INTRODUCTION

Goodwood offers a unique community space, rich in history and natural beauty. While it has long been recognized as a site for special events, historic tours, and community programs, much more can be done to open Goodwood for broader public enjoyment.

Given its prime location adjacent to the Tallahassee Memorial HealthCare (TMH) medical district as well as surrounding residential neighborhoods, Goodwood holds tremendous potential to serve as a hub for community wellbeing, fostering physical health, mental wellbeing, and social connections throughout the city.

On May 10, 2018, over 40 diverse community leaders convened at the Goodwood Carriage House to collaboratively envision how the site could better support new physical and programmatic pathways to wellness. The event benefited from generous support from the John S. and James L. Knight Foundation, in conjunction with the Community Foundation of North Florida (CFNF). The workshop was facilitated by the Center for Active Design (CfAD), a non-profit organization using design to foster healthy, engaged communities.

By the end of the day, participants had collectively identified priority design and programming recommendations for the future of Goodwood. This summary report provides a snapshot of the emerging vision, and highlights tactical opportunities for making that vision a reality. Work session activities were crafted to support five main objectives:

1. Introduce the connection between community design and holistic health, explain active design, and identify a range of opportunities to support physical, mental, and social wellbeing.
2. Explore physical pathways and consider design recommendations to safely connect Goodwood to its surroundings while fostering a greater sense of welcome.
3. Explore programmatic pathways, with wellness and cultural activities drawing more residents and visitors.
4. Connect Goodwood’s vision with local planning and policy priorities by learning from guest panelists who shared details about local initiatives and considering potential intersections.
5. Foster new connections by convening a wide range of experts and a variety of community perspectives to cultivate partnerships and build momentum for long-term implementation.

AGENDA

8:30am BREAKFAST & REGISTRATION

PART 1: DESIGN, WELLBEING, AND GOODWOOD

9:00am WELCOME & OPENING REMARKS
Mark O’Bryant, TMH; Laura Harwin, Community Foundation of North Florida; Nancy Morgan, Goodwood Museum & Gardens

9:15am KEYNOTE PRESENTATION + INTERACTIVE DISCUSSION: ACTIVE DESIGN FOR GOODWOOD
Suzanne Nienaber and Bryan Ross, Center for Active Design

10:30am PANEL DISCUSSION: TODAY’S CONTEXT
Moderator: Jennifer Humayun, Goodwood Museum & Gardens
Panelists: Barbara Alford, TMH; Megan Doherty, Blueprint Intergovernmental Agency; Audra Pittman, Council on Culture and Arts

11:15am FACILITATED WALKING TOUR

12:30pm LUNCH

1:15pm SMALL GROUP VISIONING EXERCISE: PHYSICAL AND PROGRAMMATIC OPPORTUNITIES

2:00pm REPORT BACK & CLOSING DISCUSSION
KEY QUESTIONS ASKED

Through an array of activities, participants collectively reflected about the role of design in shaping behaviors and considered opportunities to support wellbeing in Goodwood and the immediate surroundings.

DESIGN, WELLBEING, AND GOODWOOD:
KEYNOTE PRESENTATION + INTERACTIVE DISCUSSION

CIAD staff presented the latest research connecting design to physical, mental, and social wellbeing. Participants worked in small groups to reflect on the following questions:

- What are Tallahassee’s most critical community wellbeing priorities?
- Did any aspect of this morning’s keynote have particular resonance for you?
- Are there particular populations that should be given special attention as we develop a vision for Goodwood?

PANEL DISCUSSION: TODAY’S CONTEXT

In the panel, three community leaders shared their perspectives on Tallahassee’s current health, planning, and cultural context. They responded to a range of questions, including:

- How can Goodwood be as inclusive as possible, a welcoming place for all races, ages, abilities, and incomes? Are there any models to share from your own work that can help support this goal?
- Recognizing that the wish list we create will come with pragmatic staffing and resource considerations, what can we do to ensure changes at Goodwood are as sustainable as possible?
- Who else should we engage in this initiative? Which stakeholders should be targeted for future discussions and activities as we continue to envision the future of Goodwood?

STRATEGY SESSION

During the Strategy Session participants considered a range of programming and design approaches for specific areas of the Goodwood site. Six working groups undertook facilitated walking tours and reflected on the following questions:

1. ACCESS AND VISIBILITY

- Can people of all ages and abilities easily access this portion of Goodwood?
- Highlight design elements that are working well, and how access might be improved.

2. SENSE OF WELCOME AND NAVIGATION

- Imagine you are a visitor just arriving at Goodwood for the first time. How welcome do you feel?
- How welcome would others feel? Is it easy to find your way around?
- Highlight design elements that are working well, and where you see opportunities to enhance a sense of welcome or make navigation easier.

3. DESIGN AND PROGRAMMING

- Given the community wellbeing priorities emerging from the panel discussion, are there particular wellness or cultural activities that would be well-suited to this area?
- If so, what design elements could support those activities, and where?
The morning keynote, panel discussion, and interactive exercise set the stage for a walking tour and hands-on visioning activity.
## ENVISIONING GOODWOOD

### THEMES

<table>
<thead>
<tr>
<th>Community Connections</th>
<th>Wellbeing Priority</th>
<th>Design</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>01</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>COMMUNITY CONNECTIONS</strong></td>
<td><strong>ENCOURAGE DAILY PHYSICAL ACTIVITY BY ENHANCING WALKABILITY TO, AND WITHIN, THE GOODWOOD SITE. ENSURE A SENSE OF SAFETY FOR PEDESTRIANS WALKING IN AND NEAR THE SITE.</strong></td>
<td>1. Enhance pedestrian crossings with new, and more visible, crosswalks (multiple locations)</td>
<td>8. Engage community members in perimeter beautification efforts (e.g., mural design, utility box art)</td>
</tr>
<tr>
<td></td>
<td>Support the mental wellbeing of staff and visitors to TMH, as well as the broader community, by providing a place of respite and fostering connections to nature.</td>
<td>2. Remove or beautify utility boxes</td>
<td>9. Keep trails clear through community stewardship initiatives / clean-up days</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Improve and maintain trail. In the long term, create a trail through the East Woods to the TMH Cancer Center</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. Install markers tracking distance / number of steps</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. Provide bicycle parking</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6. Improve lighting in and around Goodwood to enhance sense of safety</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>7. Beautify the retaining wall with a mural or a green living wall</td>
<td></td>
</tr>
</tbody>
</table>

### INCORPORATING NATURE

<table>
<thead>
<tr>
<th>Activity and Programming</th>
<th>Wellbeing Priority</th>
<th>Design</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>02</strong></td>
<td><strong>SUPPORT THE MENTAL WELLBEING OF STAFF AND VISITORS TO TMH, AS WELL AS THE BROADER COMMUNITY, BY PROVIDING A PLACE OF RESPITE AND FOSTERING CONNECTIONS TO NATURE.</strong></td>
<td>1. Develop spots of respite along the trail that can enhance exposure to nature for patients and visitors</td>
<td>6. Provide regularly scheduled programs (e.g., painting classes; audio tours, markets – farmers markets / craft fairs; history dialogues; performances)</td>
</tr>
<tr>
<td><strong>INCORPORATING NATURE</strong></td>
<td></td>
<td>2. Create a community wellness garden</td>
<td>7. Use food to attract visitors (e.g., picnic baskets rentals; outdoor seating areas for café; food truck / ice cream stand; poolside dining)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Communicate Goodwood as a resource to TMH visitors (e.g., provide maps or a “Goodwood cam” within the hospital)</td>
<td>8. Increase wellness programming including yoga, meditation, animal therapy, and art therapy</td>
</tr>
</tbody>
</table>

### ACTIVITY AND PROGRAMMING

<table>
<thead>
<tr>
<th>Activity and Programming</th>
<th>Wellbeing Priority</th>
<th>Design</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>03</strong></td>
<td><strong>REDUCE SOCIAL ISOLATION AND PROMOTE INTERACTION AMONG DIVERSE COMMUNITY MEMBERS. LEVERAGE GOODWOOD AS A HUB OF LOCAL HISTORY, ARTS, AND CULTURE.</strong></td>
<td>1. Activate key activity areas on the grounds, such as the historic skating rink</td>
<td>5. Provide regularly scheduled programs (e.g., painting classes; audio tours, markets – farmers markets / craft fairs; history dialogues; performances)</td>
</tr>
<tr>
<td><strong>ACTIVITY AND PROGRAMMING</strong></td>
<td></td>
<td>2. Experiment with temporary, low-cost design interventions (e.g., outdoor games – life size chess, pickleball; benches for a beer garden; local public art installation; performance spaces)</td>
<td>6. Use food to attract visitors (e.g., picnic baskets rentals; outdoor seating areas for café; food truck / ice cream stand; poolside dining)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Provide an outdoor classroom to engage community in gardening efforts</td>
<td>7. Increase wellness programming including yoga, meditation, animal therapy, and art therapy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. Repair the historic greenhouse as a publicly accessible community space</td>
<td></td>
</tr>
</tbody>
</table>

### WELCOMING AND INCLUSIVE SPACES

<table>
<thead>
<tr>
<th>Activity and Programming</th>
<th>Wellbeing Priority</th>
<th>Design</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>04</strong></td>
<td><strong>CREATE AN INCLUSIVE, WELCOMING SPACE FOR PEOPLES OF ALL AGES, ABILITIES, AND INCOMES. ENSURE EQUITABLE ACCESS TO GOODWOOD FOR ALL MEMBERS OF THE COMMUNITY—including those with physical disabilities and those without a car.</strong></td>
<td>1. Create new signage that welcomes visitors and conveys that the space is open to the public</td>
<td>6. Extend hours so people can enjoy the space in the evenings and on weekends</td>
</tr>
<tr>
<td><strong>WELCOMING AND INCLUSIVE SPACES</strong></td>
<td></td>
<td>2. Enhance seating throughout the grounds, providing regular places to stop and rest</td>
<td>7. Coordinate with available shuttle systems (e.g., TMH, FSU, retirement communities)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Improve / resurface walkways to enhance accessibility</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. Enhance internal navigation. Place additional maps strategically throughout grounds. Integrate quotes to inspire, as well as positive, ‘can-do’ signs offering suggested activities</td>
<td></td>
</tr>
</tbody>
</table>
ENVISIONING GOODWOOD

01 COMMUNITY CONNECTIONS

02 INCORPORATING NATURE

03 ACTIVITY AND PROGRAMMING

04 WELCOMING AND INCLUSIVE SPACES
Currently, Goodwood lacks connectivity and visibility to its surrounding neighborhoods. Multiple gates, an easily overlooked entrance, and prominent retaining wall all work to signal exclusivity. Connections along surrounding streets lack crosswalks, deterring pedestrian activity along the periphery. Additionally, utility boxes at the southwest gate impede pedestrian access and sightlines and detract from it becoming a pleasant public space. However, historic entrances, both at the southwest corner and the historic main entrance, have tremendous potential. With design interventions and additional planning, these gateways can become inviting pathways into the Goodwood grounds, providing easy access for TMH visitors and staff, as well as surrounding neighbors.
01 COMMUNITY CONNECTIONS

DESIGN AND PROGRAMMING IDEAS

1. Crosswalk and Sidewalk improvements
2. Trail Improvements
3. Distance Signage
4. Lighting
5. Crosswalk and Sidewalk improvements
6. Decorated Utility Boxes
7. Clean-Up Days
8. Mural
9. Community Engagement
10. Bicycle Parking
11. Lighting
12. Distance Signage
13. Trail Improvements
14. Crosswalk and Sidewalk improvements
15. Decorated Utility Boxes
16. Clean-Up Days
17. Mural
18. Community Engagement
02 INCORPORATING NATURE

EXISTING CONDITIONS

Goodwood is a beautiful, natural oasis within Tallahassee’s urban context, and can increasingly become a restorative community asset. Its natural landscape can be better connected and marketed to the benefit of visitors from TMH’s medical district, and programming connecting to wellness can continually become a source of community pride.

- Gardens
- Games Court
- Central Lawn
- Live Oak Canopy
02 INCORPORATING NATURE

DESIGN AND PROGRAMMING IDEAS

1. Trail Connecting TMH
2. Outdoor Wellness Programs
3. Community Wellness Garden
4. Bird Watching Areas
5. Outdoor Wellness

ENVISIONING GOODWOOD PATHWAYS TO WELLNESS IN PARTNERSHIP WITH TMH
Goodwood’s vast grounds offer tremendous potential for community programs. Unique spaces, historic structures, and a growing roster of community programs offer a wonderful foundation from which to build connections with the community. Notably, Goodwood’s vintage skating rink, reflecting pool, games court, and smaller lawns are under-programmed and/or unused – each with the potential to create exciting, popular programming.
ACTIVITY AND PROGRAMMING

DESIGN AND PROGRAMMING IDEAS

1. Restoration of Historic Greenhouse
2. Farmers Markets, Fairs
3. Tactical Design Interventions
4. Outdoor Classroom
5. Animal Therapy
6. Outdoor Seating Areas and Poolside Dining
7. Food Programming: Food Trucks, Ice Cream Stands, Picnic Basket Rentals
8. Tactical Design Interventions
9. Outdoor Seating Areas and Poolside Dining
10. Tactical Design Interventions
11. Activated Skating Rink
12. Outdoor Seating Areas and Poolside Dining
13. Food Programming: Food Trucks, Ice Cream Stands, Picnic Basket Rentals
14. Animal Therapy
15. Outdoor Classroom
16. Restoration of Historic Greenhouse
EXISTING CONDITIONS

Goodwood’s exterior and interior signage does not currently signal the grounds as a free, accessible community asset. Exterior signage mainly advertises private services, and interior signage often misses a key opportunity to inform or engage visitors. In terms of seating, Goodwood has the opportunity to create a flexible seating plan that can adapt to multiple community needs.
WELCOMING AND INCLUSIVE SPACES

DESIGN AND PROGRAMMING IDEAS

1. Extend Hours
2. Seating
3. Extended Hours
4. Shuttle System
5. Resurface Walkways
6. Welcome Signage
7. Wayfinding and Positive Signage
8. Seating
IMPLEMENTATION OPPORTUNITIES

SHORT-TERM RECOMMENDATIONS

A

EXTEND GOODWOOD’S OPERATING HOURS

By extending its operating hours, Goodwood can become a viable destination for individuals and families seeking after-work and weekend activities, feeding a cycle of enhanced programming, increased attendance, and ultimately, additional exposure and revenue. To offset additional operational costs, Goodwood can explore opportunities for partnerships and in-kind services. For example, TMH could extend evening campus security patrols into Goodwood, and Goodwood could increase evening volunteer opportunities.

IMPLEMENTATION

Goodwood can pilot evening and Sunday programming in conjunction with the on-site food establishment. In the near-term, hours can be extended for one night a week, and/or one weekend a month, in conjunction with specific community-oriented programming. (See Recommendation B.) Ambient lighting improvements can be incorporated to make the space feel safe and inviting at all hours.

B

EXPERIMENT WITH PLACEMAKING AND TACTICAL DESIGN AT THE SKATING RINK AND OTHER AREAS

The vintage skating rink offers a blank slate for experimenting with placemaking approaches, including arts and cultural programming (concerts, movie nights), commerce (craft fairs, farmer’s markets), and social activities (a beer garden, courtyard games). Such activities can build visitor loyalty and attract new visitors to Goodwood. Piloted placemaking approaches can eventually lead to a sustained schedule of regular community programming.

IMPLEMENTATION

Goodwood can survey target populations such as TMH staff and nearby residents to identify resonant programming, and host selected special events. Public programs and events can also offer an opportunity to continue to elicit community input on the overall vision for Goodwood (facilitated design activities, collaborative art, chalkboard message board.)

C

REDESIGN EXTERIOR SIGNAGE

Rather than advertising private, fee-based services, Goodwood’s exterior signage can announce its role as a hub of cultural and community wellbeing. Goodwood can enhance its mission as an inclusive community asset by publicizing its grounds and various events as free and open to the public.

IMPLEMENTATION

Goodwood can prototype new signage and inclusive messaging in collaboration with key stakeholders and community members. Goodwood’s retaining wall could also be used as a canvass to advertise programming and communicate its essence as a unique, historic, restorative space. A revamp of Goodwood’s sign is well-timed to align with the redesign of TMH’s campus signage. Providing unifying elements between TMH and Goodwood signs can help support perceived connections between Goodwood’s grounds and the medical district.

D

MESSAGE GOODWOOD AS AN ASSET FOR TMH STAFF AND VISITORS

TMH and Goodwood can collaborate to actively invite TMH staff and visitors to enjoy the Goodwood grounds.

IMPLEMENTATION

Goodwood and TMH can develop joint messaging and branding, as well as maps with simple directions to Goodwood, for installation on the TMH campus. In the longer term, enhanced opportunities for connecting the two sites include creating a “Goodwood cam” to bring images and sounds from Goodwood into the hospital, and creating a pager system so visitors know when they need to return to the hospital.
HOST CORPORATE AND COMMUNITY WELLNESS RETREATS

Goodwood is an ideal location for wellness events, with multiple meeting spaces, indoor and outdoor breakout spaces, and beautiful gardens. Goodwood and TMH can collaborate to build on existing wellness activities, formalize a wellness retreat model, and market it to a range of Tallahassee organizations and corporations. By charging private corporations market rate for these services, Goodwood and TMH can build a fund to provide preferred pricing and/or free wellness retreats for community residents and underserved populations in the community. This funding model can sustain Goodwood while supporting a healthy, inclusive environment for the whole community.

IMPLEMENTATION
Work with community partners to design and coordinate wellness offerings, highlighting the natural wellness benefits of the site. Leverage TMH and other partners in securing prospective clients. In time, coordinate wellness efforts with residents of adjoining neighborhoods and with targeted populations who can most benefit from Goodwood’s restorative spaces.

DEVELOP A WELCOMING GATEWAY AT THE SOUTHWEST ENTRANCE

Goodwood is restoring the southwest corner gate as a pedestrian entrance. Additional efforts should be made to remove physical barriers, improve pedestrian access, and maintain the natural landscape to create an enticing, welcoming entrance for hospital staff and visitors. A redesign of the intersection of Medical Drive and Miccosukee Road can create visible, safe pedestrian crossings and an accessible, ramped entrance into the Goodwood site. Additional signage can also attract more visitors.

IMPLEMENTATION
Working with Tallahassee’s planning department, TMH, and other community partners, Goodwood can advocate for removing or shifting the existing utility boxes that block the gate—a feasible outcome from the planned undergrounding of utilities along Miccosukee Road. Until utility boxes are removed, Goodwood can collaborate with local artists to wrap the boxes with art and create more visual appeal at the corner. Intersection redesign can remove the left-hand turn lane on Medical Drive, replacing it with a pedestrian traffic island and enhanced traffic calming strategies. Additional pedestrian crossings can be incorporated along Miccosukee in conjunction with the planned utility project.

ADVOCATE FOR COMMUNITY CONNECTIVITY

Goodwood and TMH can advocate for improved pedestrian and bicycle access to their sites, and throughout Tallahassee—messaging the role of active transportation in supporting equity, accessibility, sustainability, and wellbeing.

IMPLEMENTATION
Goodwood and TMH can continue to collaborate with Blueprint and other city entities in strategizing city-wide and regional connectivity. Planned connectivity improvements around Goodwood can serve as a catalyst for participating in Tallahassee’s pedestrian and bicycle master planning process. Efforts to increase pedestrian and bicycle access to Goodwood can serve as a demonstration project to inspire enhanced connectivity throughout the city.
WHO TO ENGAGE NEXT?

KEY PARTNERSHIPS

Participants suggested the following list of key stakeholders who should be engaged in refining this vision for the future of Goodwood.

- Tallahassee Memorial HealthCare
- Community Foundation of North Florida
- Blueprint Intergovernmental Agency
- Capital Region Transportation Planning Agency
- City of Tallahassee – Parks, Recreation and Neighborhood Affairs
- Council on Culture & Arts
- Knight Creative Communities Institute
- Leon County - Parks and Recreation
- Tallahassee – Leon County Planning Department | PLACE
- Tallahassee – Leon County Office of Economic Vitality
- Tallahassee Senior Center and local senior living facilities
- Sodexo
- UF/IFAS Extension Leon County
- Cultural arts partners
- Healthcare partners
- Higher education partners
- Local neighborhood associations
- Neighboring public schools
- Wellness programming providers

SUPPORTING RESOURCES

The following resources are available for free download.

WORKSHOP FEEDBACK

Session participants completed anonymous exit questionnaires to share their impressions about the day and to gauge their interest in continuing to collaborate with Goodwood on the implementation of the day’s ideas and opportunities.

**100%**

OF RESPONDENTS ARE INTERESTED IN CONTINUING TO PARTICIPATE IN THE INITIATIVE

**100%**

OF RESPONDENTS LEARNED SOMETHING NEW THAT MAY INFLUENCE THEIR WORK

**93%**

OF RESPONDENTS MET SOMEONE NEW WHO MAY INFLUENCE THEIR WORK
WORKSHOP FEEDBACK

PARTICIPANTS’ THOUGHTS:

“I was able to consider future volunteer opportunities and projects and how we can help the Goodwood-TMH vision.”

“I had only planned to stay the morning and stayed the entire day. Loads of fun...”

PARTICIPANTS

Betton Hills Neighborhood Association
Blueprint Intergovernmental Agency
Center for Active Design
City of Tallahassee
Community Foundation of North Florida
Council on Culture & Arts
Florida Department of Health
Florida Historic Capitol Museum
Florida A&M University Meek-Eaton Black Archives
Florida State University
Greater Tallahassee Chamber of Commerce
Goodwood Museum & Gardens
Hamilton Real Estate Advisors
Knight Creative Communities Institute
PostScript Publishing LLC
Proctor & Long Commercial Real Estate
Sodexo
Tallahassee Memorial HealthCare Foundation
Tallahassee - Leon County Planning Department | PLACE
Tallahassee - Leon County Office of Economic Vitality
UF/IFAS Extension Leon County

ACKNOWLEDGMENTS

PHOTO CREDITS