

Fort Worth Botanical Garden | Botanical Research Institute of Texas

Campus Master Plan

Input Summary:
Discovery Workshop Goals (December 2021)
Public Listening Forums (February 2022)

8 March 2022



Discovery Workshop Commentary

Note: The Discovery Workshop and the Community Forums identified a number of operational ideas that are beyond the scope of the campus master plan. We have provided the raw data of all those notes to BRIT for continued refinement to outreach, marketing, operations, and other areas of the organization. The following Master Plan goals are organized under the Strategic Plan's Transformative Goals in a means to continually align the master plan for site development with these broader BRIT initiatives.

Research

Expand our botanical research and biodiversity conservation programs

- Embrace research as a cornerstone of the mission by **providing efficient and innovative facilities** that advance research goals
- Create opportunities to **share stories of research** projects and their outcomes with the public throughout the campus.
- Consider appropriate ways to **share the herbarium, library, and botanical art collections** with the public.

Audience

Engage a large and diverse audience

- Consistently **engage the broad and diverse Fort Worth community** in the master planning process to learn of the public's perceptions of, and suggestions for, BRIT as a dynamic cultural destination.
- Actively consider **cultural inclusion** as a primary lens for multiple aspects of the Master Plan and Garden development, including:
 - Programming, Events, & Activities
 - Storytelling
 - Garden Destinations
- Invest in **programs and events** that share the BRIT mission and attract new audiences.
- Intentionally pursue a **welcoming environment** that builds personal connections to plants through multiple languages, technologies, signage, and messaging.
- Ensure physical **accessibility** (movement, sensory, etc.) throughout the garden.
- Leverage multi-modal **connections** to the Cultural District and the broader City of Fort Worth to welcome a broad audience:
 - Bicyclists
 - Pedestrians
 - Public Transportation
 - Cars / Ride-Share
 - Collaboration with TxDOT and CoFW Traffic on surrounding infrastructure projects.
- Create an overlay for Membership / VIP **Experiences** to build deeper relationships with garden and ecological enthusiasts.

Horticulture

Create exceptional gardens and facilities to inspire and serve our guests

- Build a signature, dynamic, and fun **Family Garden** that is uniquely “Fort Worth.”
- Create a **Culinary Garden** destination that celebrates food grown in Texas and the diverse cuisine of an array of culinary traditions.
- Invest in an **expanded perennial plantings** as a year-round destination garden unique to Texas.
- Capitalize on the underutilized potential of the **Great Lawn**.
- Re-define the program, message, and experience of the existing **conservatory** and build new conservatory or shade-house experiences.
- **Broaden the year-round horticultural experience** of existing signature gardens and collections.
- Craft garden experiences that **share the stories** of conservation & research.
- Convey the garden identity around the **perimeter of the campus** to claim a mission-compatible presence on University Drive and I-30.
- **Celebrate native species** in naturalized and ornamental settings

Education

Change lives through our education programs

- Connect visitors to the natural world through **diverse and immersive educational offerings** that merge botanical storylines with the visual arts, food, performances, and ecology.
- Provide effective and ample **facilities** (indoor and outdoor) **that foster an exceptional learning environment** for children and adults.
- Position the campus to be the **premier children’s field-trip destination** in Fort Worth to inspire the future environmental stewards of Texas and the world.

Infrastructure

Build our human, financial, and infrastructure resources

- Locate a **permanent stage** or bandshell location to support an expanded concert series.
- Provide a **range of food and beverage** options.
- Heighten the **story of water** on the site through appropriate water features that celebrate natural systems while creating nodes of destination, contemplation, and beauty.
- Craft a strategy of **intuitive wayfinding and circulation** for visitors.
- Plan facilities that **support a range of event types and scales**.
- Develop a **garden-wide lighting concept** plan to support evening visitation and events.
- Embed a framework of **operational efficiencies** for maintenance, event infrastructure, service, and deliveries.
- Provide the social, training, office, and support **spaces for the BRIT team** to deliver the mission in a collaborative and effective manner.

Public Forum & Online Survey Commentary

Note: in February 2022, the planning team facilitated six community forums spread across the City of Fort Worth in an effort to engage the public and listen to the community regarding perceptions, ideas, and suggestions for garden programs, events, and overall experiences. Additionally, an online survey was available to further provide a means for collecting the public's ideas for the garden. The following notes summarize the broad topic trends shared in these venues. The raw data points are also provided to the garden for further context and detail.

Arrival & Welcoming

Primary Themes

- (All participants had been to the garden in the past and many had visited others)
- Better communication is needed - marketing and awareness of what is occurring on a day to day basis as well as special events
- A new entry needed - clock and gates and walls say "not for me"
- Consider access in general - cost, bikes, cars, transit, pedestrians from Trinity Park
- Many come to the garden seeking areas of quiet contemplation

Secondary Themes

- Inspiration & Learning
- Nature Experience
- Provide More Free Passes
- Offer events that relate to "my" cultural background and community interests

Events & Education

Primary Themes

- Provide Food Gardens & Food Events - by far the largest number
- Local Performances - plays, puppet shows, Shakespeare, music, etc.
- Texas plants, Natives, ask-a-gardener

Secondary Themes

- Offer hands-on demonstrations and classes
- Interest in non-peak-hours, out of the heat, expanded hours
- The arts - in the garden and classes of all types

Garden Types

Primary Themes

- Educational Overlay - signs, programs, demonstrations, what can I grow here?
- Learning about Fort Worth Gardening
- Texas Gardening / Landscapes
- Floral Displays
- Distant / Unique Landscapes
- Interest in Food / Culinary Garden

Secondary Themes

- Conservatory
- All Seasons Experiences
- Intimate / Secluded Experiences

Family Garden

Primary Themes

- Fort Worth & Texas Heritage
- Imaginative
- Play in the Water
- Physical Activity

Secondary Themes

- Interactive Education
- Get Dirty / Build
- Food - both food service and edible plants
- Parent / Grandparent Amenities