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

<table>
<thead>
<tr>
<th>Design &amp; Development</th>
<th>Real Estate Developer</th>
<th>Special District</th>
<th>Private Institution</th>
<th>City Parks/Rec</th>
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</thead>
<tbody>
<tr>
<td><strong>Maintenance &amp; Programming</strong></td>
<td>Subdivisions: HOA, association, or membership club</td>
<td>Special District</td>
<td>Universities</td>
<td>Friends groups, conservancies, foundations</td>
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<td></td>
<td>Multi-unit building / office park: property manager</td>
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<td>Healthcare complexes</td>
<td>Leased to other public or quasi-public agencies (e.g. utility, arts/culture)</td>
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<td>Urban commercial: BID</td>
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<td>Museums</td>
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<td></td>
<td>Any of above: city</td>
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<td>Religious</td>
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<td>Performance Venues</td>
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<td>Park conservancies, land trusts</td>
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*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
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

- 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
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
NYC POPS

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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
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