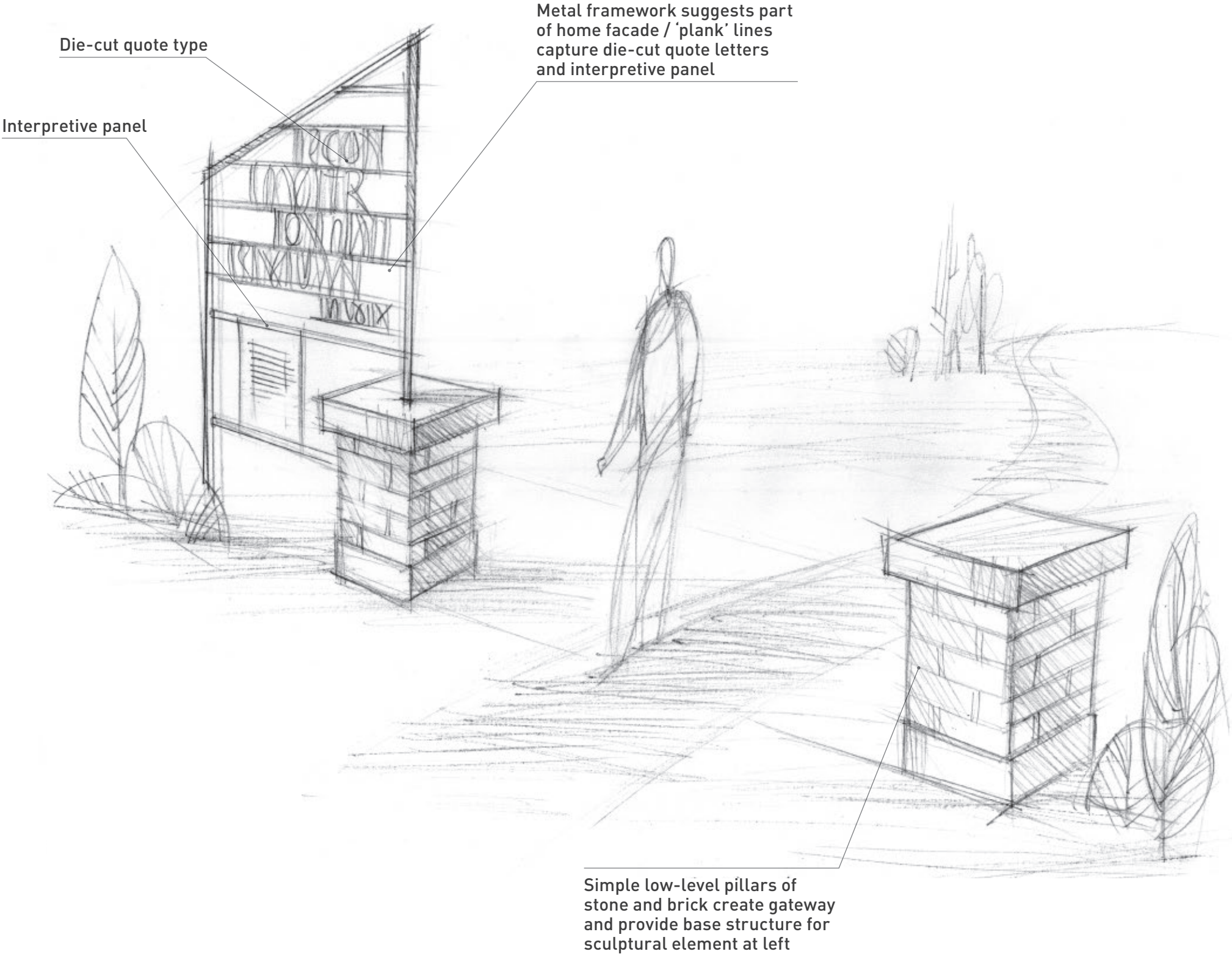
These entry markers demonstrate Fort Ward’s dedication to telling how “The Fort” community developed and thrived on the site beginning near the end of the Civil War. Drawing visitors down the new community pathway (much as the recreated Gate does for the military fort), this feature provides an interpretive introduction to exploring the site’s post-Civil War heritage.

The option shown at right envisions two pillars, each topped by interpretation of “The Fort.” This scheme posits a tactile site map on the right-hand pillar, and perhaps dimensional tiles with family names on the left-hand structure.



A second alternative we are proposing for consideration modifies the pillars, adding a more vertical element on the left-hand structure. This component would mimic the siding of a typical home in the community.

Note this approach also removes the tactile community model on the right.



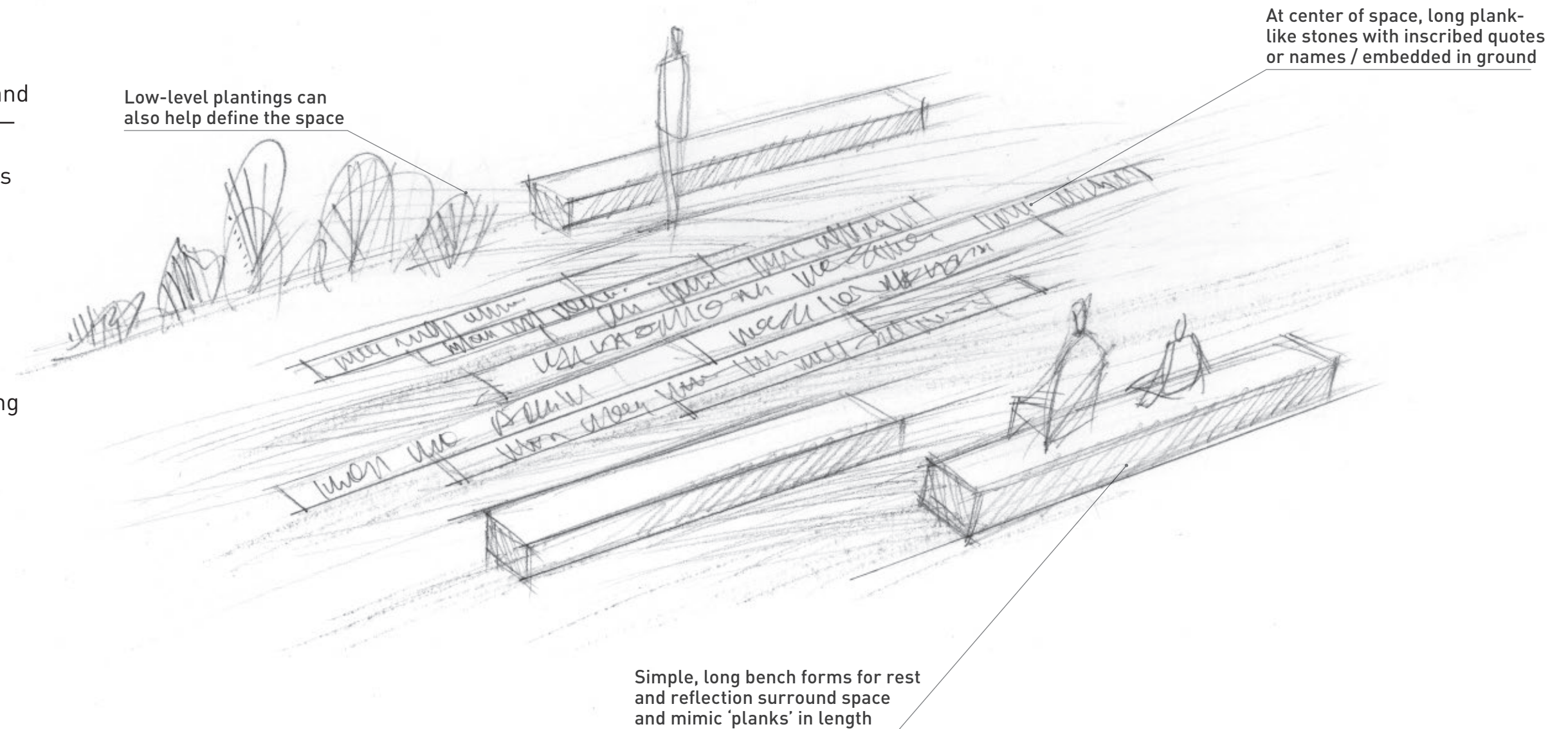


## COMMEMORATION SPACE

**Element 6  
(Alt. 1)**

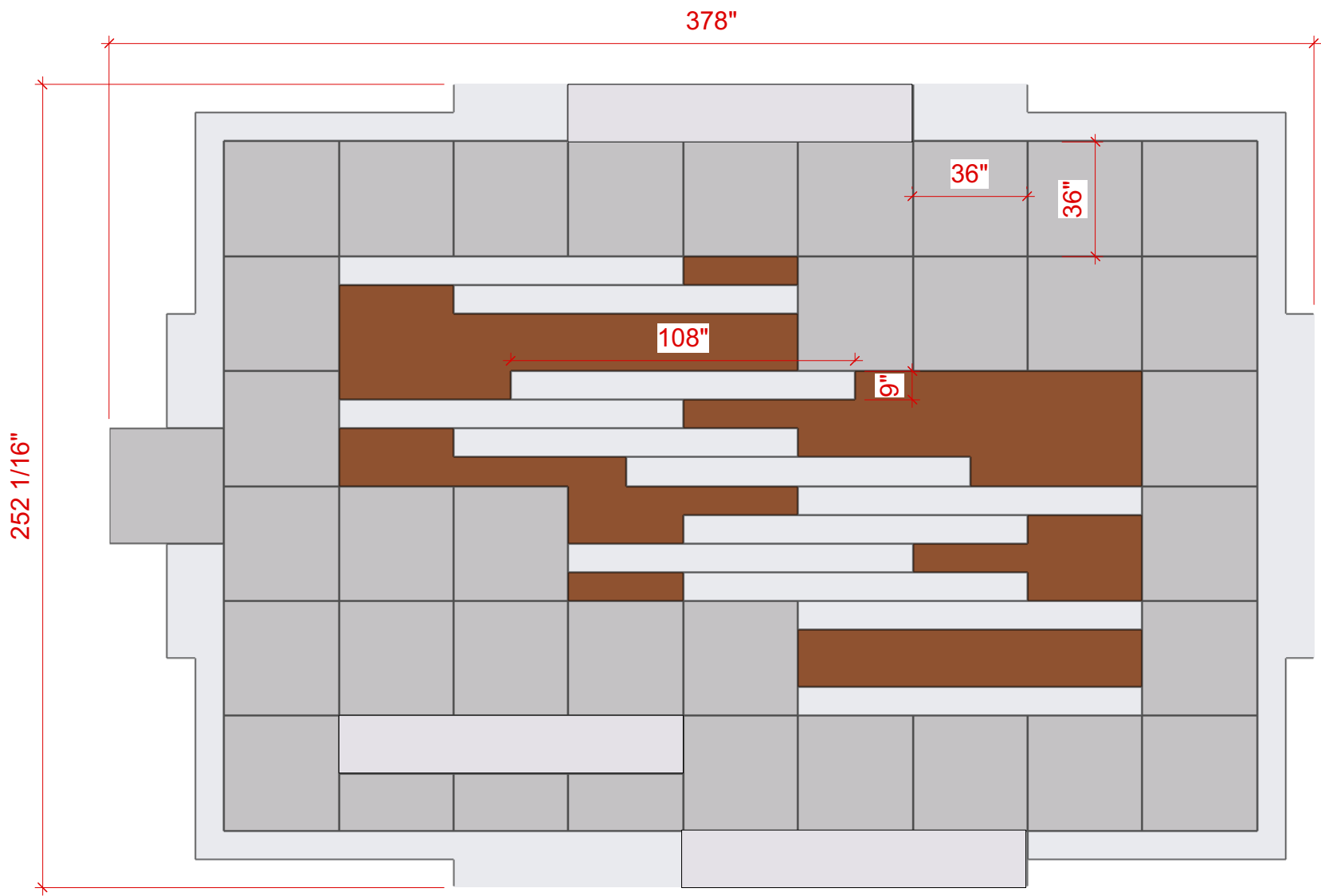
Planning and consultation for Fort Ward in previous years has emphasized the importance of “commemoration” to the site. Fort Ward offers a unique place in the United States to remember the sacrifice and struggle of soldiers and civilians alike during the Civil War—and at the same time to consider the struggles, triumphs, and losses of African Americans who built a community in the shadow of this United States fort.

We show three alternatives for consideration, including a rendering for this first approach.

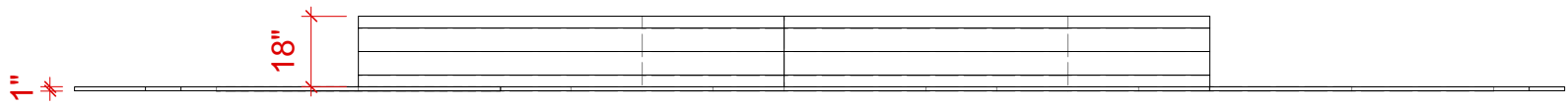


# COMMEMORATION SPACE

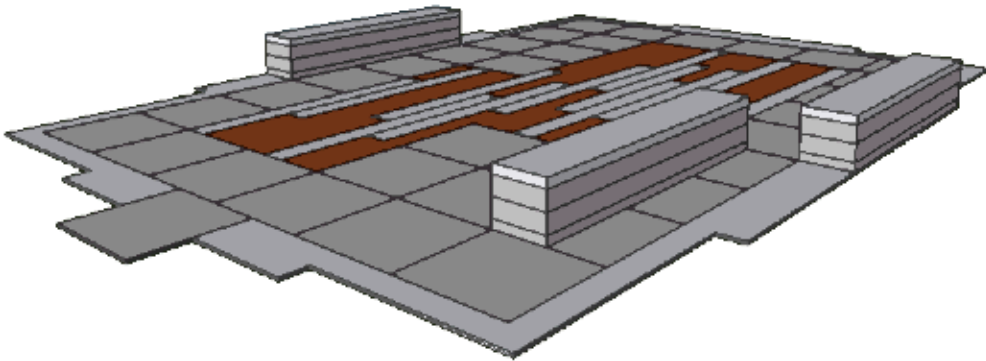
Element 6  
(Alt. 1)



1 Plan - Commemoration Space  
Scale: 1/4" = 1'-0"



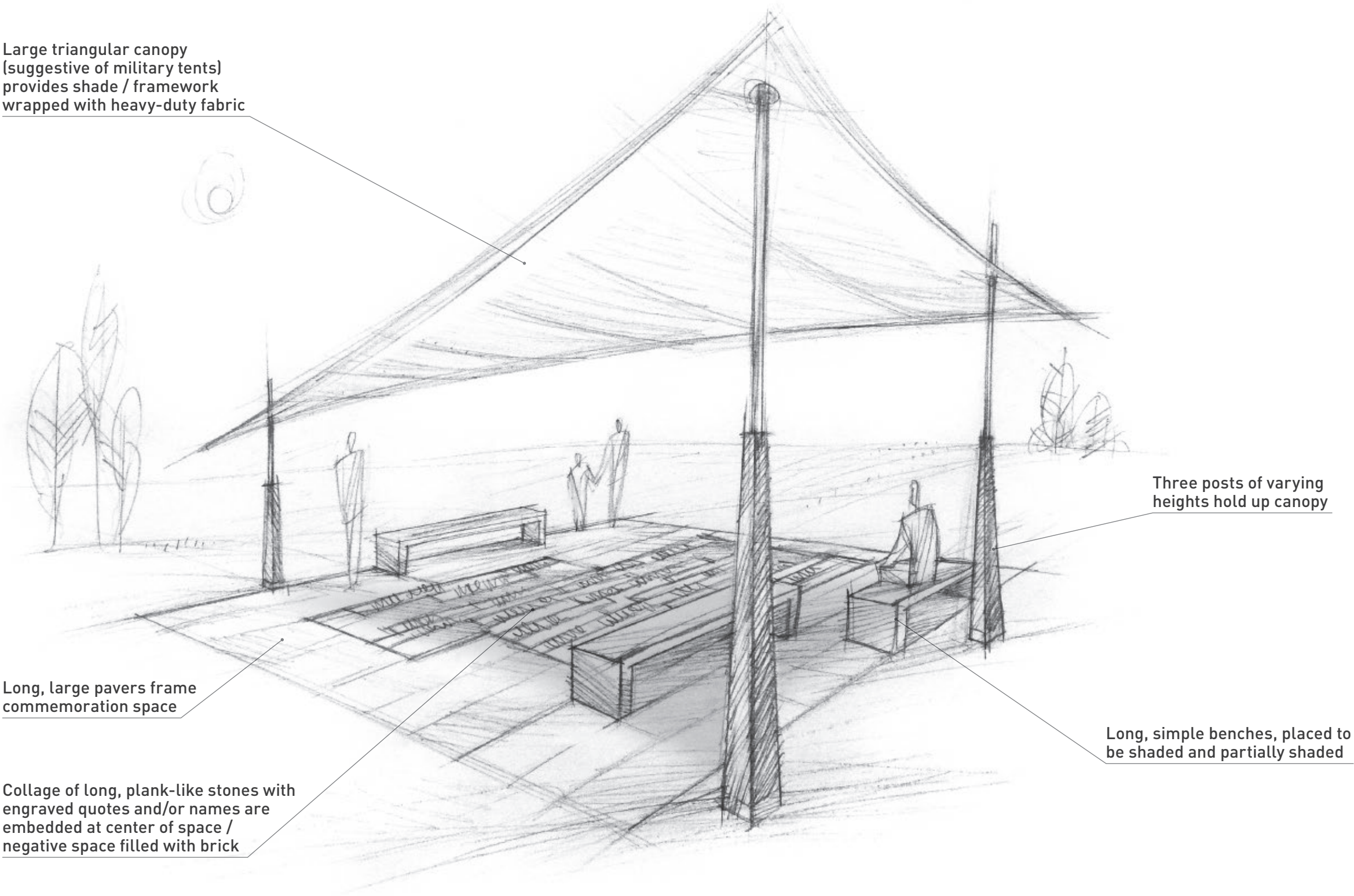
2 Elevation - Commemoration Space  
Scale: 1/4" = 1'-0"



3 Isometric - Commemoration Space



Large triangular canopy  
(suggestive of military tents)  
provides shade / framework  
wrapped with heavy-duty fabric

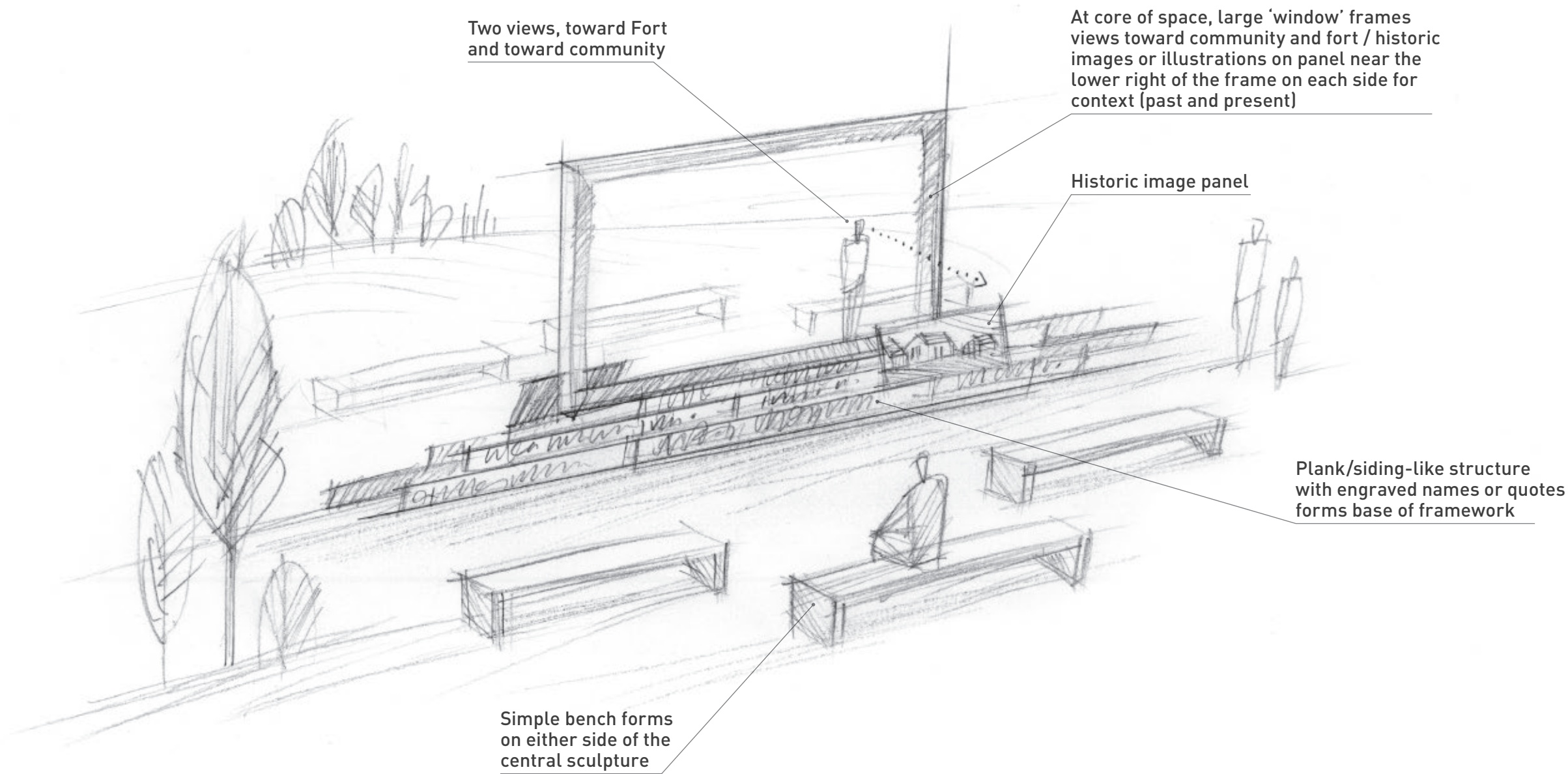


Three posts of varying  
heights hold up canopy

Long, large pavers frame  
commemoration space

Collage of long, plank-like stones with  
engraved quotes and/or names are  
embedded at center of space /  
negative space filled with brick

Long, simple benches, placed to  
be shaded and partially shaded





# WAYSIDES—NEW, UPDATED, AND EXISTING

## Element 7

NOTE: Locations for new waysides (7.16-7.20) are approximate and will be determined during installation.

**7.1 Entrance Gate + Officer’s Quarters (\*)**  
Text, site plan, elevations, and photograph.

**7.2 Southwest Bastion (\*)**  
Text, site plan, and illustrations.

**7.3 Fort Ward (\*)**  
Text, plan, and map of defenses.

**7.4 Bombproof**  
Text, site plan, raised line, and illustrations.

**7.5 Powder Magazine**  
Text, site plan, and raised line sketch.

**7.6 Northwest Bastion (\*)**  
Text, site plan, sketches, and range chart.

**7.7 Profile of Fort**  
Text, site plan, and raised line tactile profile.

**7.8 Rifle Trench**  
Text and raised line site plan.

**7.9 Outlying Gun Battery**  
Text and raised line site plan.

**\*Existing large panel**

**7.10 From Civil War to Civil Rights**  
Overview Interpretation, timeline.

**7.11 African Americans and the Civil War**  
Interpretive text and images.

**7.12 The Oakland Baptist Church**  
Interpretive text and images.

**7.13 Oakland Baptist Church Cemetery**  
Interpretive text and images.

**7.14 Within Its Walls**  
Interpretive text and images.

**7.15 Jackson Cemetery**  
Interpretive text and images.

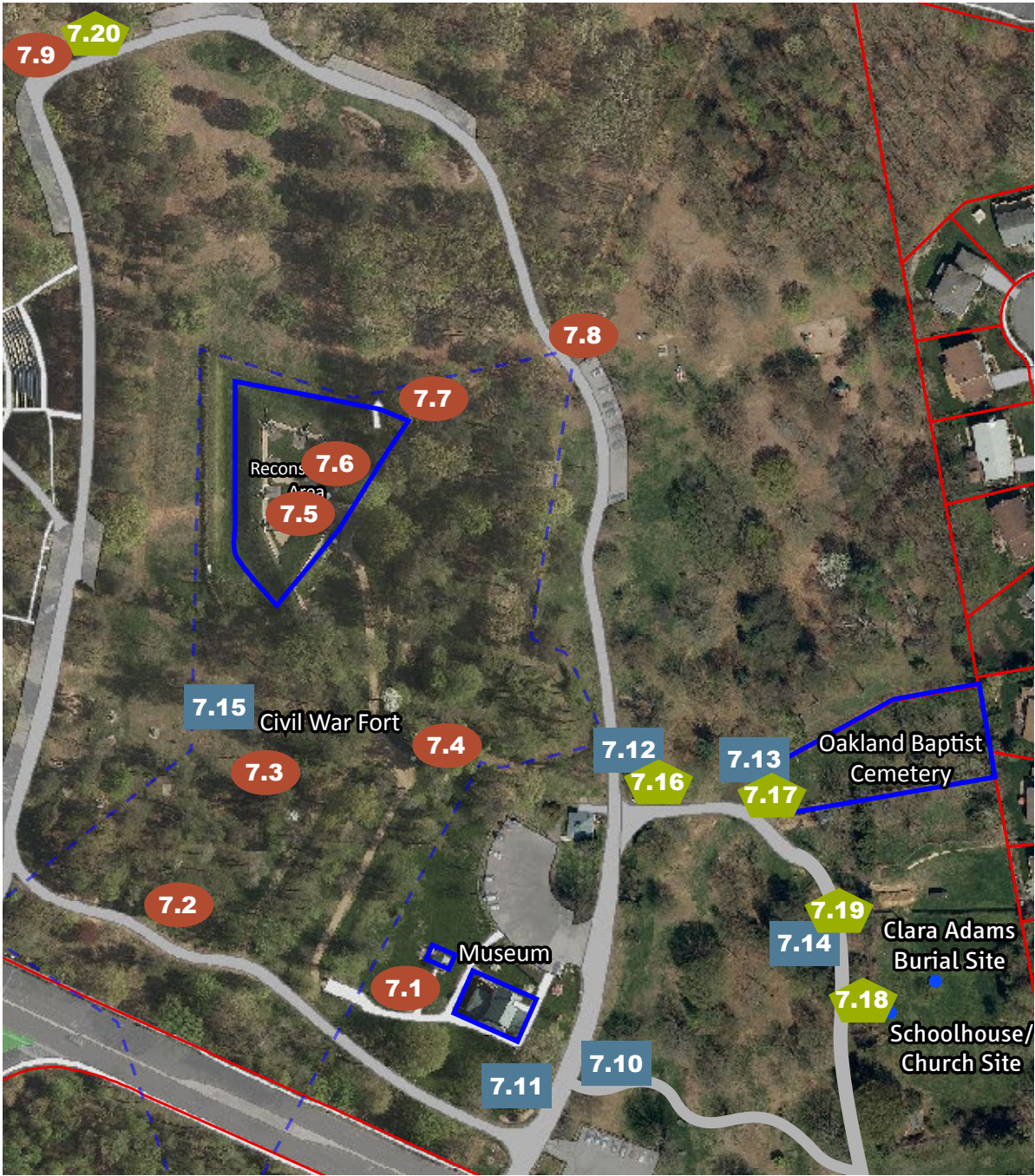
**7.16 We Are Still Here**  
Interpretive text and images.

**7.17 Faith and the Community**  
Interpretive text and images.

**7.18 Education at Fort Ward**  
Interpretive text and images.

**7.19 A Community at Fort Ward**  
Interpretive text and images.

**7.20 From Fort to Community**  
Interpretive text and images.



- Existing Wayside Base with Updated Graphics (Fort Ward)
- Existing Wayside ("The Fort")
- New Wayside ("The Fort")



NOTE: Design inspirations are developed under the understanding that Fort Ward's interpretive elements may take a unique style, not bound to City standards.

Headlines

Clarendon

FORT WARD

Trade Gothic

ALEXANDRIA

Gatlin Bold

COMMUNITY

Onyx

1865

Subheads

Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Body Text

Bembo

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Textural Type & Embellishment

Clifford Eight

French News

American Scribe

Gipsiero

Historical Fell

FREE

1865

CIVIL

0123456789

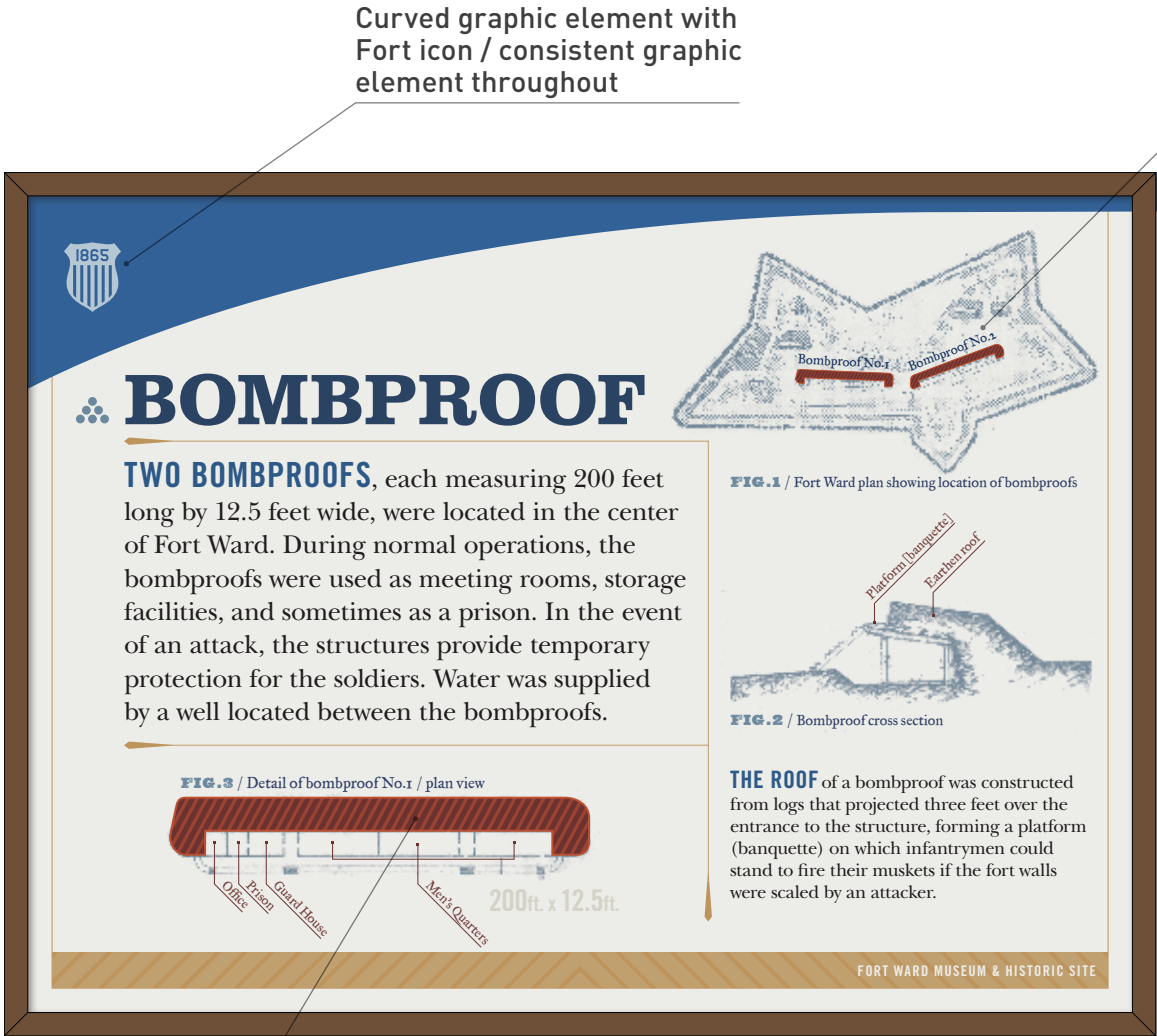
0123456789

US

References

Color Palette





Curved graphic element with Fort icon / consistent graphic element throughout

Raised tactile elements for bombproofs

Raised tactile element for bombproof



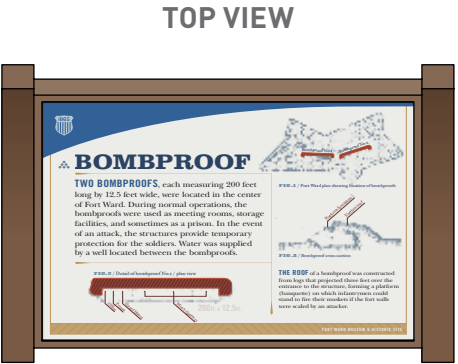
FORT ICON  
(Shield from Gate)



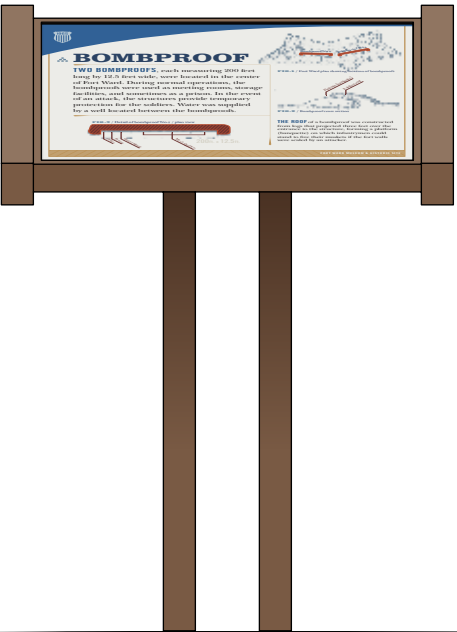
COMMUNITY ICON  
(Home Structure)



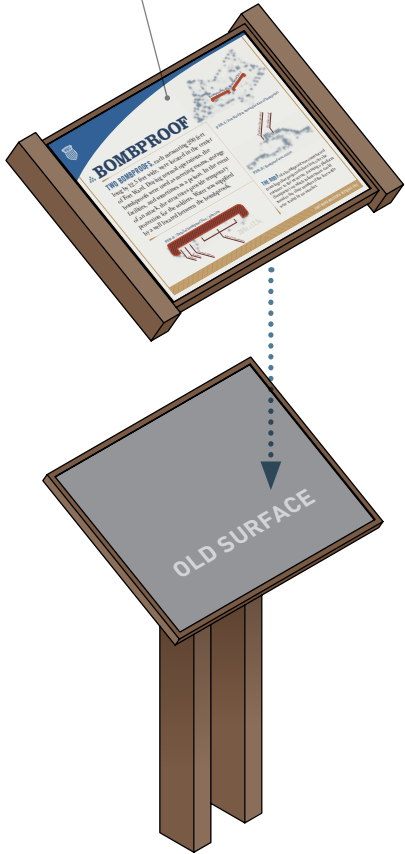
EXISTING GRAPHIC



TOP VIEW



FRONT VIEW



ISOMETRIC VIEW



New graphic framework with end bars mounts to old graphic surface



NOTE: Locations for new waysides (7.16-7.20) are approximate and will be determined during installation.

New waysides representing “The Fort” community will be added to provide additional interpretation beyond the existing, relatively new, waysides. The new panels will incorporate the same base for a uniform look.

**7.16 We Are Still Here**

Interprets the new Community Gate and provides an overview of the African American descendants of the Fort Ward / Seminary community today.

**7.17 Faith and the Community**

Based at the Oakland Baptist Cemetery. Interprets the church and cemeteries at Fort Ward—why and how they were founded.

**7.18 Education at Fort Ward**

Overlooks the original location of the Seminary School and interprets the role of education in the Fort Ward African American community—something that many residents traveled at great length to achieve, in addition to the schoolhouse set up here.

**7.19 A Community at Fort Ward**

Looking out across the homesites, interprets families and neighborhood leaders like the Adams, McKnights, Caseys, Belks, and Balls, and traces how families grew and changed their community through decades of ongoing inequality.

**7.20 From Fort to Community**

Connects both the Outlying Gun Bastion and Jackson homesite as an opportunity to trace the evolution of Fort Ward from military installation to homesite to municipal park. May also be appropriate at the site of the Jackson Cemetery / Southwest Ramparts.



- 1 Reconstructed Home Frame**
- 2 Clara Adams’ Burial Site**
- 3 Community Gateway**



Curved graphic element with community icon / consistent graphic element throughout

# EDUCATION AT "THE FORT"

IN 1898, CLARA SHORTS ADAMS AND ROBERT ADAMS donated a quarter-acre of land to the Falls Church School District, in order to build a school for African American children. At the time, schools in Virginia were segregated. Until this donation, "The Fort" and "Seminary" communities did not have equal access to educational resources. After the community took education into their own hands, the one-room "Colored School Building at Seminary" opened as the first public schoolhouse for African American children in the area, and remained until 1925.

**"They (residents of "The Fort") were mostly educated people, and they all went to school, though most of them went to school together in the little one-room schoolhouse..."**

/ BARBARA ASHBY GORDON / 1994

1932 / GRADUATING CLASS OF 1932

**FIG.1** / These five students and their teachers make up the Seminary School's graduating class of 1932.

/ ORIGINAL SEMINARY SCHOOL

**FIG.2** / This photograph shows the original Seminary School building, which offered first through seventh grades for the community's children. The land is now occupied by T.C. Williams High School.

**AFTER THE CLOSURE OF "THE FORT'S" FIRST SCHOOL IN 1925,** The Seminary School opened in 1927 after community efforts and support. Douglas Wood donated the land, and the community raised \$1,000. "The Fort" also received \$900 from the Rosenwald Fund and \$4,000 of public funding to build The Seminary School's new, three-room building.

COMMUNITY MAP

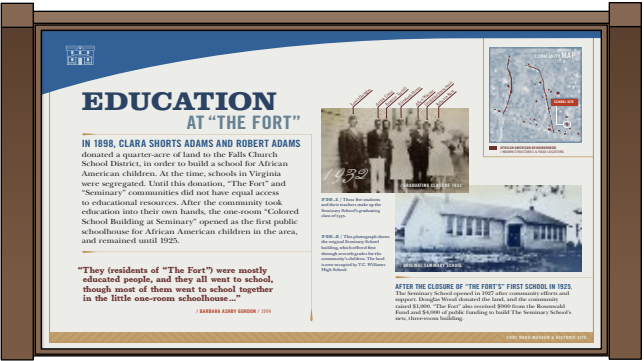
SCHOOL SITE

AFRICAN AMERICAN NEIGHBORHOOD / KNOWN STRUCTURES & ROAD LOCATIONS

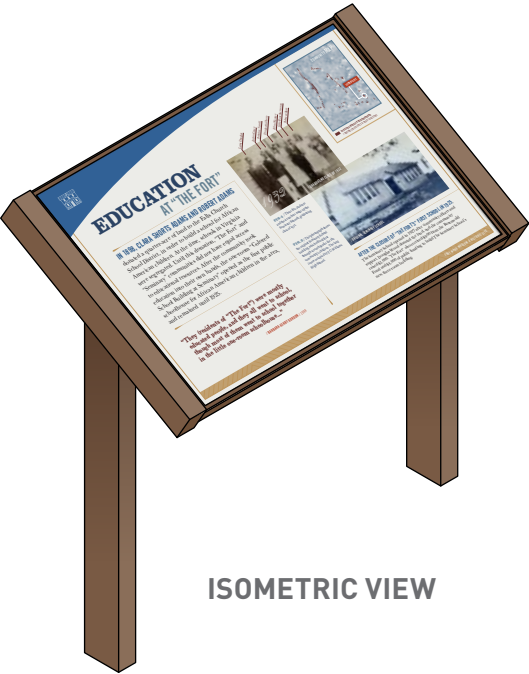
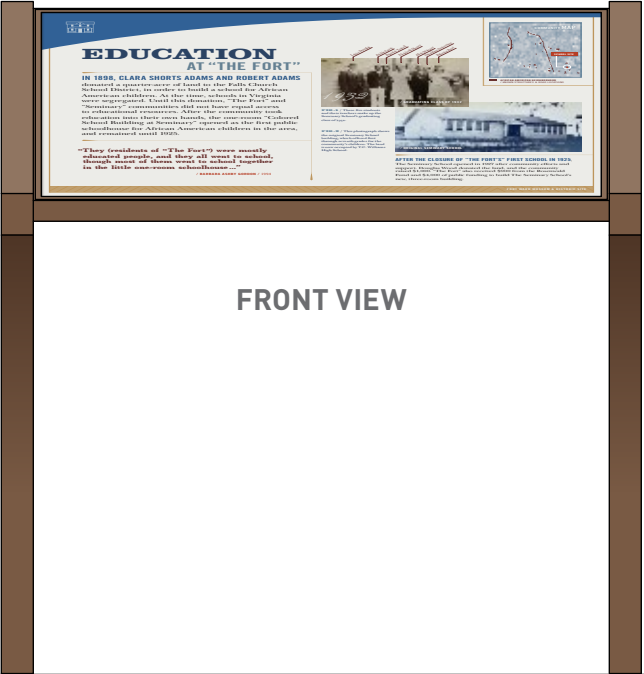
FORT WARD MUSEUM & HISTORIC SITE



TOP VIEW



FRONT VIEW



ISOMETRIC VIEW



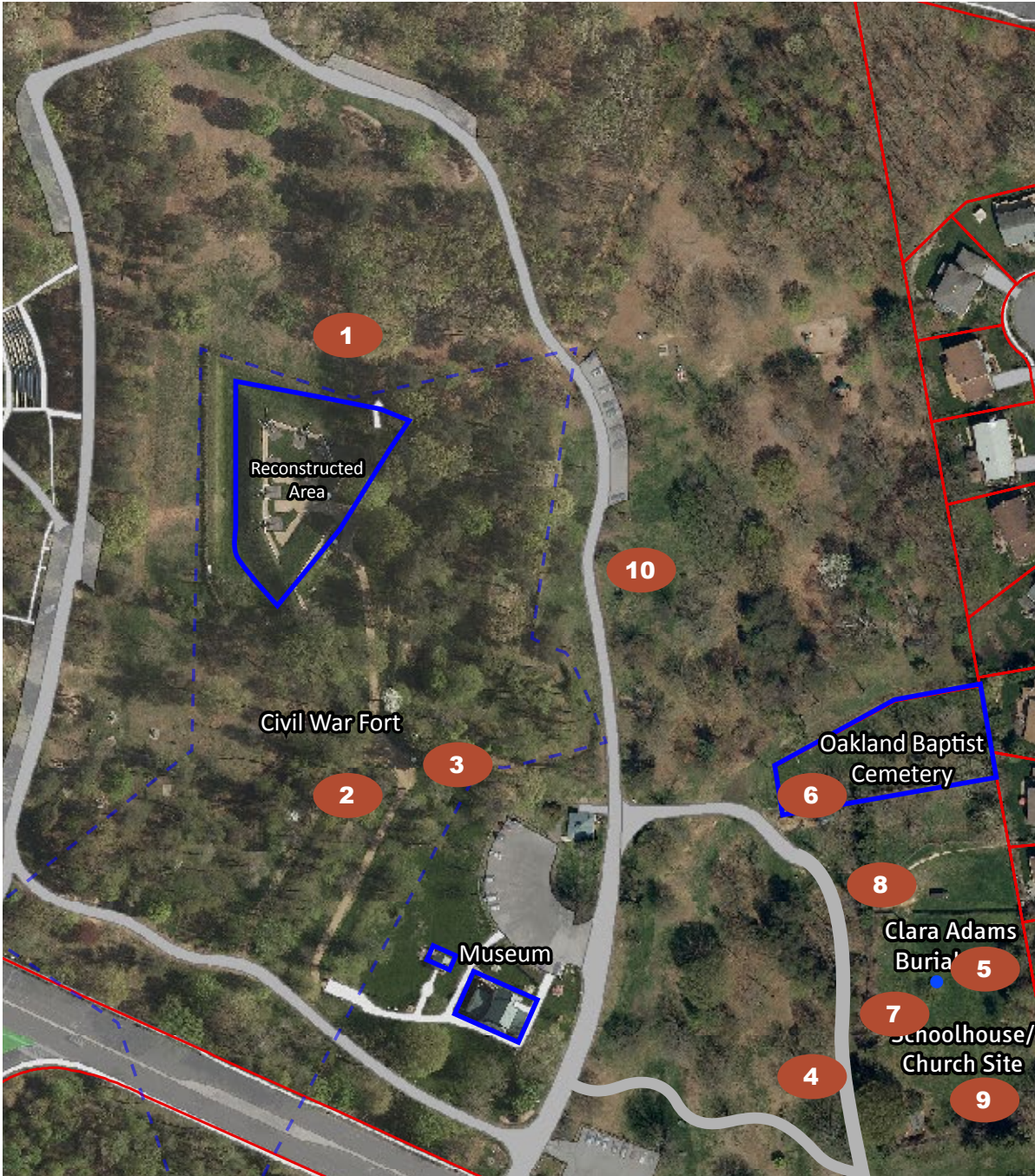
A series of low-profile graphics mark out key sites and locations throughout the built and natural landscape, many of which are no longer visible or are not otherwise interpreted. These locations help visitors appreciate the enormity of Fort Ward’s story and shine a light on the efforts of archaeologists and community members to record these features. The panels will also feature historic imagery. The site markers may include a link to the mobile digital feature, which will provide additional information regarding the historic locations.

Ten such markers are currently budgeted.

Potential Sites to Mark


- 1 Native American site
- 2 Military Barracks
- 3 Fort’s Well
- 4 Schoolhouse Lane
- 5 Clara Adams Burial Site
- 6 Oakland Baptist Cemetery
- 7 Seminary School
- 8 Recreated Home Frame
- 9 Additional Home Site, TBD
- 10 Additional Home Site, TBD

NOTE: Locations for all site markers are approximate and will be determined during installation.






Curved graphic element with community icon / consistent graphic element throughout



# HOME FRAME

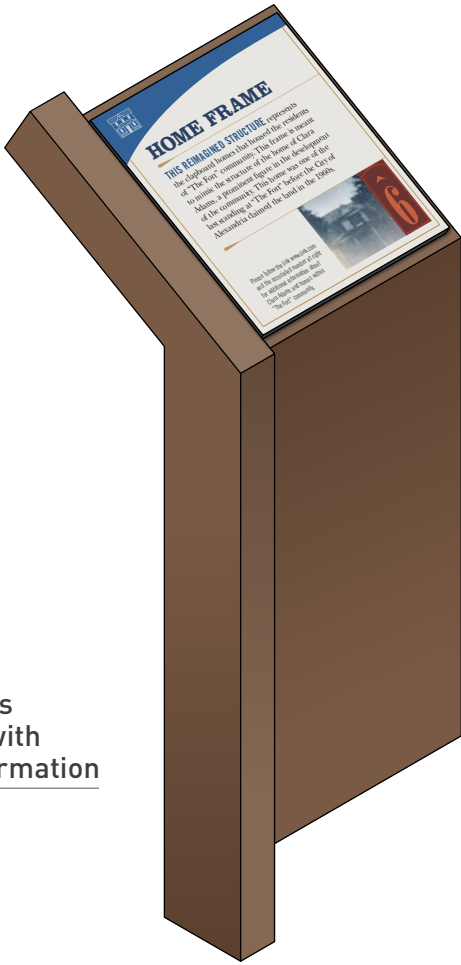
**THIS REIMAGINED STRUCTURE** represents the clapboard homes that housed the residents of “The Fort” community. This frame is meant to mimic the structure of the home of Clara Adams, a prominent figure in the development of the community. This home was one of the last standing at “The Fort” before the City of Alexandria claimed the land in the 1960s.

Please follow the link [www.link.com](http://www.link.com) and the associated number at right for additional information about Clara Adams and homes within “The Fort” community.

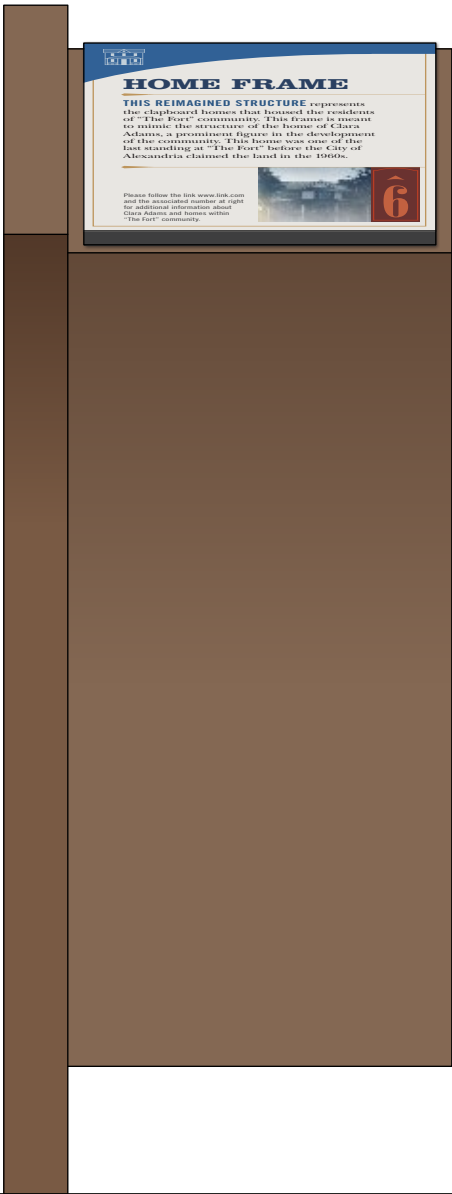


6

Site numbers associated with website information



ISOMETRIC VIEW



FRONT VIEW



TOP VIEW

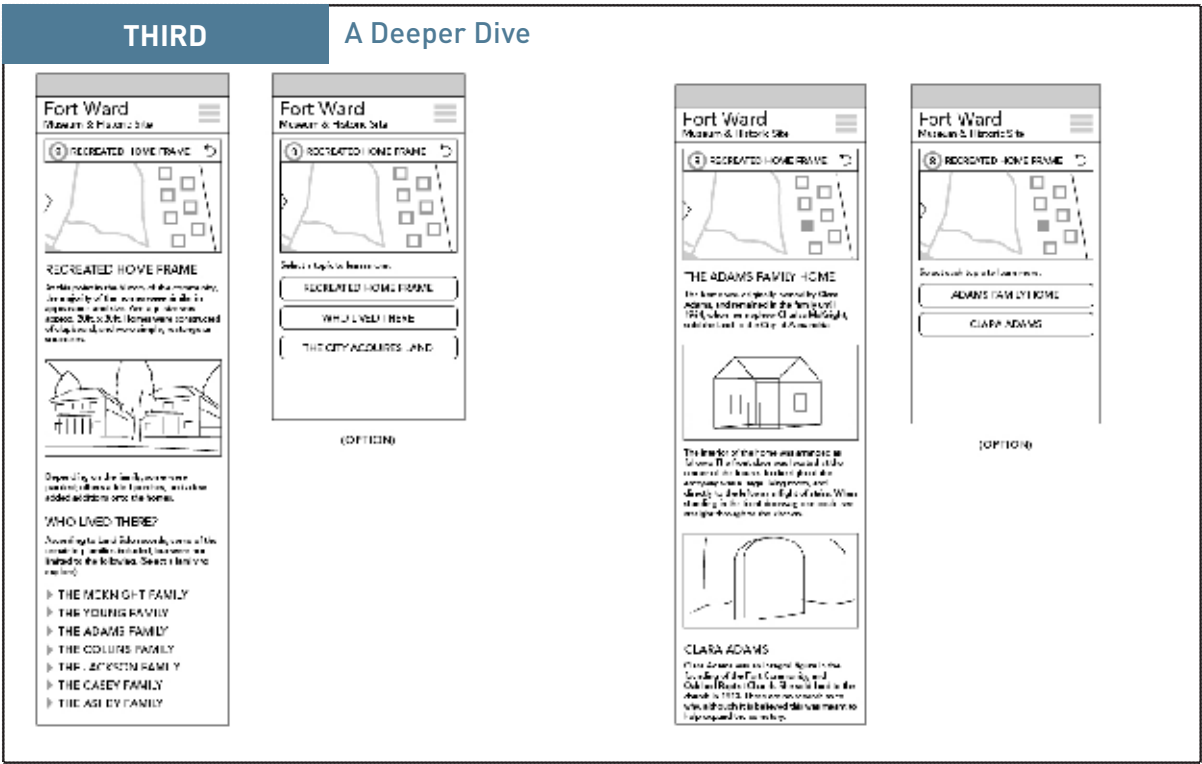
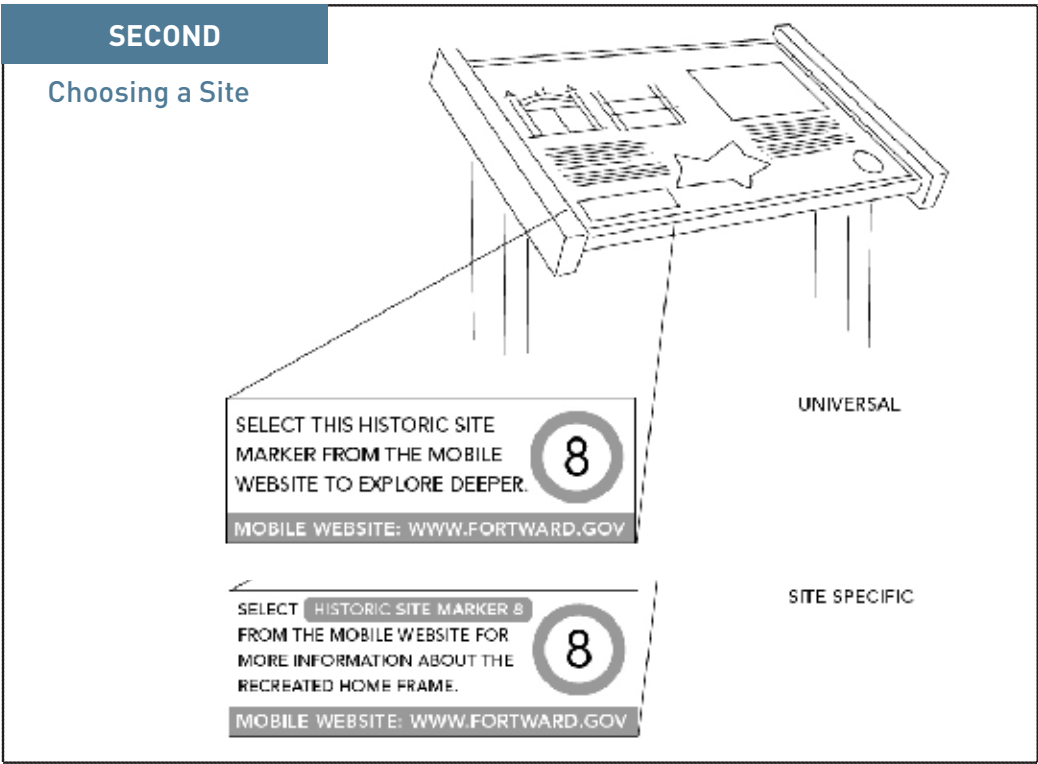
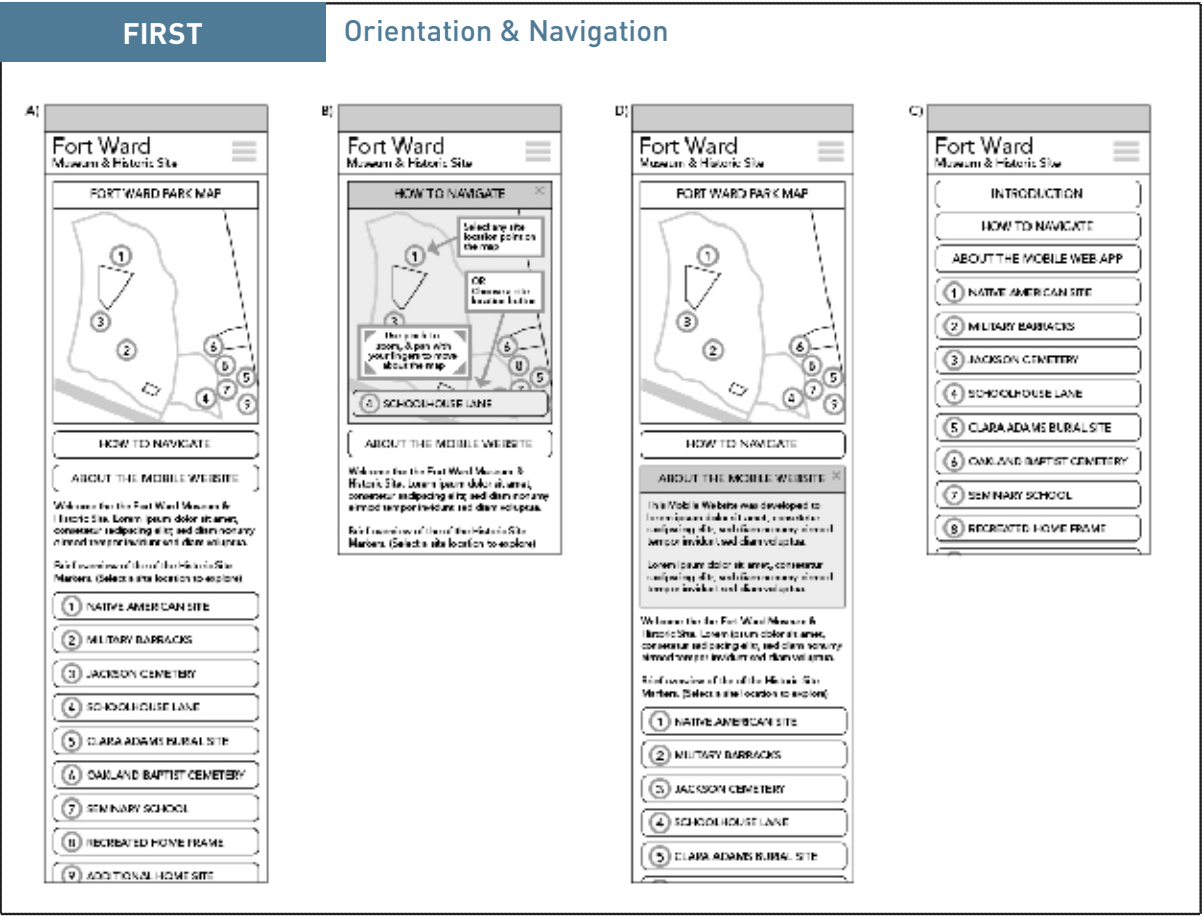


# MEDIA NOTES: MOBILE WEB ELEMENT WIREFRAMES

The client team determined following the last presentation that the City may have the ability to use an existing mobile platform, and that resources should not be devoted to developing a stand alone mobile app. This direction led the design team to consider how best to present additional content to users via their smart phones/mobile devices.

Redmon Group prepared a document presenting initial wireframes and content layouts for the mobile web element. That document includes more detailed information related to the proposed design and functionality of the element. This pages includes images that also appear in the accompanying document.

Note also that the mobile web site works in conjunction with other interpretive elements. The budget includes approximately 10 sites, based on the level of content depicted in this example. The final deliverable under this contract will include one working model, which may be hosted by the City, ideally as an addition to the Fort Ward web site.



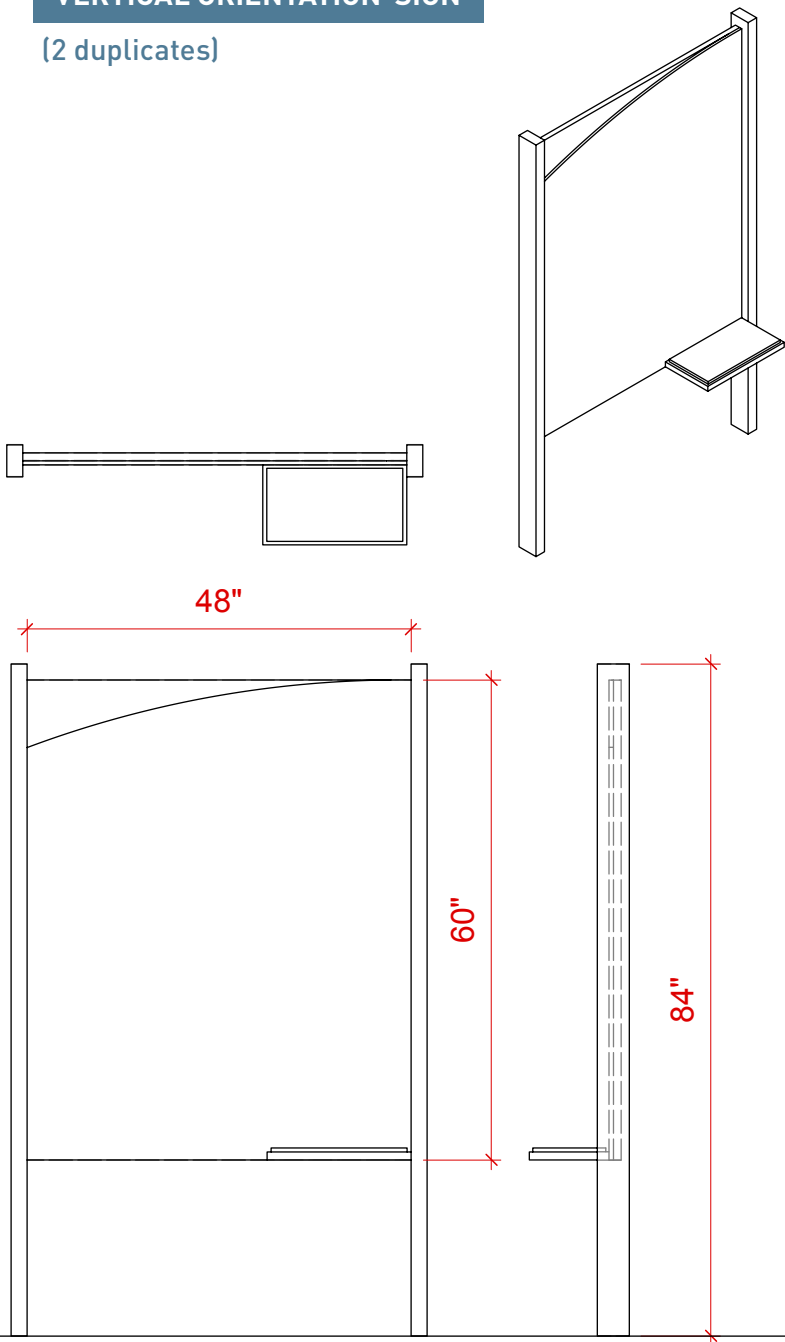


# STRUCTURES: ORIENTATION, WAYSIDES AND SITE MARKERS

Various Elements

## VERTICAL ORIENTATION SIGN

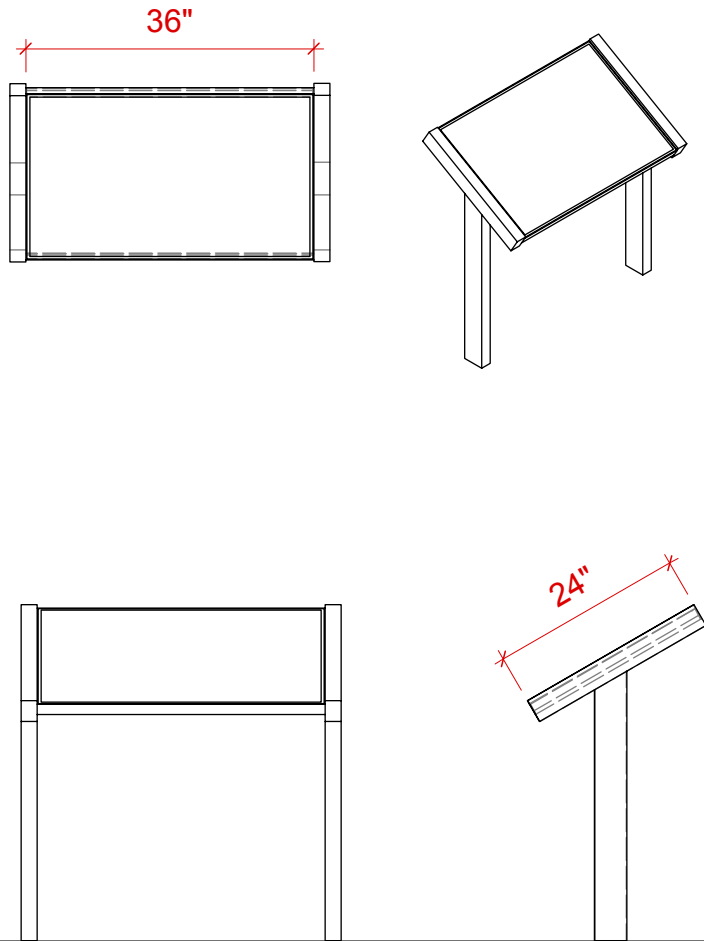
(2 duplicates)



1 Orientation Sign  
Scale: 1/2" = 1'-0" 0 1 2 FT

## LARGE WAYSIDE

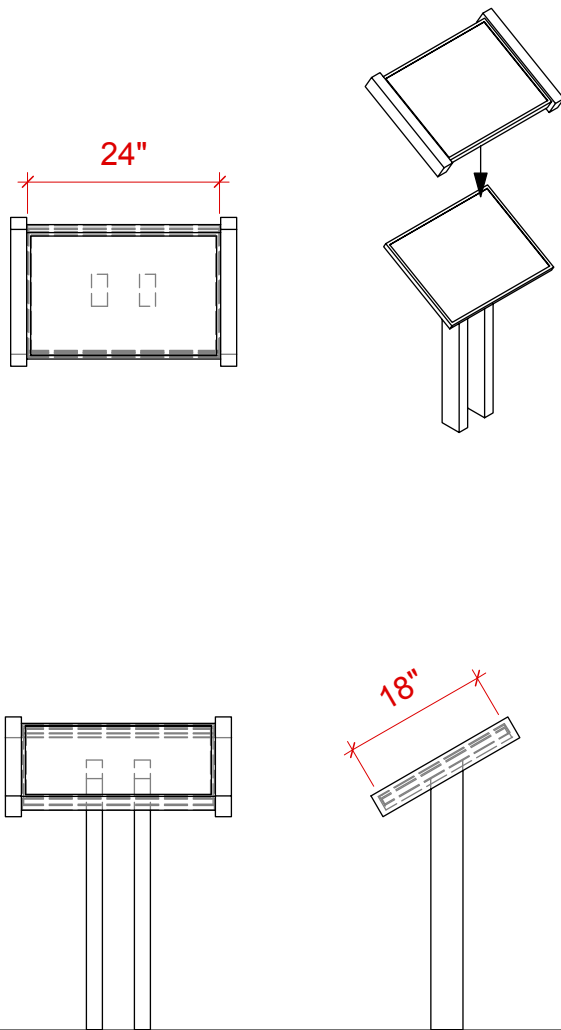
New waysides interpreting "The Fort"  
(5 new waysides)



2 Elevation - Existing Large Sign  
Scale: 1/2" = 1'-0" 0 1 2 FT

## SECONDARY WAYSIDE

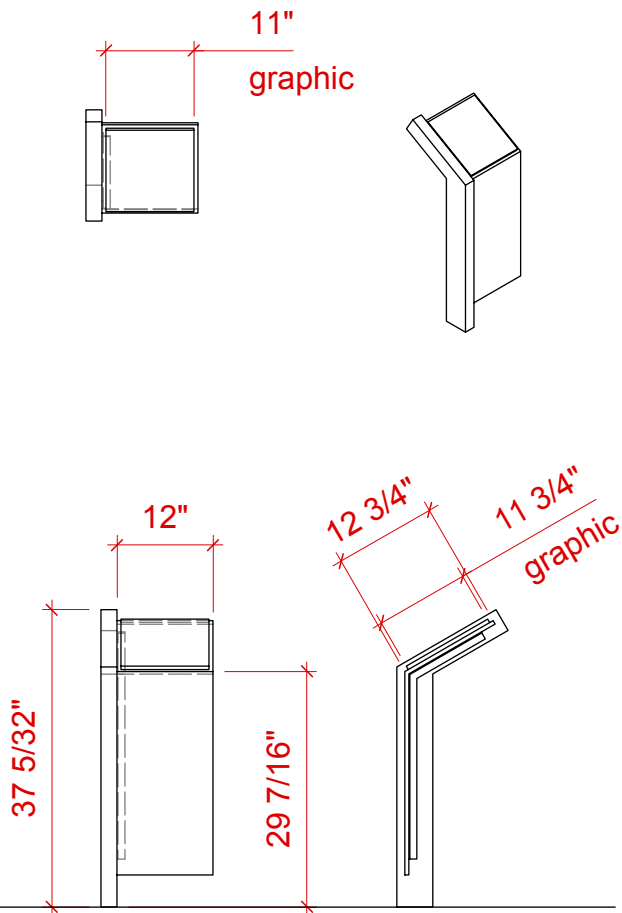
Replaces existing Fort Ward waysides  
(4 large, and 5 small panels)



3 Existing Small Sign w/ New Cover Graphic  
Scale: 1/2" = 1'-0" 0 1 2 FT

## SITE MARKER

(10 site markers, linked to mobile)



4 Site Markers  
Scale: 1/2" = 1'-0" 0 1 2 FT



# MEDIA NOTES: BROCHURE LAYOUT

Development of the Fort Ward brochure is tied closely to the interpretive elements selected for the site. We recommend the following elements be included:

## Site Tour

Visitors will use the Brochure as part of a self-guided tour of the Fort Ward site. The Brochure follows the holistic, single story interpreting the site, directing visitors not only through the different and changing spaces of Fort Ward but also its different and changing eras. Visitors will be able to clearly identify major pathways, and the brochure will recommend a clear route for exploring the site.

## Tie-Ins to Static Interpretive Elements

Locations featured in the brochure should connect to static interpretive elements—waysides, site features, and commemorative spaces. These highly recognizable features will help visitors find their way around the site and follow aspects of the story that most interest them; hopefully, returning for more exploration.

## Using Authentic Voices

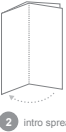
Orientation on the brochure will be supplemented with primary source history. Doing so reminds visitors of the people that inhabited this place, and facilitates closer connections to the story.



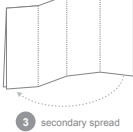
back



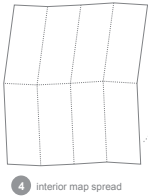
1 cover



2 intro spread



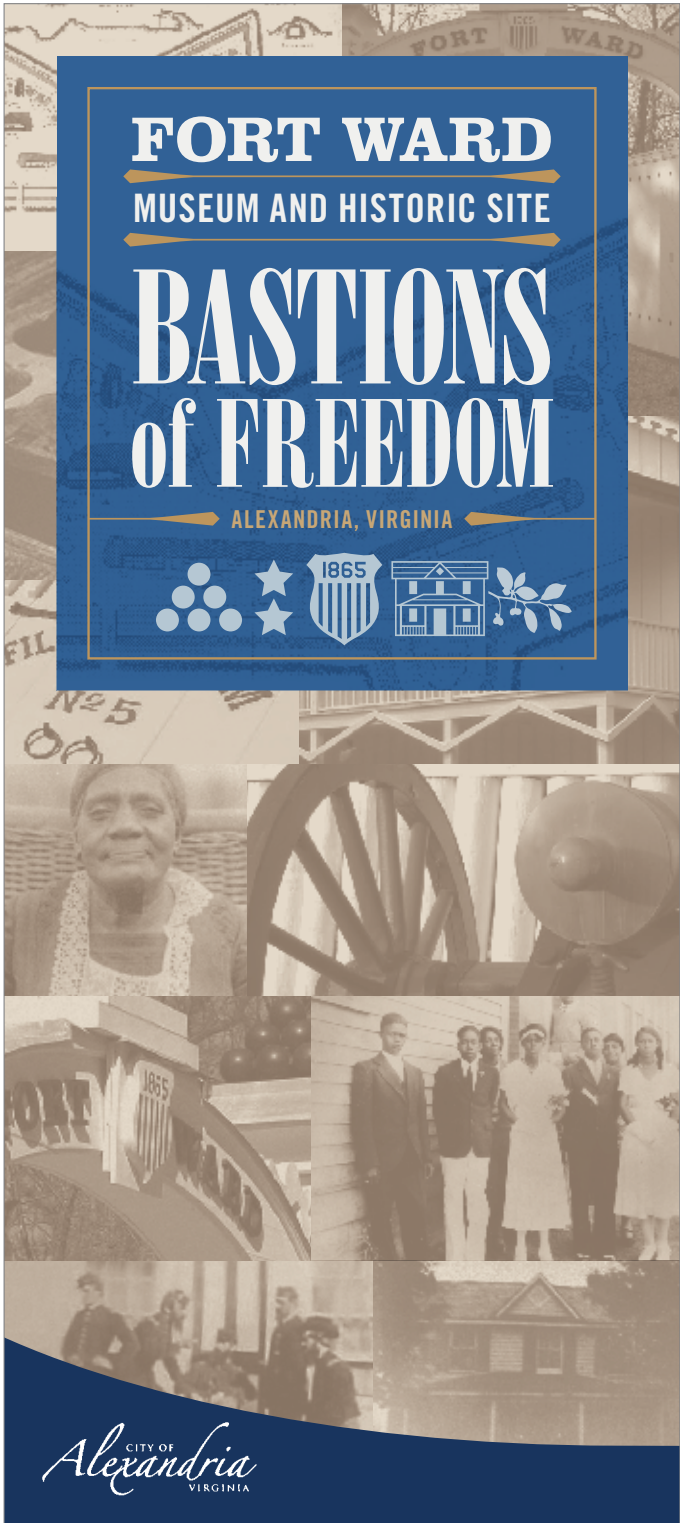
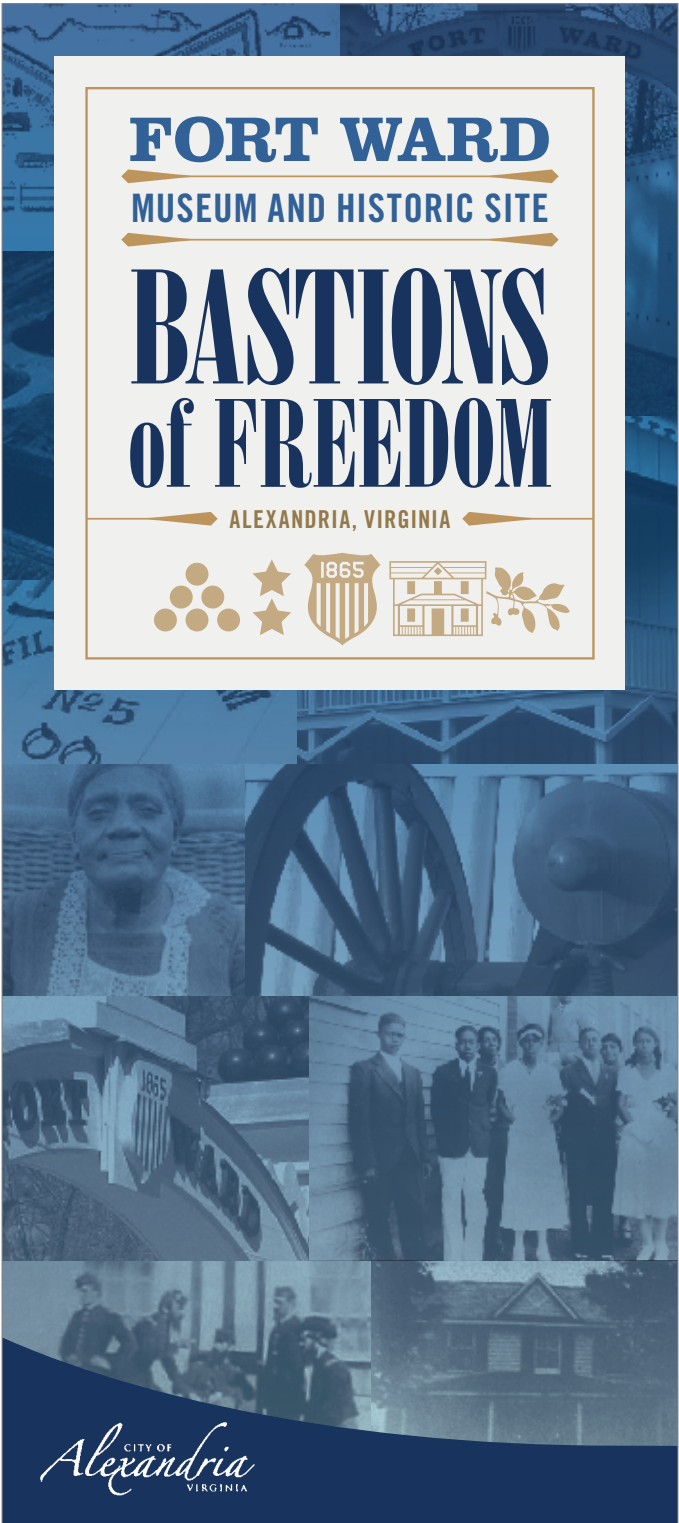
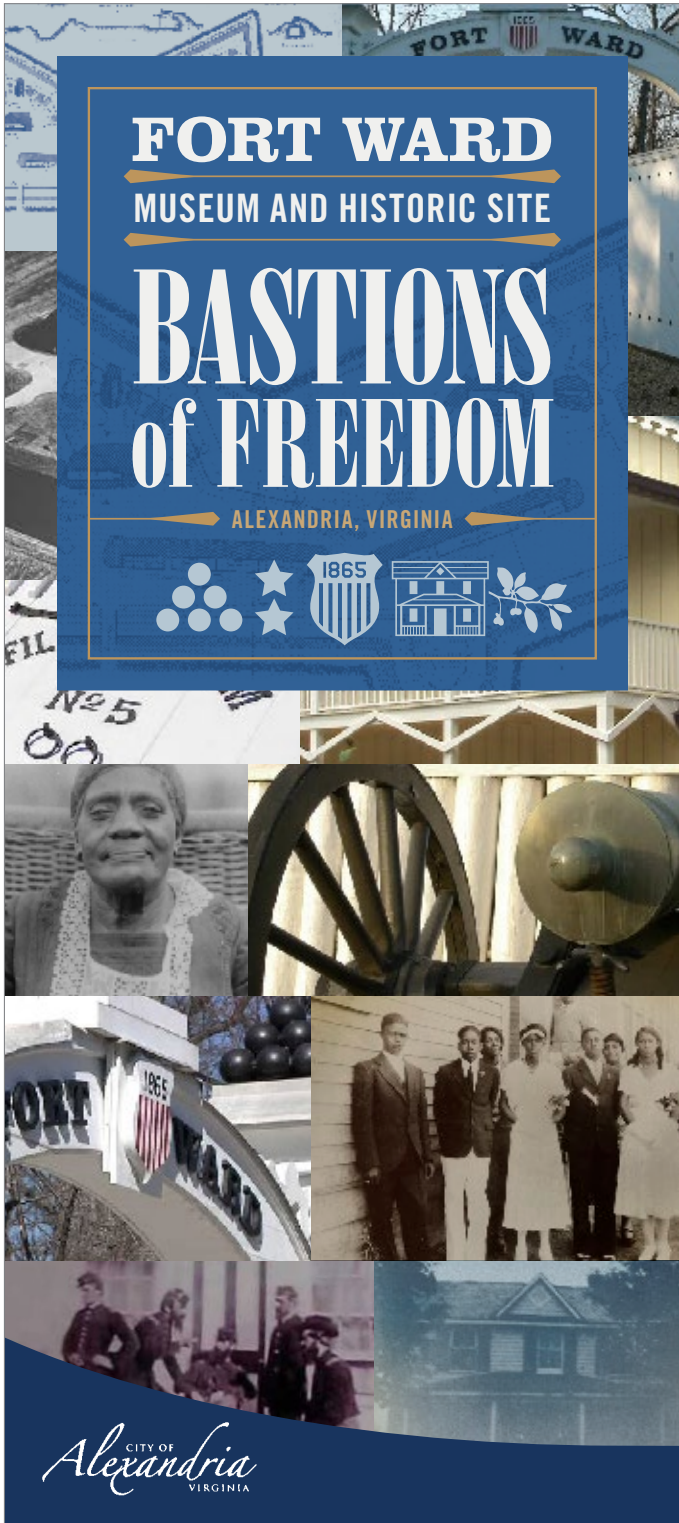
3 secondary spread



4 interior map spread







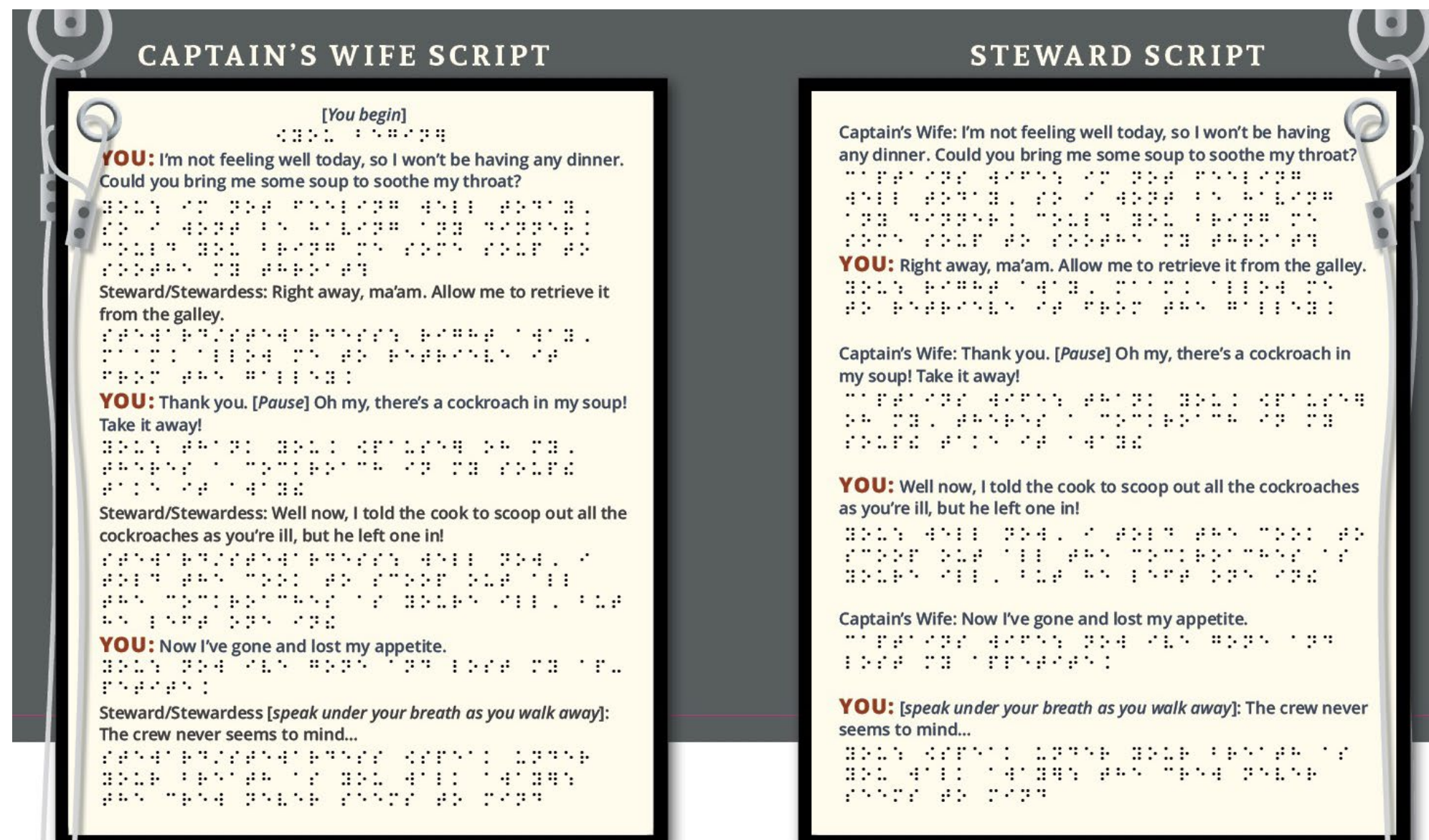
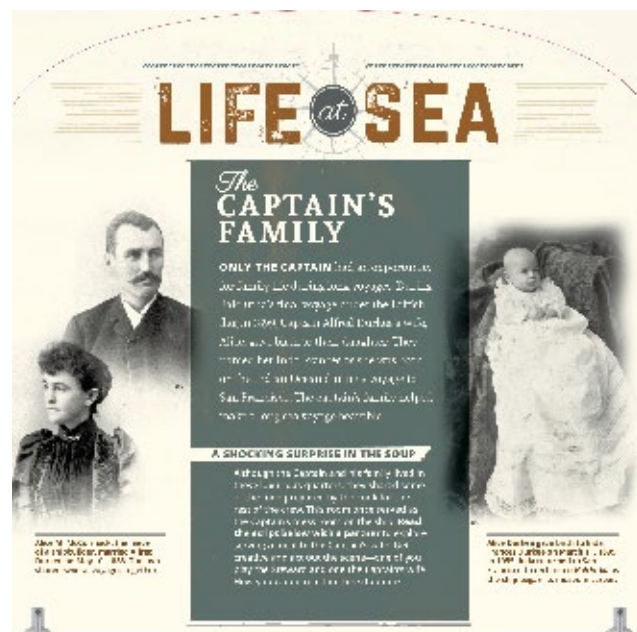


The City has agreed to put the Program Development budget allotment towards assisting in a series of Facilitated Dialogues and Oral History sessions with community members.

Doing so will help to inform and direct the interpretive products under development, and drive at stakeholder participation in the new exhibits at Fort Ward.

Our Facilitated Dialogue—an example of an Audience Centered Experience—yielded particularly strong results. Using interactive prototypes and mid-design graphics as prompts, we tested intellectual comprehension and emotional takeaways—seeing if what we had planned and designed would be effective, directly with a key portion of our audience.

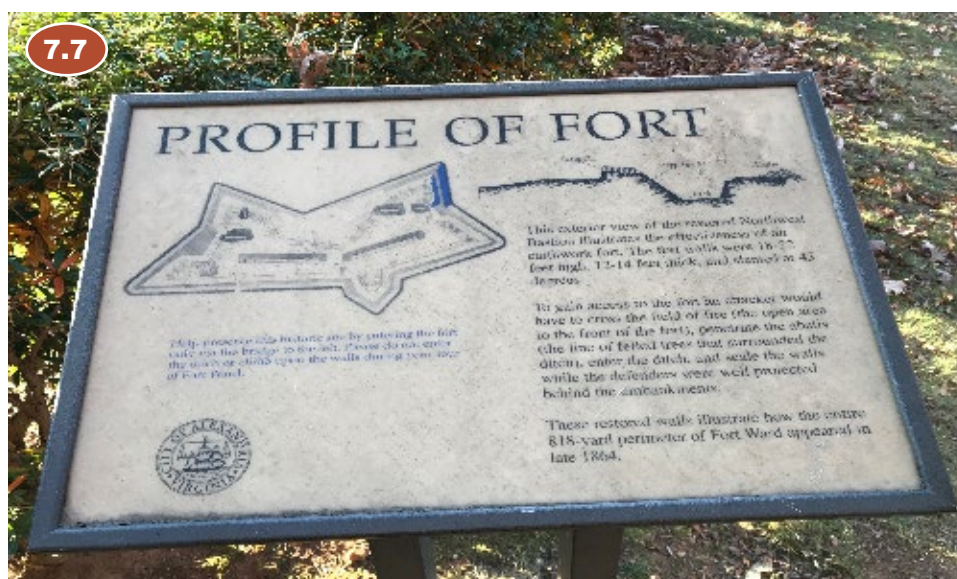
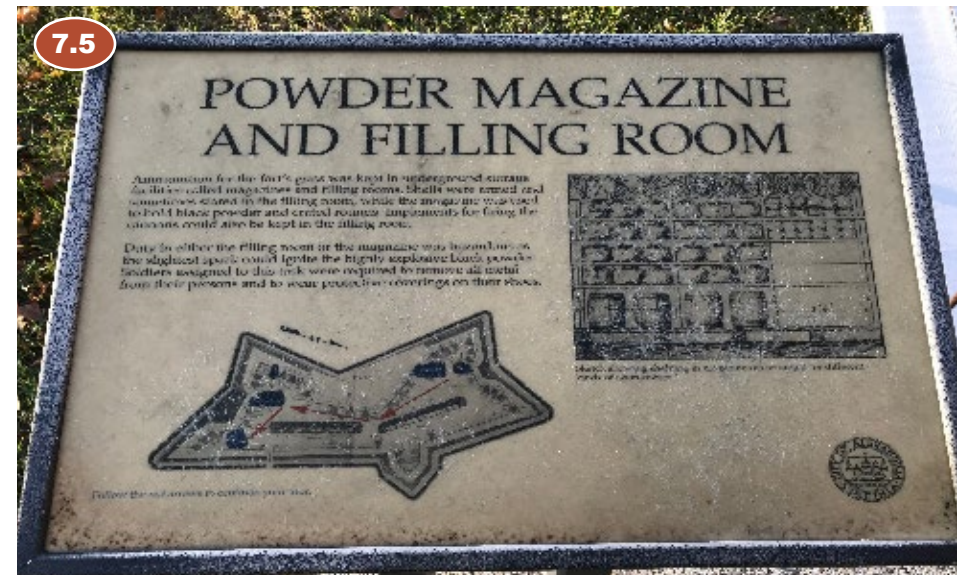
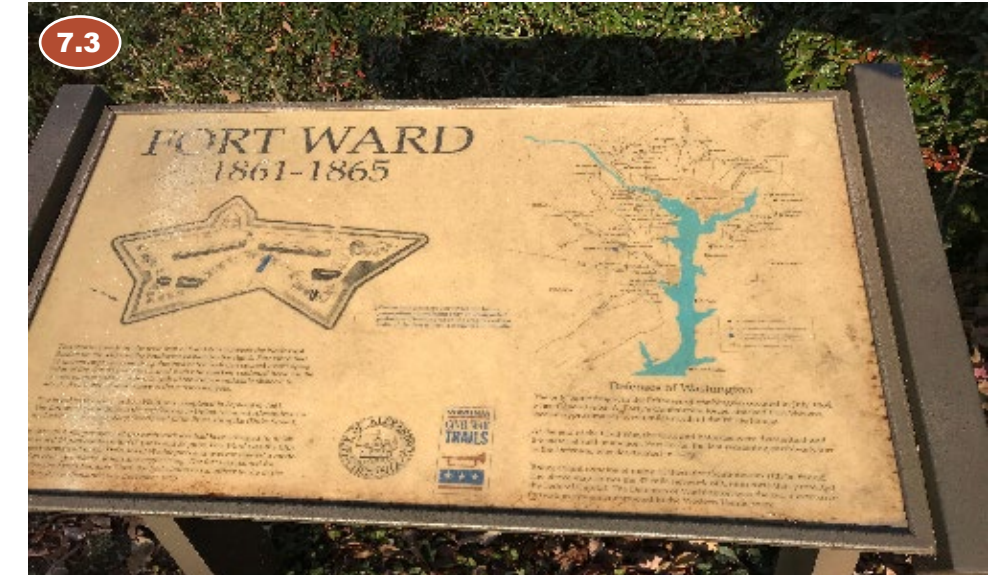
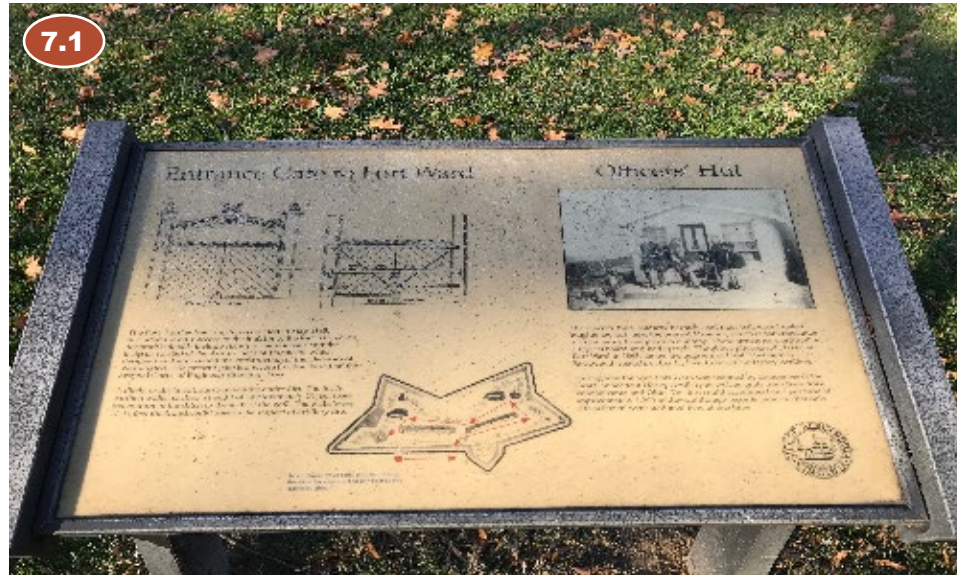
We are awaiting more input on the interviewees and how the City foresees this process rolling out. Our goal is that the final deliverable would include developing and producing sample Facilitated Dialogue scripts.



*Example of a script from a Facilitated Dialogue developed for San Francisco Maritime National Park. Note this example includes Braille, which is not required, but increases accessible options.*



# APPENDIX A: EXISTING WAYSIDES





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