

What We've Been Up To

- Conducted an in-depth analysis of how 16 cities are using land development policy to advance park access and equity.
- Interviewed representatives from 16 cities about:
 1. “The land development policy toolkit” – mechanisms that are available for cities
 2. Planning for growth: How can cities ensure park creation keeps pace with new development and population growth?
 3. Flexibility: How can cities leverage their land development policies to address historical park inequities?

Developers are already playing an essential role in how cities acquire parkland and build new parks.

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How development policy is shaping city park systems:

For Parkland Acquisition:

52% of parkland is coming via
developer dedication, fee, or
maintenance agreement.

Only 13% of land came from
outright city purchase (using any
source of funds)

For Parkland Development:

35% of parks were developed by
a developer before being
transferred to a city

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- When acquiring land, PLDOs should be calibrated to reflect the fair market value (FMV) of the specific site that is being developed. If tied to the FMV of land, PLDOs will not require regular updates for land acquisition.
- Impact fees and PLDOs should be calibrated to reflect the expected number of people who will be living in a development.
- When acquiring land, if a PLDO or impact fee is not tied to the value of land that will be acquired, fees should be structured to reflect the value of land within the planning area/“zone” within which the site falls. The value of land should be updated annually.
- Park development fees should be included with PLDOs to ensure cost burden doesn't fall to broader population. Fees should be tied to local construction costs and be updated annually to reflect inflation.
- When a developer builds a park rather than the city, the city should set in place requirements to ensure the park development is completed in a timely manner and that residents aren't left waiting for a park.

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- **When acquiring land, PLDOs should be calibrated to reflect the fair market value (FMV) of the specific site that is**
 - Only two cities use site-specific FMV. Other cities use a city-wide average FMV or a formula not tied to FMV.
- **Cities should enact development fees to ensure parks are developed to serve new residents.**
 - Half of the cities we reviewed do not have any development fees.
 - 50% of cities require developers to either dedicate a developed park or pay a fee to help the city pay for the cost of developing land into a park

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- Cities should prioritize onsite parks – either built by the developer or the city – when a development is taking place in a parkland-deficient area.
- When collecting fees, cities should also collect funding for a city-wide district that allows for more flexible spending of funds – particularly when the level of service is already being met in a development's service radius.
- Cities should allow for fees to be spent on projects in different areas of a city when the level of service is already being met within the service radius of a development.

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- 5 cities use distance as a nexus requirement.

- **Cities should allow for fees to be spent on projects in different areas of a city when the level of service is already being met within the service radius of a development.**



- Eight cities are using zones to define where parkland or fees should be collected and spent.

Cities need to provide clearer guidelines on the quality of land that is donated for parks as well as for any amenities that are required when developers build parks.

- Cities should exercise restraint from setting in place specific exclusionary criteria for land (e.g., no land over 6% grading), but instead put in place general guidelines that provide the city with flexibility to accept or reject a land donation based on how that specific donation advances the city's overall parks goals.
- When developers are building and donating parks, cities should put in place clear standards for what amenities should be included to ensure amenities in developer–built parks meet the design standards of city facilities.

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- Half of cities put in place some minimum criteria for land quality.

Cities should set in place better data and systems to track the impact of their development policies on parks and greenspace.

Follow-ups

1. Do you have an inventory of parks that have been acquired and/or opened in the past 5-10 years as well as the funding source of those parks?
2. Are you interested in completing a self-audit of your parkland dedication ordinance?

Communicating 10MW Park Access for Private Parks



Connecting everyone to the outdoors™

Core value

Everyone in U.S. cities should have access to a quality park within a 10-minute walk of their home.

Key (Theoretical) Question

When we talk about close-to-home park access,
does public access matter?

Key (Pragmatic) Question

For existing or proposed neighborhoods served by private parks...

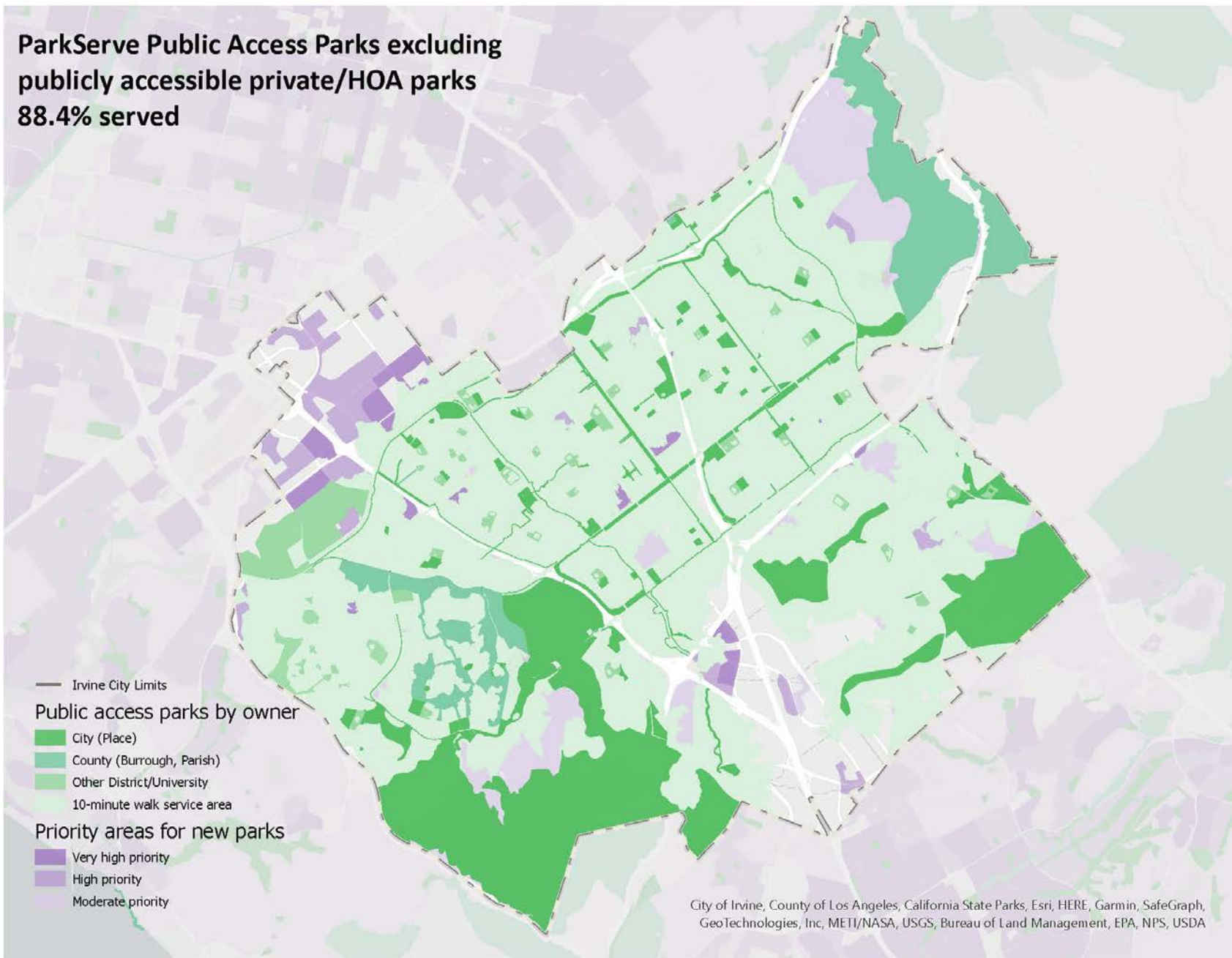
Would you still want to ensure that neighborhood has access to a nearby public park?

Generally, three types of neighborhood parks

1. Publicly owned, publicly accessible (City Parks/Rec)
2. Privately owned, publicly accessible (e.g. POPS or HOA equivalent)
3. Privately owned, private access (e.g. HOA)

What 'counts' impacts how we evaluate park access goals

ParkServe Public Access Parks excluding publicly accessible private/HOA parks
88.4% served

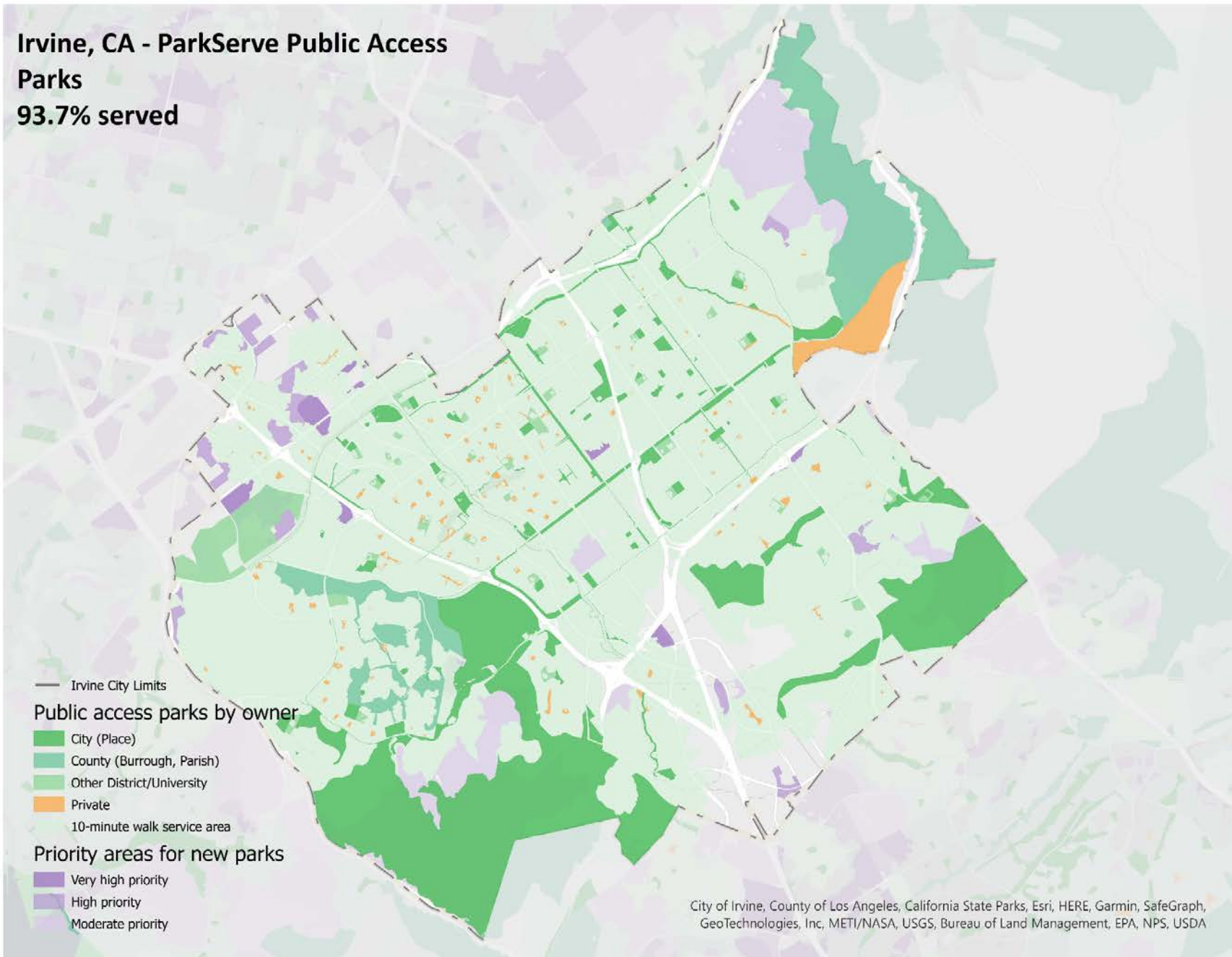


Publicly owned, publicly accessible

88%

10MW, city-wide

Irvine, CA - ParkServe Public Access
Parks
93.7% served



Publicly and privately owned,
publicly accessible

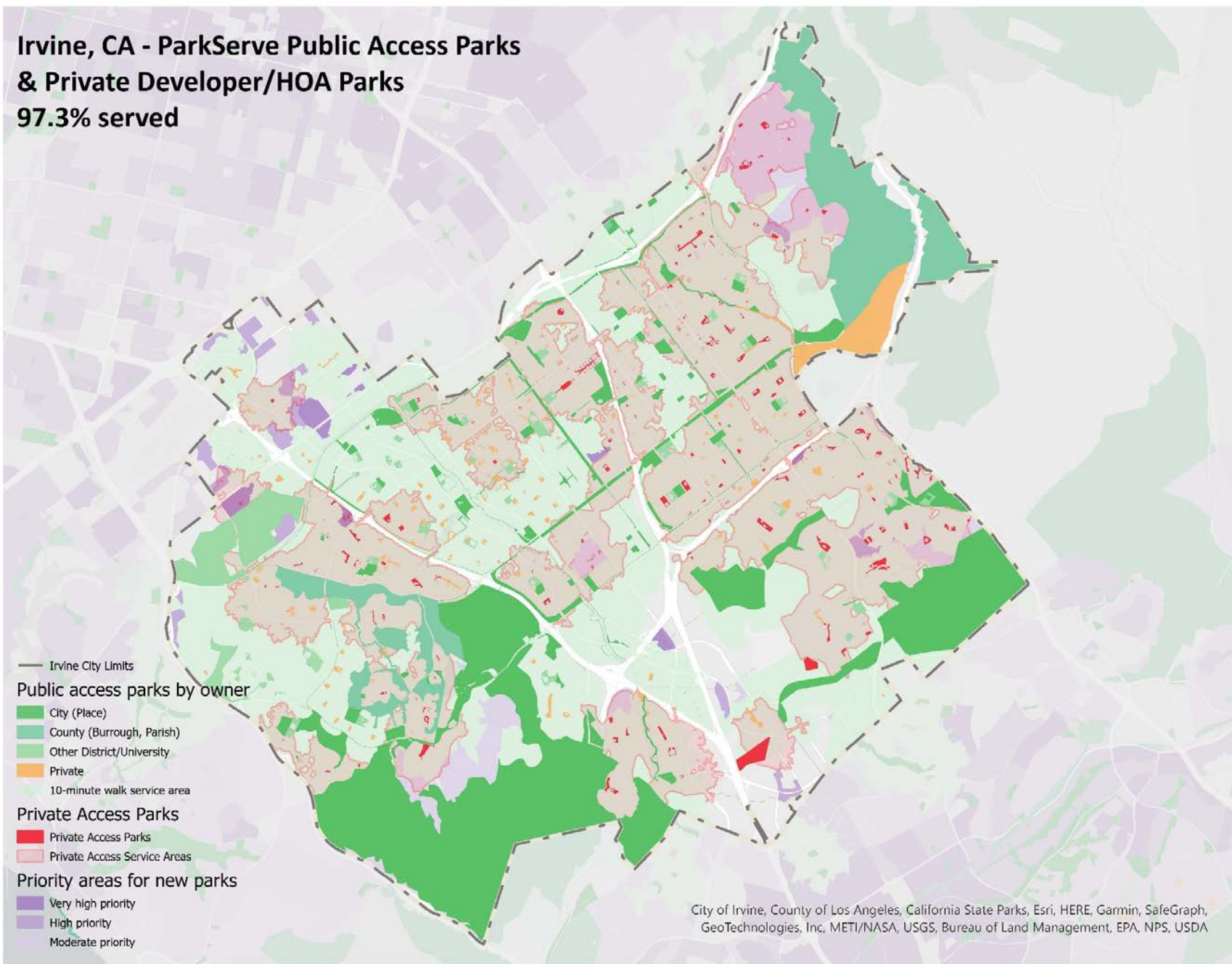
94%

10MW, city-wide

90%

10MW, excluding HOA
population

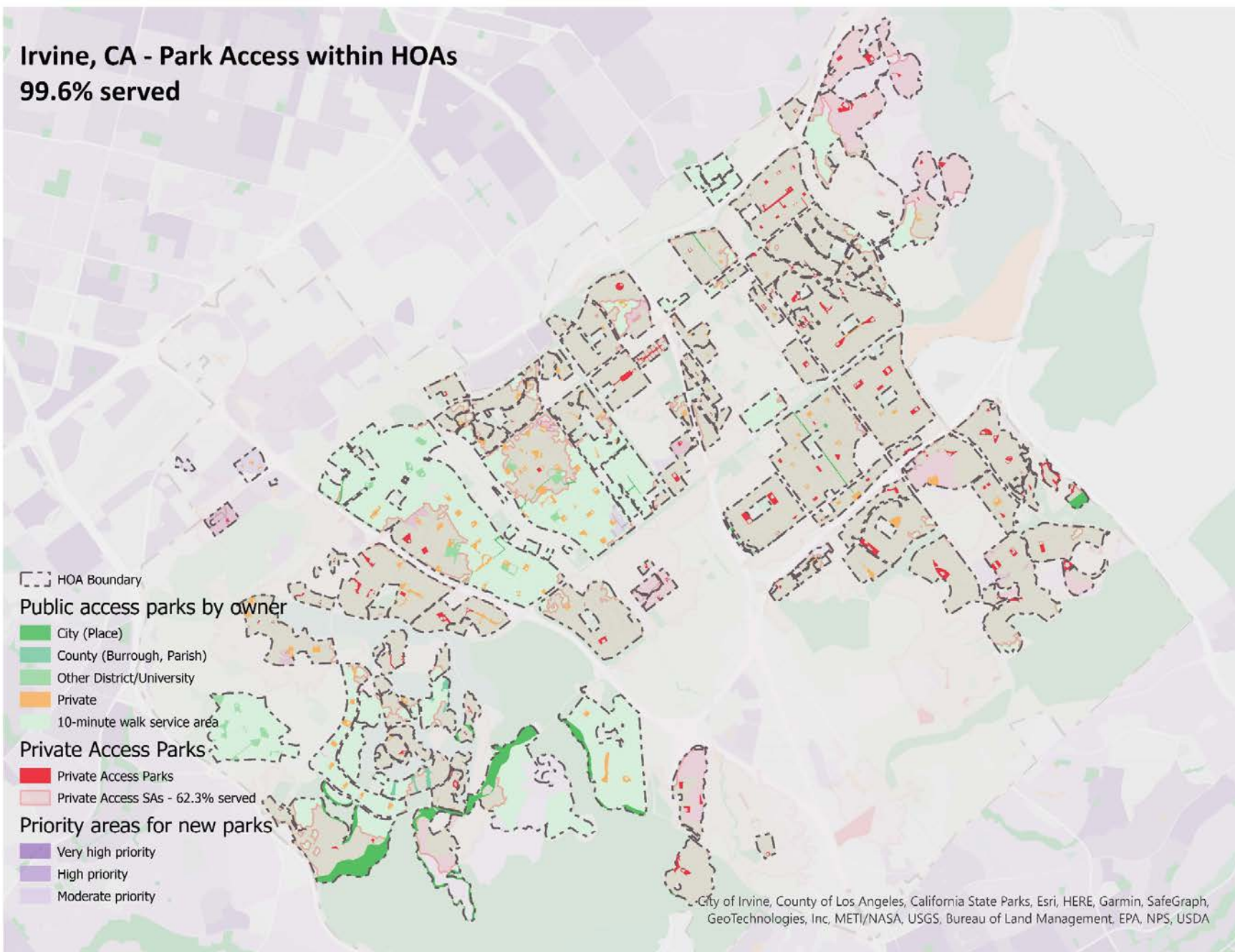
Irvine, CA - ParkServe Public Access Parks
& Private Developer/HOA Parks
97.3% served



Publicly and privately owned,
publicly and privately
accessible

97%
10MW, city-wide

Irvine, CA - Park Access within HOAs
99.6% served



Assess HOAs separately
from rest of city...

Within HOAs (public or
private access):

100%

10MW, only HOA populations

Defining ‘public access’

- ✓ Welcoming signage
 - “Open to public”
 - Names park manager
 - Visible from street
- ✓ Entrance or signage is visible from public street
 - Not in gated community or private rooftop (unless special measures taken to invite public)
- ✓ City proactively advertises park as a ‘public’ park
 - Included on map or list of ‘public’ parks on city website
- ✓ *Same standards for maintenance and allowed uses as city’s public parks, including hours open to public*
- ✓ *Permanent protection from development*



Question: How should private parks be accounted for in 10MW?

Current Approach: % of city residents within a 10MW of a publicly accessible park

- Include private parks if publicly accessible
- Calculate 10MW for entire city's population

Alternate approach 1: % of non-HOA residents within a 10MW walk of a public park

- Exclude private parks entirely
- Exclude HOA residents from city population in calculation

Alternate approach 2: % of city residents within a 10MW of any park – public or private access

- Include private parks regardless of access
- Calculate 10MW for entire city's population