



Developer Park Partnership Strategies

2022 - 2023

Session Two

What makes a private park public?

Agenda

- Recap of first session's discussion
- Moderated Panel (~40 minutes)
 - Eric Harrison, NYC Planning
 - Valerie Friedmann, Lexington Planning
 - Jerold Kayden, *Advocates for Privately owned Public Space*
 - Q&A
- Breakout discussion (~45 minutes)
 - Which types of privately owned spaces/parks in your city do you wish were publicly accessible?
 - What design requirements would be necessary to ensure public access (e.g. signage)?
 - What is the feasibility of implementing these standards? What are anticipated challenges?
 - What are other characteristics that should be considered in determining if a privately owned park has public access?

Recap

Nov 9: Private Park Typologies

What are the current conditions of private parks in your city?

Jan 11: Design standards & public access

When is a private park public? A discussion of public access & equity considerations

Mar 8: Developer exactions

How can cities leverage developer requirements to increase park access and narrow the park equity gap?

May 10: Governance & funding models

What are successful stewardship, funding, & governance models for privately-owned parks?

July 12: Advocacy & Communication

How should different types of private parks be accounted for in park need assessments, such as the 10 Minute Walk analyses?

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Types of private park organizations

Design & Development	Real estate developer	Special District	Private institution	City parks/rec
Maintenance & Programming	<i>Subdivisions:</i> HOA, association, or membership club	<i>Special District</i>	<i>Universities</i>	Friends groups, conservancies, foundations
	<i>Multi-unit building / office park:</i> property manager		<i>Healthcare complexes</i>	Leased to other public or quasi-public agencies (e.g. utility, arts/culture)
	<i>Urban commercial:</i> BID		<i>Museums</i>	
	<i>Any of above:</i> city		<i>Religious</i>	
			<i>Performance Venues</i>	
			<i>Park conservancies, land trusts</i>	

*Note: Public access and ownership varied across and within these combinations

Range of stakeholders

City agencies

- Economic Development
- **Planning & Development**
- Real property
- **Parks & Recreation**
- Code Enforcement

Property managers

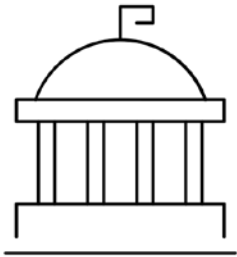
- Homeowner Associations
- Business Improvement Districts
- Property managers
- Land managers (e.g. cemeteries)

Real Estate Developers

Residential advisory groups Parks Board

**Private partners for resources
to fund unique facilities above
and beyond requirements**

Key inflection points



State Regulations



**Master Plan
and/or Comp Plan**



**Development
Review**

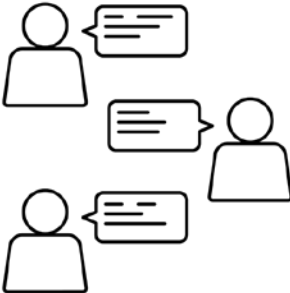


Maintenance

Why do private parks exist in your city?



Lack of public funds



Speed



Trust & Control



Vitality

Today

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NYC POPS

New York City is home to nearly 600 POPS, at 388+ locations across the city, producing 3.8M+ sf of public space

- POPS range from iconic public plazas to indoor atriums, arcades and sidewalk widenings
- The program is City-wide and began in 1961
- Provided by developers in exchange for additional building floor area or other Zoning waivers



NYC POPS

1961 Plazas and Arcades

- The POPS Program was introduced in 1961 in the form of As-of-Right Plazas and Arcades
- Design standards at the time promoted light, air and open space at street level
- Minimal dimensional and design requirements
- Elements such as seating, trees and other common amenities were prohibited



1 New York Plaza

NYC POPS

Urban Plazas of the 70's and 80's

- Change in design standards in 1975 following study by William H. Whyte
- First time that amenities such as seating, lighting, planting, ADA access, signage were required



NYC POPS

Public Plazas of today

- Major overhaul of POPS design standards in 2007/2009
- Consolidated prior POPS iterations and expanded on qualities observed in successful spaces
- The new design standards ensured a variety of seating, attractive planting, easy and comfortable access, and promoted a variety of different spaces and experiences



1095 Sixth Avenue

NYC POPS

Current Design Principles

- Open and inviting at the sidewalk
- Accessible for all
- Safe and secure
- Comfortable and engaging



NYC POPS

Public Space Signage

- POPS Logo
- Hours of operation
- List of required amenities
- Site map
- Owner contact info



OPEN TO PUBLIC 

open 24 hours

This plaza contains:
425 linear feet fixed seating, 25 moveable chairs,
6 moveable tables, 12 flowering dogwood trees,
1 drinking fountain, 2 bicycle racks

Owned by: Jane Doe Equities Ltd.
40 East Ave., New York, NY 10003
T: (212) 555-5555 E: owner@janedoeequities.com

Maintained by: Plaza Care Inc.
52 West St., New York, NY 10003
T: (212) 555-5555 E: service@plazacare.com

Complaints or Questions:
Call 311 and reference the public plaza at
215 West Hudson Way
This public plaza is accessible to persons
with disabilities



Map Legend:
□ Building
■ Public Plaza
▒ Arcade



1185 Broadway

NYC POPS

Current Design Principles

- Open and inviting at the sidewalk
- Accessible for all
- Safe and secure
- Comfortable and engaging



180 Maiden Lane

NYC POPS

Current Design Principles

- Open and inviting at the sidewalk
- Accessible for all
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550 Madison Avenue

- Newly redesigned 'Covered Pedestrian Space' in Midtown Manhattan



Rethinking Open Space

Proposed zoning regulations
for Lexington, KY

Valerie Friedmann

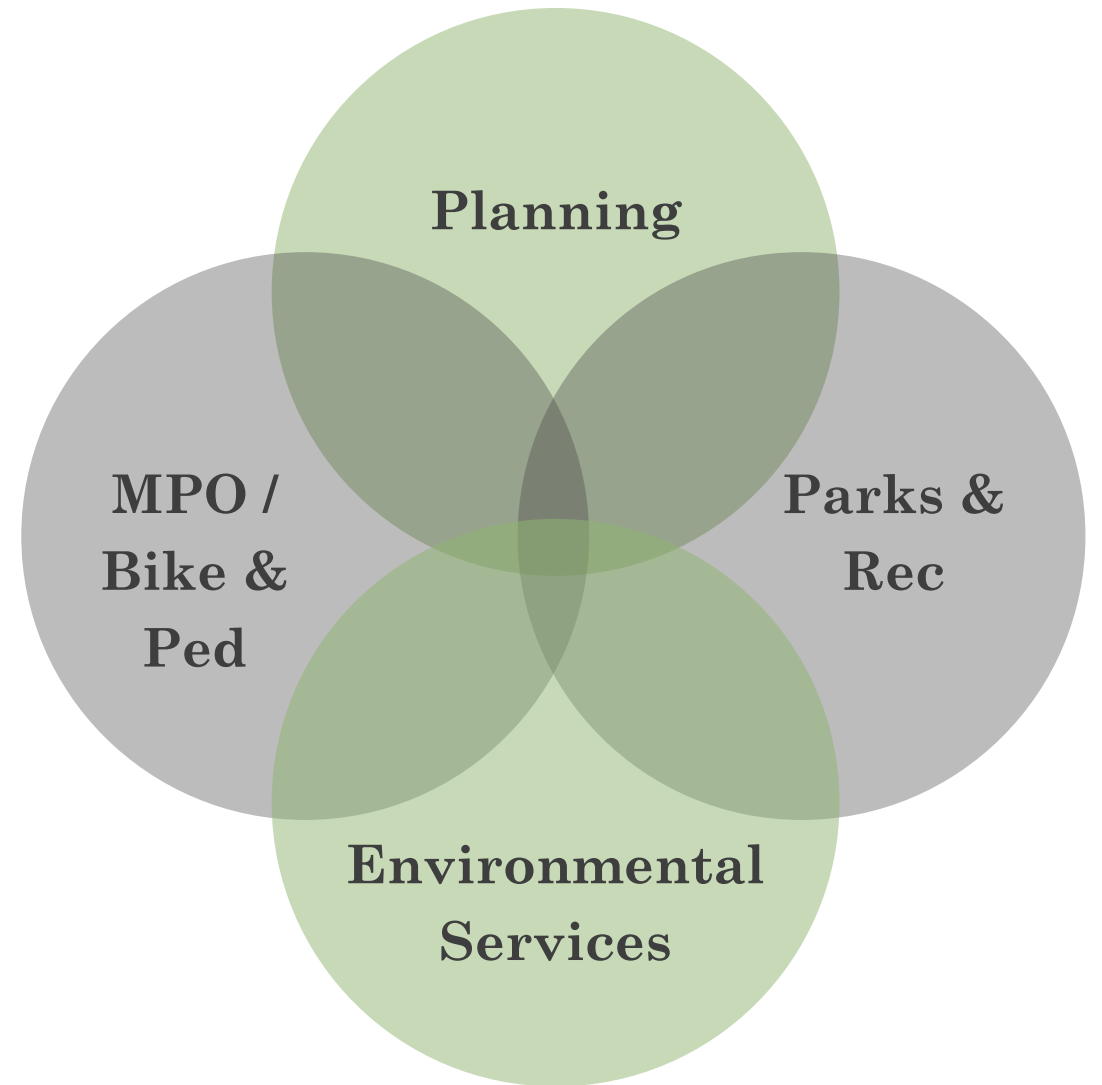
Senior Planner & Greenspace Planner

LFUCG Division of Planning

vfriedmann@lexingtonky.gov



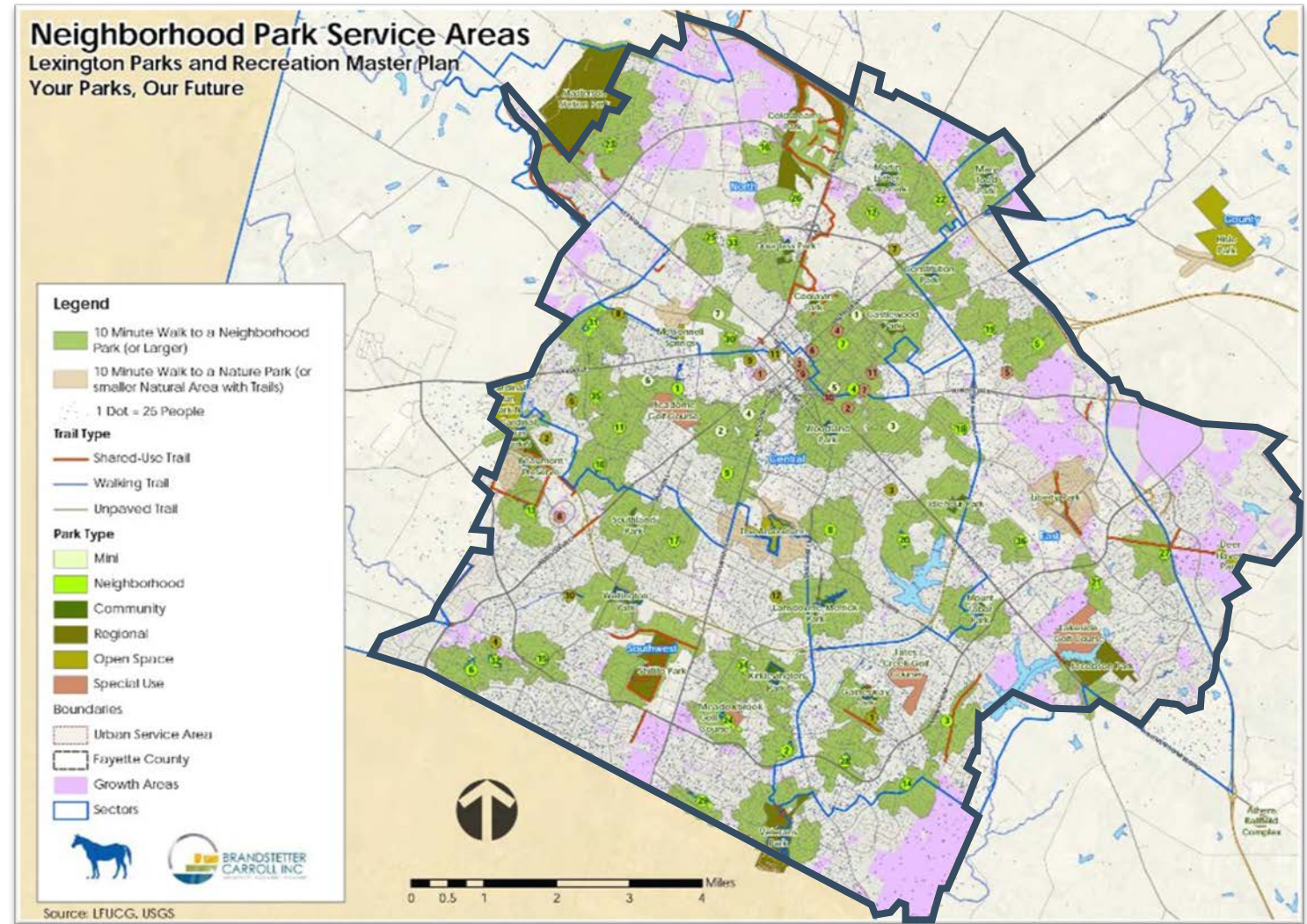
Coordination across LFUCG to modernize the Zoning Ordinance



The issue

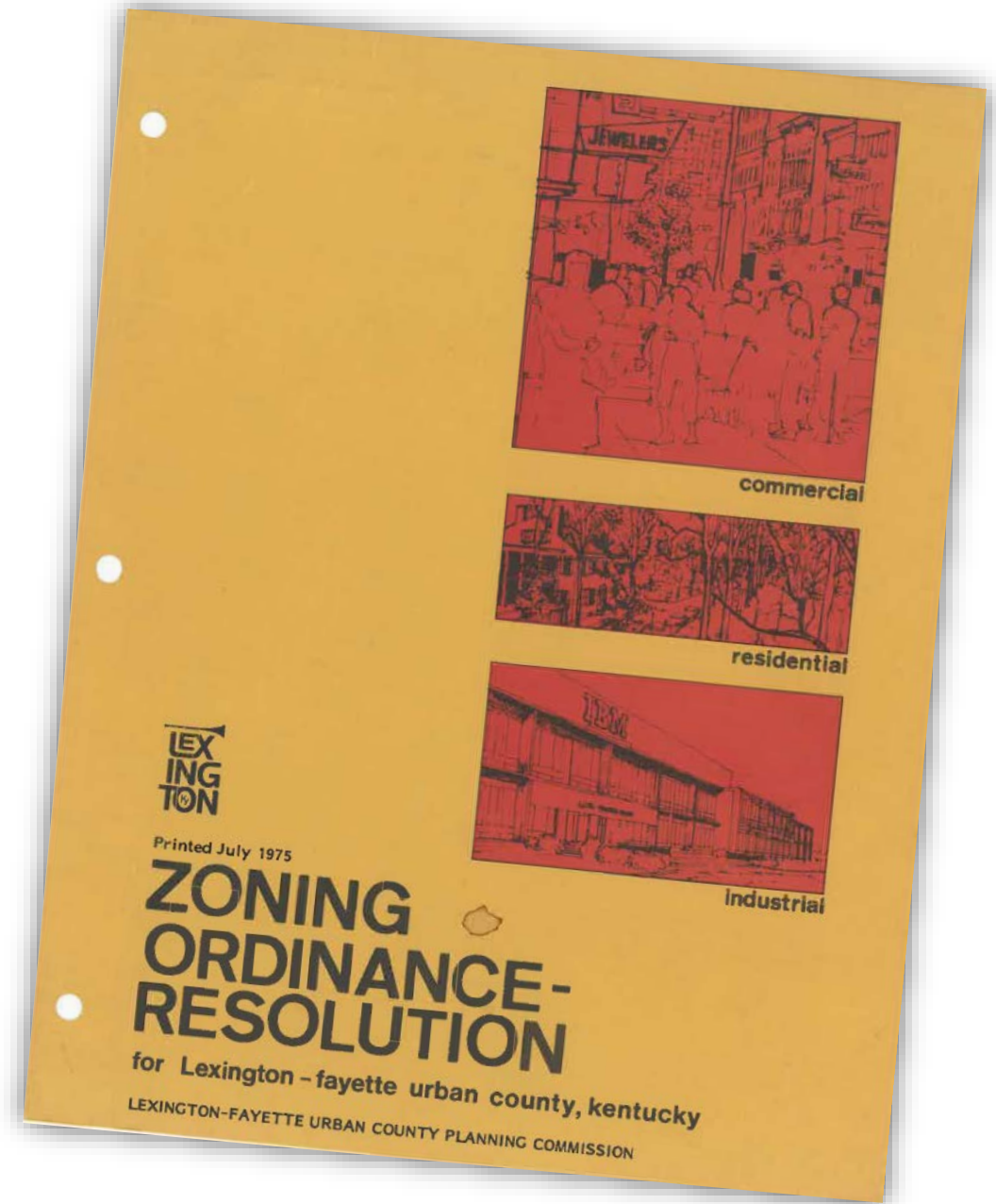
Public park access decreases further from city center.

Pace of development exceeding parkland acquisition.



The challenge

Problematic development patterns and land use decisions.



The goal

Developers provide and maintain intentionally designed and equitably distributed “common areas” during new development.

Not more quantity,
just better quality.



Common Area Standards

Site Design

- Primary access and visibility (50% frontage)
- Secondary entry points
- Physical improvements
- Tree canopy coverage
- Topography and hydrology



Common Area Standards

Location criteria

- 10 minute walk to 90% of entrances
- Connected to other open spaces



Common Area Standards

Signage

- List hours of operation, maintenance contact
- May reference KY Recreational Use Statute - limits owner's liability when land is used for recreational purposes

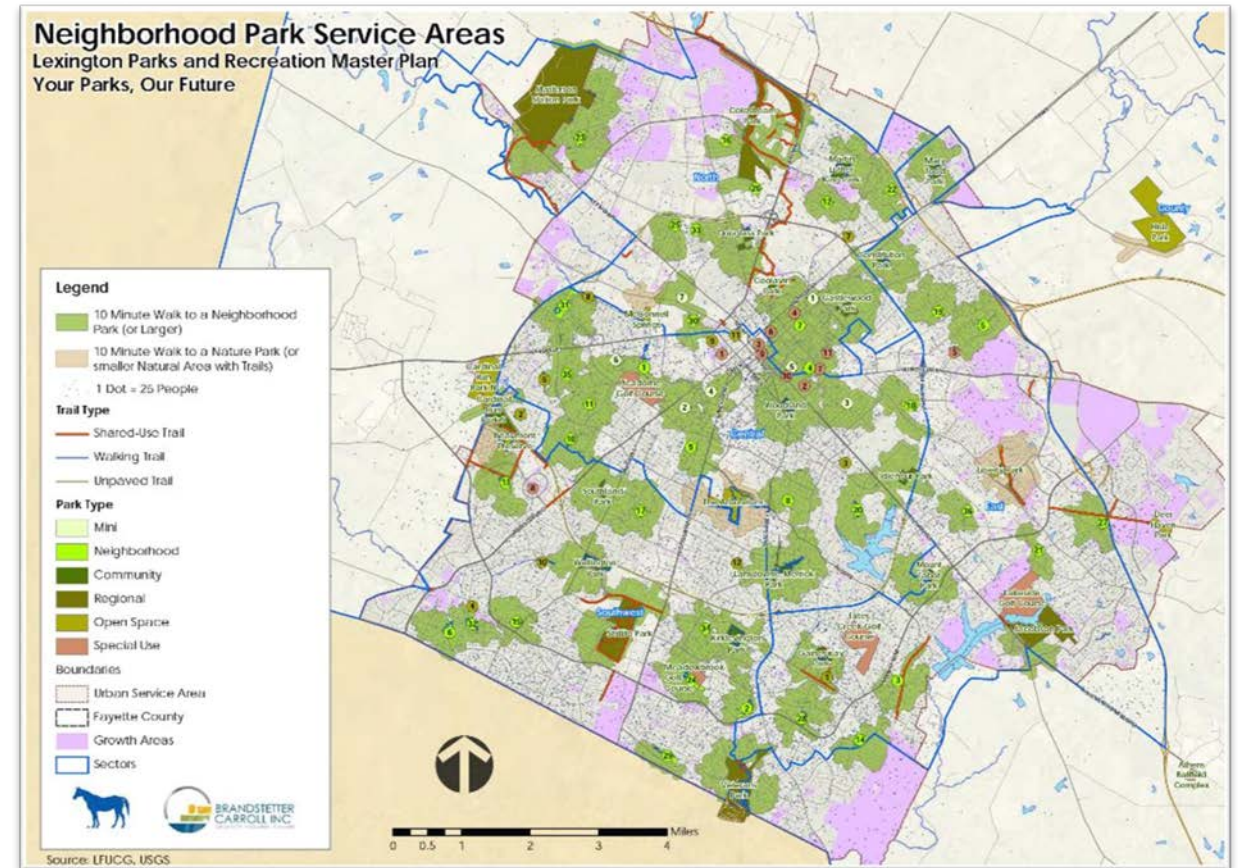


Common Area Exemption

Incentivizing density near public parks

Common areas not required:

- ½ mile walk to public park
- ¼ mile walk to another existing public open space

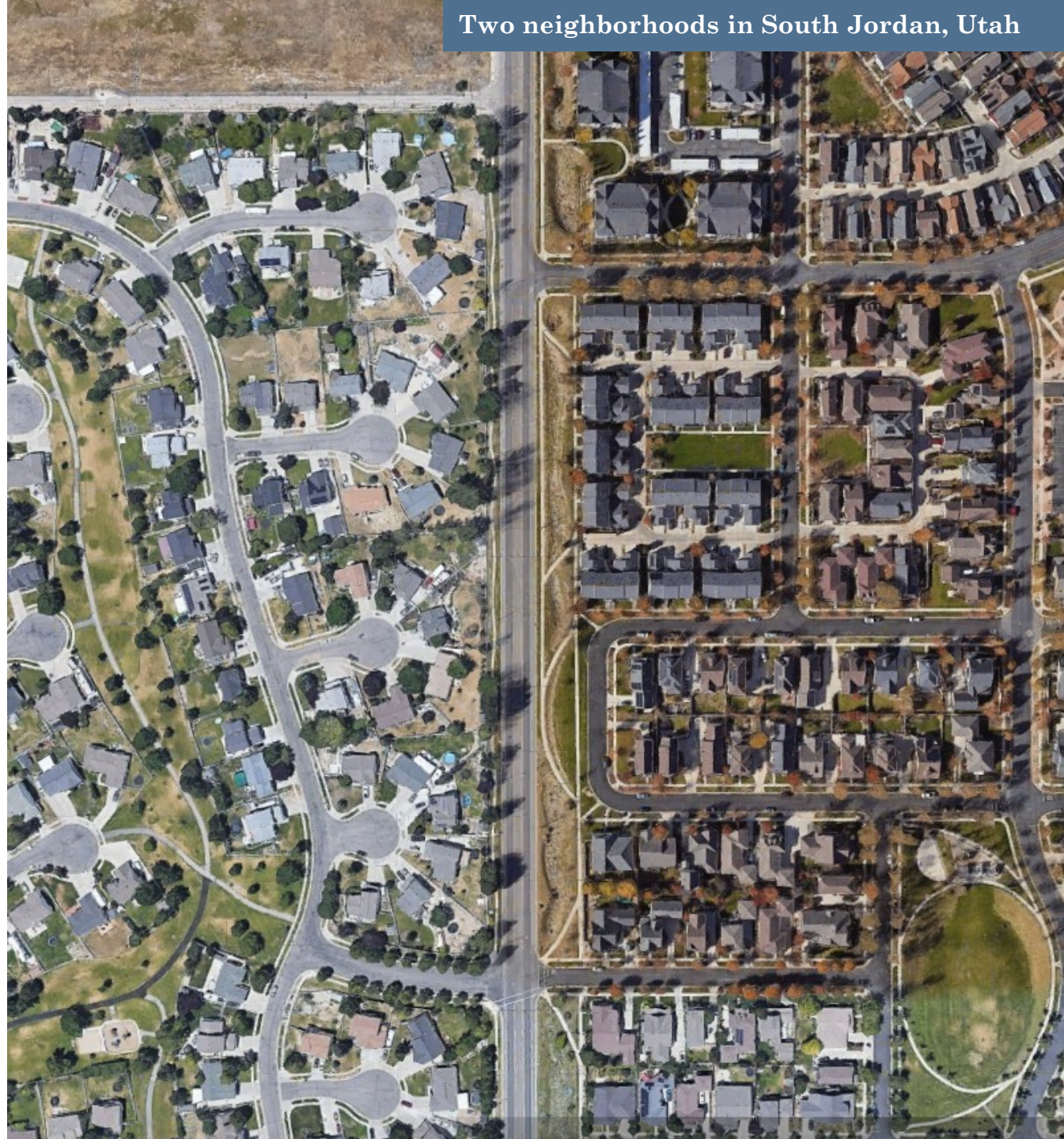


Our approach:

Intentionally sequenced zoning regulation updates

1. F.A.R. / lot coverage increase (more density) →
2. Eliminated parking minimums (more walkability) →
3. Better quality, more accessible open space

Two neighborhoods in South Jordan, Utah



Thank you!

Next session

Mar 8: Developer exactions

How can cities leverage developer requirements to increase park access and narrow the park equity gap?

Next steps:

- Complete 'check-out' question & 'exit ticket' (two links), shared in the chat
- Provide any additional feedback on the session one summary via email to william.Klein@tpl.org

