Parks Rescue & Restore
Economic, Environmental and Public Health
The Excellent City Park System: Park Investment Strategies

Kathy Blaha, President
Kathy Blaha Consulting, LLC
February 4, 2011

Image ©Sneary Architectural Illustration
Cities are Getting Smarter about Parks

Depot Park, Gainesville, Florida

*The bottom line is not the successful park, it’s how the park makes a successful city.*
A Bigger Role for Parks
An Excellent City Park System

A new vision for what parks are all about

A mission that is social, environmental and economic

A role in shaping new development around it

Payoffs for larger urban policy objectives
New City Parks

Millennium  Highline  South Pointe
Fighting Funding Issues with Private Partners

“Public spaces paid for by public dollars are becoming an endangered species in the United States.”

--George Hargreaves, FASLA
New Revenue Streams

- Park partners raise philanthropic funding
- BIDs create a stream of private contributions that are mandatory taxes – not voluntary donations
- Redevelopment TIFs provide financing for park creation and operation
Parks through TIFs

According to the National Association of Realtors, parks, trails and other recreation areas may enhance the value of adjacent property by as much as 20%.
Parks Leveraging Redevelopment

Yerba Buena Gardens, San Francisco

Jamison Square, Portland

High Point, Seattle

Baldwin Park, Orlando
Parks First

Detroit’s Campus Martius Park
Parks First

Esther Short Park, Vancouver, WA
Parks First

Houston’s Discovery Green
Revenue Streams for Maintenance
Reviving Public Parks Investment

Providence

Competitiveness

Innovative Capacity

(Michael Porter, “Clusters of Innovation,” Harvard, 2001)
Great Cities have great parks. They make people happy. That is the goal of great cities.
Parks for those who love dogs

Kathy Blaha Consulting, LLC
www.kathyblahaconsulting.com
The Miami-Dade County Parks and Open Space System Master Plan

Maria I. Nardi, Chief, Planning and Research Division
Miami-Dade County Park and Recreation Department

- Vision
- Principles
- Components of a Great Parks and Open Space System
  - Great Parks
  - Great Public Spaces
  - Great Natural and Cultural Places
  - Great Greenways and Trails
  - Great Streets
- Partnerships
The Miami-Dade County Parks and Open Space System Master Plan
The Public Realm

- Great Parks
- Great Public Spaces
- Great Natural and Cultural Areas
- Great Greenways and Blueways
- Great Streets
Guiding Principles:

- Equity
- Accessibility
- Seamlessness
- Sustainability
- Beauty
- Multiple Benefits
The Vision

Next Steps:
- Shape Public Policy and Practices
- South Florida Park Coalition
- Park Foundation
Creating a 50 Year, Unifying Vision for a Livable, Sustainable Miami-Dade County

“through the Parks Window”:

- Great Parks
- Great Public Spaces
- Great Natural and Cultural Areas
- Great Greenways and Blueways
- Great Streets
The Miami-Dade County Park and Open Space Master Plan Timeline

2006
Plan Concept:
Introduction to the Park and Open Space System Master Plan

2008
Plan Approval:
Completion and approval of the Park and Open Space System Master Plan

2010
Plan Implementation:
Partnerships - An Economic, Social and Environmental Community Health Plan
State of Florida Population Forecast

- 2005: 17.9 Million
- 2060: 35.8 Million
Existing Developed Land and Permanent Conservation Lands

- Developed Land
- Conservation Lands Permanently Protected
2060 Developed Land and Permanent Conservation Lands

- **Developed Land**
- **Conservation Lands**
  
  Permanently Protected

New Partners for Smart Growth Conference - 2011
Projected Resident Population Miami Dade County 1840 – 2050

Source: Miami-Dade County Department of Planning and Zoning
Local Public Park Acres per 1,000 Residents in Miami-Dade County*

*Includes Cities and County

New Partners for Smart Growth Conference - 2011
Acres Required to Meet 2.75 LOS

Year

2004 2010 2015 2020 2025 2030 2035 2040 2045 2050

Acres
"AND WE DIDN'T NEED A PENNY SALES TAX TO PAY FOR IT!"

Welcome to MIAMI-DADE County!

SORRY...WE'RE FULL
Parks Systems Over Time
Galen Cranz’s Comparison of Park Types

<table>
<thead>
<tr>
<th>GOALS</th>
<th>FUNCTIONS</th>
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<tbody>
<tr>
<td>PLEASURE GROUND (1850-1900)</td>
<td>Public Health</td>
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<tr>
<td>REFORM PARK 1900-1930</td>
<td>Social Reform Assimilation</td>
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<tr>
<td>RECREATION FACILITY 1930-1965</td>
<td>Public Health Active Recreation</td>
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<tr>
<td>OPEN SPACE SYSTEM 1965-1990</td>
<td>Revitalization Psychological Relief Participation</td>
</tr>
<tr>
<td>SUSTAINABLE PARK 1990-present</td>
<td>Public Health Active Recreation Passive Recreation Arts &amp; Culture</td>
</tr>
</tbody>
</table>

- Place-making
- Ecological Health
- Revitalization
- Psychological Relief
- Participation
- Public Health
- Active Recreation
- Passive Recreation
- Arts & Culture
- Resource Conservation
- Community Building
A PARK SYSTEM
THAT IS RESPONSIVE TO ALL NEIGHBORHOODS

The Transect: An ordering system for classifying and arranging communities
Great Parks
Accessible to Everyone, Regardless of Age or Ability...

providing a diverse and balanced system of passive and active recreational opportunities.
The Vision proposes that every resident have equitable access to the following **local** recreational activities:

- Sitting outside, read, contemplate;
- Walking for recreation, exercise, transportation;
- Walking the dog;
- Riding a bike;
- Going to a playground;
- Playing a game of catch, Frisbee
- Picnicking, sun bathe;
- Playing pick-up sports; and
- Swimming or family fun such as a splash pad.
Existing Conditions

- Buildings fronting Snapper Creek Canal are not tall enough to have a view of water.
- Vast facades of parking structures like this one and those along the north side of Dadeland Mall (not in view) detract from the scenic landscape.
- Cobra head lanterns are scaled for high-speed driving and not for pedestrians.
- Bridge is utilitarian and boring.
- Shrubs and palms do not shade the sidewalk and form a barrier for those wishing to view Snapper Creek.
Through the Park System Window

- Snapper Creek, like all urban green areas, should be lined by buildings tall enough to provide a sense of spatial enclosure.
- Naive trees should be spaced regularly to shade street.
- Buildings with abundant doors and windows can line the existing garages to make the street look and function as a safe and normal downtown street.

- Pedestrian bridge is designed as a graceful arch.
- Stairways to water’s edge for recreational access.
- Wider walkways along Snapper Creek will attract pedestrians for walking and jogging.
Every resident should also be able to:

- Exercise, attend classes/lectures/social functions;
- Play organized indoor and outdoor competition sports;
- Swim recreationally or competitively in a pool;
- Paddle a canoe or kayak;
- Go boating; and
- Go to the beach.
Area-Wide Parks – Sports Complexes
Great Public Spaces Designed to Engage Residents...

providing diverse social, recreation and economic development opportunities.
Transit Stations
Libraries, Schools, Museums
Great Natural and Cultural Areas Planned and Managed to Balance Access and Resource Protection...

protecting and enhancing the natural and cultural heritage of the region, as well as existing biological diversity, restoration and management actions.
Natural Areas

Functional, managed natural areas that sustain the biological diversity of the region.
Balance Access, Conservation, Education

...........with programs and neighborhood involvement
Environmental Zones

- Promote education and conservation of EEL sites
- Provide Eco-Hubs - nature/community centers for education on environmental sustainability
- Foster community stewardship of EEL land
- Provide biotic corridors connections to enhance, promote and protect native biological diversity
Suggested Improvements

- Restore Rockland habitat -- beginning with pine trees. Also reduces urban heat.
- Plant native shade trees to provide comfort for pedestrians and cyclists.
- Doors and windows on adjacent houses add natural surveillance to the park.
- Houses that are positioned closer to the property line will have larger private rear yards and help reinforce security by their presence.
- Crushed rock path aligned with striped crosswalk allows for better access to the park.
- Restore pines and saw palmettos at streets edges to discourage parking in undesignated parking areas.
- Add sidewalks to increase walkability in the neighborhood.
Great Greenways and Blueways Connect Every Resident to Parks, Schools, Work and Shopping...

providing wildlife habitat, scenic vistas, recreation and transportation opportunities and providing urban form.
Biscayne-Everglades Greenway
Western Greenway:

- Enhances the Rural Character of the Area
- Helps Transition to Farmland and the Everglades
- Provides New Recreation Opportunities for all County Residents
Great Streets
Designed as Linear Parks...

connecting parks and neighborhoods through tree lined boulevards, parkways, and neighborhood streets that encourage people to walk, bicycle and live healthier lifestyles.
This is Not an Impossible Dream...
Chattanooga

- 1969 - the “invisible” city w/ no real image
- worst air pollution in the US
- deteriorating infrastructure, job layoffs, social division
- $356 million investment
- Increase in jobs, new businesses
- Assessed property values + $11 million (127.5% increase) 1988 - 1996
- Property taxes for city and county combined rose 99%
Riverfront Parkway Looking From Walnut Street Bridge to Market Street Bridge: 2000
Seattle
Open Space Seattle 2100: Designing Seattle’s Green Network for the 21st century

Health

Ecology

Community

Economic

If we work together on these things [parks, street trees, bikeways] our city will continue to flourish as one of the great places in America.

Mayor Greg Nickels
Greening a City
FROM THE TOP DOWN

SAM NOBGERG

Led by Mayor Daley, Chicago has been at the forefront of green development and is setting an example for private sector participation in achieving sustainable goals.

In many ways, it was a perfect storm for green design to take hold in Chicago,” explains David Humphries of the Chicago office of SOM, who was the deputy commissioner of Chicago’s Department of the Environment (DOE) from 2002 to 2005. "Now it is a banner and is installed at the 2007 Eco-Friendly City Hall. (2007)
500,000 trees planted since 1989

Suddenly life springs up, and there are cafés and people where there were none before. Then it becomes, let’s not just make it attractive but a healthier place. Trees reduce the heat-island effect and clean the air. Landscaping is labor intensive, so we provide a lot of jobs. That has turned into a model of economic development based on green technologies, attracting renewable-energy companies, and creating a sustainable landscaping industry.

Barry Burton, Planning Dept.
- $1.4 billion increase in residential development, 10,000 new housing units opening by 2015;
- $100/square foot increase in real estate values;
- Increase in tourism, hotel and restaurant revenues; and
- $1 billion in revenue over next ten years.
Implementation...
Park and Open Space System Master Plan Timeline

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2012
Plan Forward:
*Transformation through partnerships*
Shape Public Policy and Practices

Requires collaboration among key County Departments to incorporate vision into practices

- Libraries
- Planning and Zoning
- Public Works
- Transit
- MPO

- DERM
- GSA
- Health Care Planning
- OCI
- OCED

- Housing
- WASD
- Building
- Cultural Affairs
- Communications
Institutionalize the Master Plan

Adopt / Amend

- South Florida Park Coalition Charter
- CDMP
  - OSMP Goals & Principles
- County Code
  - Development Criteria
  - Development Review
  - Development Approval
- Florida Statutes & Administrative Code
- Parks & Rec.
  - Development Guidelines
  - And Standards
Manager’s Greenway Workgroup Committee
Parks, Public Works, Transit, Planning & Zoning and Capital Improvement Departments

Greenways/Trail Wayfinding System
Universal Symbols for a Multicultural Community
South Florida Park Coalition Charter

A Coalition of City, County, State and Federal Park Agencies in Miami-Dade County

Municipalities and Agencies Supporting and Endorsing the South Florida Parks Coalition Charter and the Principles on Which it Stands*

- Town of Bay Harbor Islands
- Village of Biscayne Park
- City of Coral Gables
- City of Doral
- City of Golden Beach
- City of Hialeah
- City of Hialeah Gardens
- Village of Key Biscayne
- City of Miami Beach
- City of Miami Gardens
- City of Miami Springs
- City of North Miami
- City of South Miami
- City of Sunny Isles Beach

- Biscayne National Park
- Everglades National Park
- State Parks
- Miami-Dade County School Board

*As of November, 2010
Partnership Workshops

Collaboration among municipal leaders to incorporate vision into practices
Hosted by:

- Northeast Partnership Summit (Barry University)
- Central/South Partnership Summit (University of Miami)
- West Partnership Summit (Florida International University)
Northeast Partnership Summit

AVENTURA
BAY HARBOR ISLANDS
EL PORTAL
MIAMI SHORES
NORTH MIAMI BEACH
SURFSIDE

BAL HARBOUR
BISCAYNE PARK
GOLDEN BEACH
NORTH MIAMI
SUNNY ISLES BEACH

New Partners for Smart Growth Conference - 2011
West Partnership Summit

DORAL
HIALEAH
HIALEAH GARDENS
MEDLEY
MIAMI GARDENS
MIAMI LAKES
MIAMI SPRINGS
OPA LOCKA
SWEETWATER
VIRGINIA GARDENS

New Partners for Smart Growth Conference - 2011
Partnership Summits 2009

Outcomes:

- **Opportunities** to identify pilot projects, collaborate and build relationships
- **Sharing of ideas** and information
- **Develop solutions** to economic, health and environmental problems through the creation of a seamless park and open space system
John M. Bowers, AICP, RLA
Planning and Research Division
Miami-Dade Park and Recreation Department
Red Fields to green fields

Key Issues
- The Boom/Bust Economy
- Park Supply
- Public Health
- Environmental Health

Solving the Urban Real Estate Crisis
Red Fields to green fields

Solving the Urban Real Estate Crisis

The Boom/Bust Economy

➢ Troubled Real Estate
  - 87th out of 100 (with 100 being the worst) metropolitan areas in 2009 for REO property/1,000 mortgageable properties.
  - 2nd in the highest mortgage borrower delinquency rates in the U.S. (third quarter of 2009)

➢ Bank Failures
  - 1st in the nation for total bank failures in 2010.

➢ Unemployment
  - 2009 Florida ranked 8th - 11.23% unemployment rate
  - December 2010 Florida ranks 3rd - 12%.
  - Miami-Dade County’s unemployment rate rose to 11.8% in October 2009.
Red Fields to green fields

Solving the Urban Real Estate Crisis

Park Supply

- Acres of Park Land Per 1,000

- Miami-Dade County ranks 62nd out of 100 US regions in area-wide and local parks acreage per 1,000 residents.

![Bar chart showing acres of park land per 1,000 population for City of Miami, Miami-Dade County, and US Median.](chart)

* Includes parks for all 35 municipalities in addition to those in the unincorporated areas

Red Fields to green fields

Public Health

➢ Childhood and Adult Obesity
  ▪ 30.3% of Miami children (ages 6-11) are overweight and 15.3% obese.
  ▪ 30.4% of Miami teenagers (ages 12 – 19) are overweight and 15.5% are obese.
  ▪ In 2010, 1 in 5 children will be overweight.
  ▪ 66% of Miami-Dade County adults are overweight or obese; particularly high among the Black and Hispanic populations.

➢ Traffic and Pedestrian Safety
  ▪ Florida is the most dangerous state for pedestrians.
  ▪ Miami has the 3rd highest pedestrian danger index in US metropolitan areas.

Red Fields to green fields

Environmental Health

- **Land**
  - Miami-Dade County population expected to increase by 3 million residents in the year 2025; and
  - 4.5 million by 2060

- **Water**
  - Water flow patterns;
  - Surface waters; and
  - Ground waters.

New Partners for Smart Growth Conference - 2011

Solving the Urban Real Estate Crisis

2005
- Developed Land
  - Source: 1000 Friends of Florida

2025
- Estimated Developed Land
  - Source: 1000 Friends of Florida

Florida Forever 2060 report
Red Fields to green fields  

Solving the Urban Real Estate Crisis

Environmental Health

- **Climate Change Impact**
  - Flooding;
  - Extinction of plant and wildlife;
  - Invasion of diseases and pests; and
  - More severe storms and droughts that could affect agricultural viability.

- **Carbon Cure**
  - Miami-Dade County has the space to plant a total of 1.475 million trees on 4,600 acres of parks along 3,750 miles of street rights-way.
Red Fields to green fields

Solving the Urban Real Estate Crisis

The Benefits of Parks

- Economic Benefits
- Health Benefits
- Environmental Benefits
$5 Billion Investment in Miami-Dade County

Land acquisition strategies

- North/South Transit Oriented Parks (TOPs)
- East/West Greenways and Resource Conservation Network
- Neighborhood and Regional Parks and Connectors

Key Impacts

- Remove troubled real estate from market;
- Create jobs and reduce unemployment;
- Increase property values;
- Encourage physical activity and prevent obesity;
- Increase park supply and connect people to the outdoors;
- Respond to sea level rise and water supply issues; and
- Create sustainable development through transit oriented parks and transit oriented development.
Transit Oriented Parks & Development Design Examples

Implementing the Vision

Strategy #1: North/South Transit Oriented Parks (TOPs) and Connectors

Projects:
- 27th Ave.
- Metrorail
- US 1
- Ludlam Trail
NW 167th St and NW 27th Ave—Existing
NW 167th St and NW 27th Ave– Phase 1
North/South Transit Oriented Parks and Development

South Florida Tri-County Region

The South Florida Tri-County Region (Miami-Dade, Broward and Palm Beach counties) are connected by transit and share in common the goal of sustainability. The Miami-Dade County North/South Transit Oriented Parks (TOPs) and Development land acquisition strategy can be applied to Broward and Palm Beach counties to build a connected tri-county region providing residents and visitors access to parks and support healthy communities and a sustainable economy.
Red Fields to green fields

Implementing the Vision

Strategy #2: East/West Greenways and Resource Conservation Network

Projects:
- Miami River Greenway
- Biscayne-Everglades Greenway

Solving the Urban Real Estate Crisis

New Partners for Smart Growth Conference - 2011
Red Fields to green fields

Solving the Urban Real Estate Crisis

Biscayne-Everglades Greenway: Linking Two National Parks
- 42 miles of trails connecting Everglades National Park and Biscayne National Park
Red Fields to green fields

Implementing the Vision

**Strategy #3: Neighborhood and Regional Parks and Connectors**

- Routes that connect people to neighborhood and regional parks;
- Provide essential open space to underserved residential areas; and
- Improve the health and quality of life in our communities.

**Projects:**
- Neighborhood and community park sites;
- Metrozoo expansion; and
- Greynolds Park expansion.

New Partners for Smart Growth Conference - 2011
Red Fields to green fields

Solving the Urban Real Estate Crisis

Implementing the Vision

Key Impacts

- 14,375 jobs per year for 5 years;
- $58.8 million additional property tax base per year;
- 1,625 acres of additional park land; and
- 312 acres of transit oriented development.
New Partners for Smart Growth Conference 2011
Parks Spark Redevelopment
Brenda McClymonds
The Trust for Public Land conserves land for people to enjoy as parks, gardens, and other natural places, ensuring livable communities for generations to come.
TPL’s Miami River Greenway Plan - The Vision
Project Study Area

- 5.5 miles of Miami River from the mouth at Biscayne Bay to the Palmer Lake near MIA.
- Total of 11 miles of greenway

Goals

- Increase park space and access to the working river
- Create interconnected on-road and riverside greenway trail.
- Create new and/or improved points of public entry to the river.
- Create a governing entity with sole responsibility for Greenway – operations, management, programming, security, construction
TPL’s Miami River Greenway Plan

River Development Themes

The Miami River is...

- our home
- a working river
- a destination landscape
- an important resource at risk
- an important economic resource
- is part of our heritage
TPL’s Miami River Greenway Plan

The Process

Partners & Stakeholders

- Miami River Commission (MRC)
  - MRC Greenway Subcommittee
    - Shipping Industry, River Businesses, Residents of river communities, Non-profits
- City of Miami
- Miami-Dade County

Vision for green infrastructure must be shared.

Vision must be integrated into &/or adopted as the roadmap for local governments’ plans for the creation of future green space.
Urban Environment Challenges

Funding

High land costs

Governance

Competition for space

Co-existing land uses

Enforcement of public access requirements

THE BOTTOM LINE:

Public, private, non-profit partnerships are required to plan and execute the creation of green infrastructure.
TPL’s Miami River Greenway Plan Accomplishments

- Greenway Action Plan adopted by City of Miami and Miami-Dade County.

- Private Sector developments include publicly accessible greenway development on site or within site plans.
Spring Garden
Point Park and Arnold Greenfield Garden

Spring Garden Point Park Story
- Former site of Alligator Joe’s Tourist Attraction
- Was identified for residential development
- Stewardship – 7 Year commitment by Spring Garden Civic Association
- Park is currently under construction

Arnold Greenfield Garden Story
- Water & Sewer Easement turned garden
Greenway Construction

- Miami River Greenway Groundbreaking Celebration
- One Miami Riverwalk
- One Riverview Square Riverwalk
- Brickell on the River Greenway
Growth & Revitalization

- Since the beginning of the Miami River Greenway (since 2000) 15 New Restaurants have opened along the river

- New residential Miami River residential Buildings (since 2000) - 46

- Total new Miami River residential Units (since 2000) - 14,362
Thank you!
Question and Answer Period:
Facilitated by Kathy Blaha, Kathy Blaha Consulting, LLC