

BAHAMA VILLAGE REDEVELOPMENT PLAN UPDATE Key West, FL

Sandra Walters Consultants, Inc. (SWC) was in charge of public information during the update of the Bahama Village Redevelopment Plan in Key West. SWC wrote, designed, printed and distributed by direct mail newsletters to area residents regarding project workshops and milestones; wrote and distributed news releases to local media; participated in design and implementation of a hands-on public involvement program process which included active mapping and ranking of community concerns; and coordinated issue scoping meetings with area business leaders.

SWC was also responsible for public facilities and environmental planning elements of the project, and contributed as a technical consultant in all community and land use planning elements. The neighborhood borders directly on the Truman Waterfront parcel recently conveyed by the Navy to the City. SWC collected and assessed detailed environmental and public facilities data, and planned land uses in this parcel, in relation to Bahama Village redevelopment goals and concerns.

This historic black neighborhood in Key West, Florida contains a mix of homes, businesses and affordable housing projects. Residents were concerned to maintain the unique community character and avoid "gentrification," while improving access to and participating in Key West's vibrant tourism-based economy.

