

# PARKMAKING 101

## Changing Paradigms of Urban Parks

179 DECEMBER 2013

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University of Minnesota

“WHAT IS YOUR FAVORITE URBAN PARK?”

(and why?)

POP QUIZ!

15 SECONDS

LIKE OTHER CULTURAL ARTS...

URBAN PARKS

REFLECT THE

PREVAILING

VALUES

+

ATTITUDES

OF THE TIME

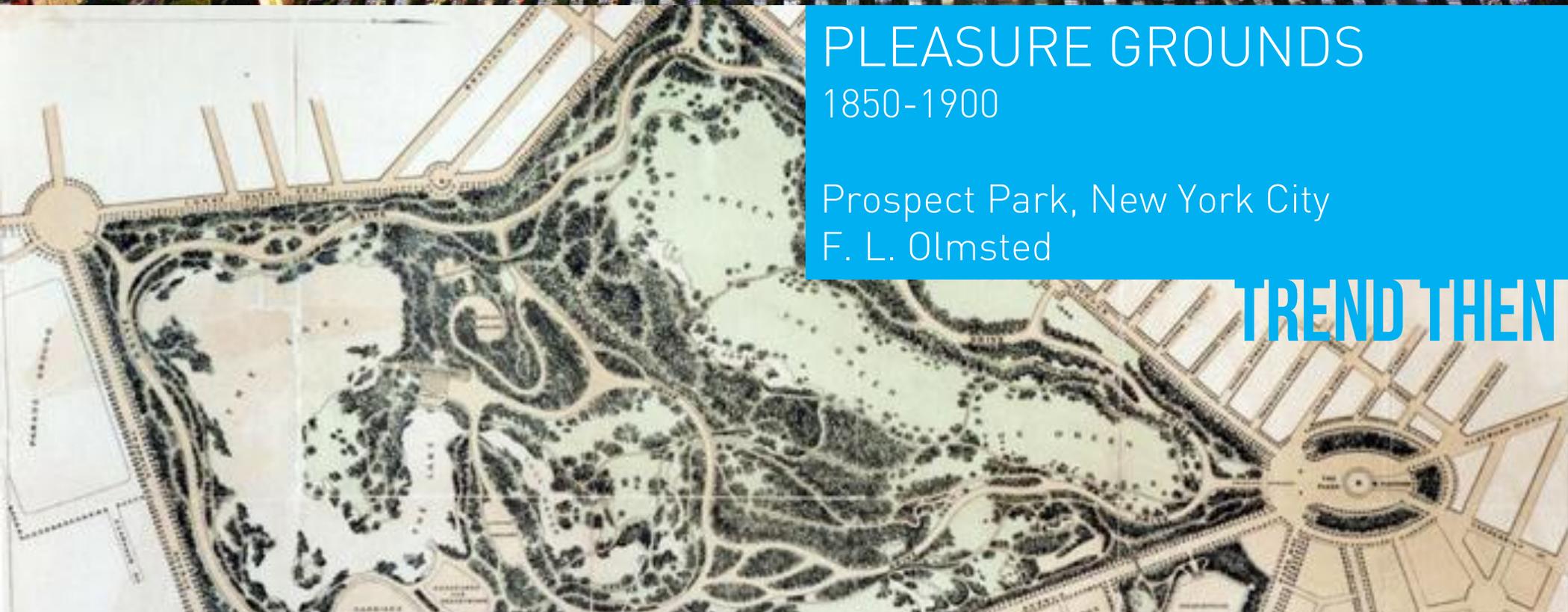


## PLEASURE GROUNDS

1850-1900

Prospect Park, New York City

F. L. Olmsted



**TREND THEN**

**COMMUNITY**

- Impact remediation
- Physical Infrastructure Improvements
- Employment and Education
- Quality of Life

**ECOLOGY**

- Protection
- Conservation
- Restoration
- Regeneration

**WATER**

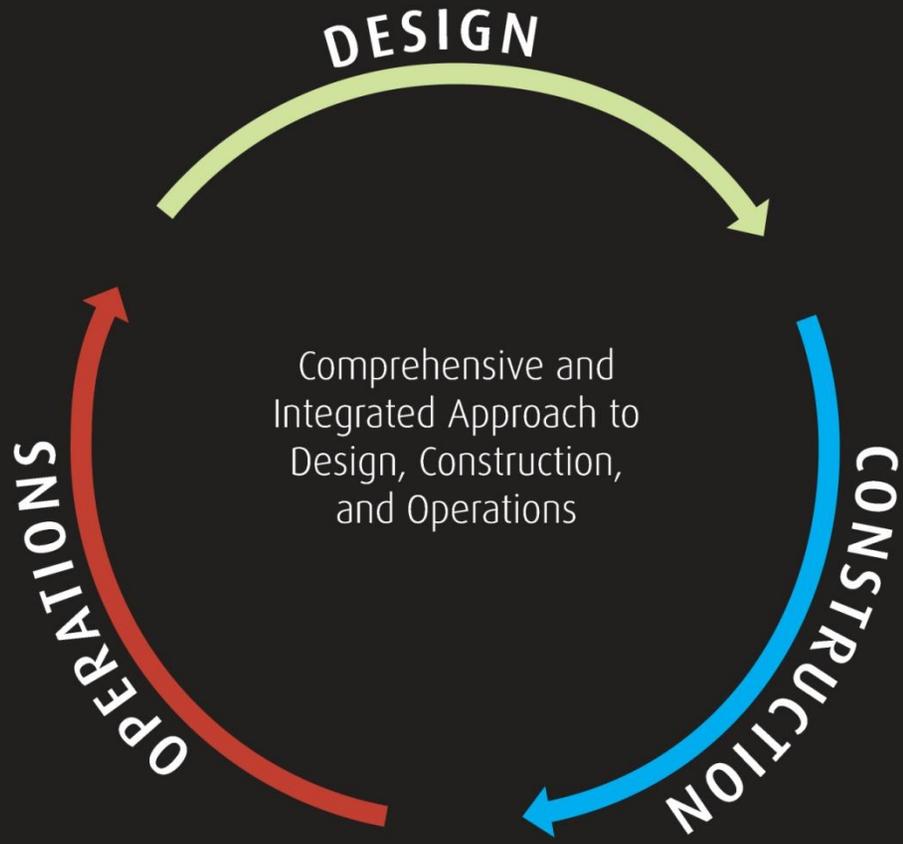
- Efficiency
- Reduction
- Reuse
- Aquifer Recharge

**ENERGY**

- Passive Systems
- High Performance Active Systems
- Renewable Energy
- Sequestration

**MATERIALS/WASTE**

- Reduction
- Sourcing
- Recycle
- Reuse



**TREND NOW**  
 SUSTAINABLE PARK  
 1850-1900

What prevailing socio-cultural attitudes are changing now?  
....today and tomorrow?  
....in our cities and landscape?



# WYNYARD POINT

AUCKLAND, NZ



WYNYARD POINT  
AUCKLAND, NZ



SUGAR BEACH  
TORONTO, ONT



SUGAR BEACH  
TORONTO, ONT



DIRECTORS PARK  
PORTLAND ,OR



DIRECTORS PARK  
PORTLAND, OR



STEEL YARD  
PROVIDENCE, RI



STEEL YARD  
PROVIDENCE, RI



# CUMBERLAND PARK

NASHVILLE, TN



CUMBERLAND PARK  
NASHVILLE, TN



CUMBERLAND PARK  
NASHVILLE, TN



# CUMBERLAND PARK

NASHVILLE, TN

THE HOLLOW  
SPRAY & PLAY  
NASHVILLE COMMISSIONED BY THE CITY OF NASHVILLE



CUMBERLAND PARK  
NASHVILLE, TN



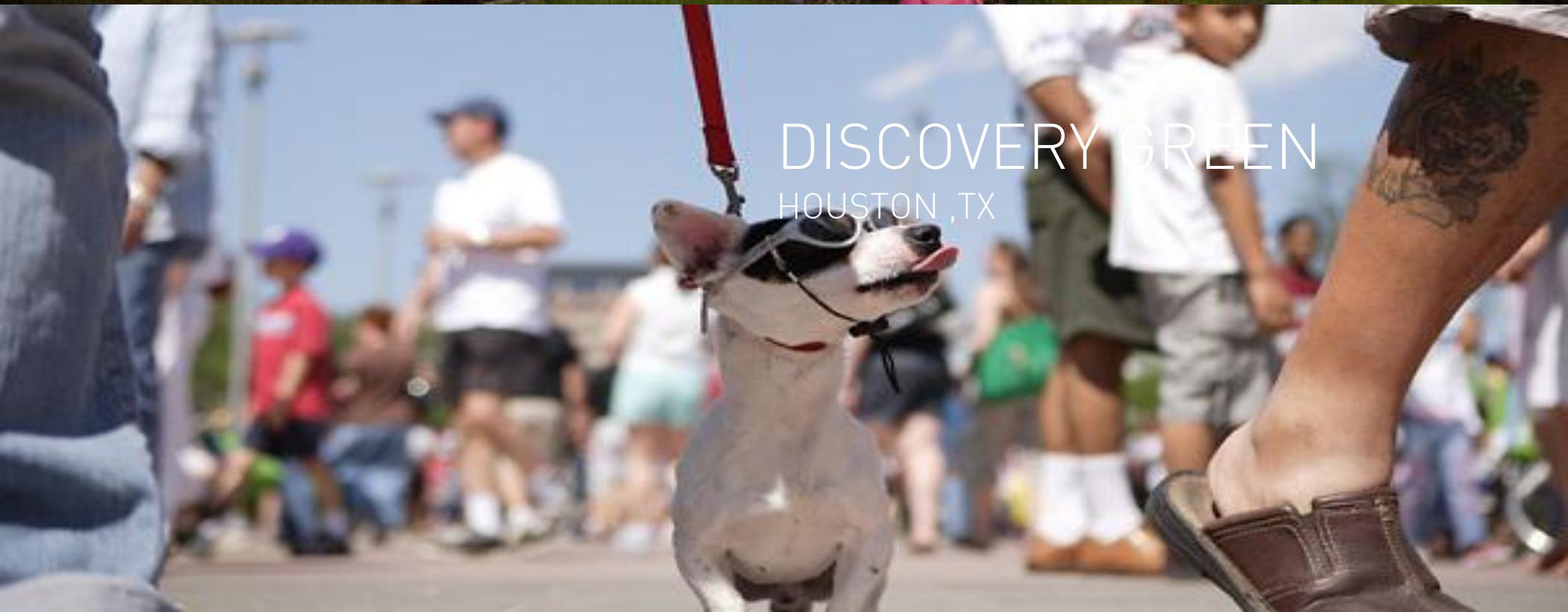
CHICAGO CITY HALL  
GREEN ROOF  
CHICAGO, IL



DISCOVERY GREEN  
HOUSTON, TX

A family of three is seen from behind, standing on a paved walkway in a park at night. They are looking towards a large, illuminated fountain. The fountain features multiple jets of water that are lit up with a bright blue light, creating a dramatic and colorful display. The background shows a city skyline with lit-up buildings and trees, suggesting an urban park setting. The overall atmosphere is serene and family-oriented.

DISCOVERY GREEN  
HOUSTON, TX



DISCOVERY GREEN  
HOUSTON, TX



DISCOVERY GREEN  
HOUSTON, TX

**4 PHASES OF  
URBAN PARK DEVELOPMENT  
+  
TRAPS TO AVOID**

1

PROGRAMMING + BUDGETING

2

DESIGN + PERMITTING

3

CONSTRUCTION + COMMISSIONING

4

BIG OPENING + SUSTAINED SUPPORT

	Pros	Cons
<b>Public Agency/Authority</b>	<ul style="list-style-type: none"> <li>Access to public operating funds</li> <li>Access to public sector resources</li> <li>Access to public capital funds</li> <li>Access to experienced entities with knowledgeable staff</li> <li>Access to experienced entities with knowledgeable staff</li> </ul>	<ul style="list-style-type: none"> <li>Risk of long-term sustainability</li> <li>Changing political tides</li> <li>Cumbersome public sector procedures</li> <li>Changes in the availability of public funding</li> <li>Overlapping jurisdictional responsibilities with differing perspectives</li> </ul>
<b>Public/Private Partnership</b>	<ul style="list-style-type: none"> <li>Committed and focused</li> <li>Access to both public &amp; private funds</li> <li>Flexibility</li> <li>Not subject to election-year cycles</li> <li>Capacity to establish beneficial relationships</li> </ul>	<ul style="list-style-type: none"> <li>Start-up time and costs</li> <li>Long-term commitment for operating funding</li> <li>Requires private funding base</li> <li>Requires other sources of revenue</li> </ul>
<b>Private Model</b>	<ul style="list-style-type: none"> <li>Flexibility</li> <li>Can leverage public and private funding</li> <li>Single focused vision</li> <li>Capacity to negotiate beneficial relationships</li> <li>Able to take long-term view</li> </ul>	<ul style="list-style-type: none"> <li>Private control</li> <li>May have limited access to public agencies</li> <li>Diminished perception of public control</li> <li>Subject to changing economic and financial conditions</li> </ul>

# SPRING/SUMMER PROGRAM CALENDAR 2009

IDENTIFY EVENT BY COLOR: SPECIAL EVENTS • ENTERTAINMENT SERIES • ART SERIES • HEALTHY LIVING IN THE PARK • FAMILIES & CHILDREN SERIES

## Mar

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: Spain Colored Orange**  
3 - 5 p.m. Anheuser-Busch Stage

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: EXTREME WII!**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**KUHF Front Row Live**  
12 p.m. Anheuser-Busch Stage

**KUHF Silent Film Concerts: Destiny**  
7 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Yoga in the Park with TUTS**  
9:30 - 10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Fair**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: Hip2BFit, the Musical**  
12 p.m. Anheuser-Busch Stage

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: Moodafunka**  
3 - 5 p.m. Anheuser-Busch Stage

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: EXTREME WII!**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Yoga in the Park with TUTS**  
9:30 - 10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Saturdays**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: Jaguar Sun**  
1 - 3 p.m. Anheuser-Busch Stage

**St. Patrick's Day Parade, After Parade Party**  
1 - 3 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: Jose-Miguel Yamao**  
3 - 5 p.m. Anheuser-Busch Stage

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: EXTREME WII!**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: Brother Tadpole**  
12 p.m. Anheuser-Busch Stage

**Houston Grand Opera Move Night: Andre Previn**  
7 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: Sunday Jazz with HGO**  
3 - 5 p.m. Anheuser-Busch Stage

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Guaranty Bank Tour de Houston**  
7 a.m. - 1 p.m. Andrea and Bill White Promenade, Anheuser-Busch Stage and Fondren Performance Space

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: EXTREME WII!**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Screen on the Green: The Triplets of Belleville**  
7:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Yoga in the Park with TUTS**  
9:30 - 10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Saturdays**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: Brother Tadpole**  
12 p.m. Anheuser-Busch Stage

**Houston Grand Opera Move Night: Andre Previn**  
7 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: Sunday Jazz with HGO**  
3 - 5 p.m. Anheuser-Busch Stage

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Reel Teen Film Festival**  
7 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: The Trade Jazz Band**  
3 - 5 p.m. Transier Bandstand

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: EXTREME WII!**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Yoga in the Park with TUTS**  
9:30 - 10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Fair**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: HTS Beauty and the Beast**  
12 p.m. Anheuser-Busch Stage

**Pocket Full of Soul Music and Film Festival**  
5:30 - 10 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: Space City Gamelan**  
3 - 5 p.m. Anheuser-Busch Stage

**Film Premiere: Speeding Motorcycle**  
6 - 10 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: EXTREME WII!**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Yoga in the Park with TUTS**  
9:30 - 10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Saturdays**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: Earth Day Festival**  
12 p.m. Anheuser-Busch Stage

**Earth Day Houston**  
9 a.m. - 6 p.m. Various locations throughout the park

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: Two Star Symphony**  
3 - 5 p.m. Anheuser-Busch Stage

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: EXTREME WII!**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**KUHF Silent Film Concerts: Metropolis**  
7:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Yoga in the Park with TUTS**  
9:30 - 10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Saturdays**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: Texas Mime Theatre**  
12 p.m. Anheuser-Busch Stage

**Houston Arts Alliance Showcase: Houston Poetry Slam**  
3 - 5 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: Houston Pride Band**  
3 - 5 p.m. Anheuser-Busch Stage

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: EXTREME WII!**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Shakespeare at the Green: Macbeth**  
7:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Yoga in the Park with TUTS**  
9:30 - 10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Saturdays**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: Opera to Go! Daughters of the Regiment**  
12 p.m. Anheuser-Busch Stage

**Shakespeare at the Green: As You Like It**  
7:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Shakespeare at the Green: Macbeth**  
1 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Four Seasons' Sundays in the Park: Picture Book**  
3 - 5 p.m. Anheuser-Busch Stage

**Shakespeare at the Green: As You Like It**  
5 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: EXTREME WII!**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Yoga in the Park with TUTS**  
9:30 - 10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Fair**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: Masquerade Theater**  
12 p.m. Anheuser-Busch Stage

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: D.R.U.M.**  
3 - 5 p.m. Transier Bandstand

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: Concerts on the Green with the Hollisters**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Fresh Fridays: Asian American Heritage Day**  
7 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Yoga in the Park with TUTS**  
9:30 - 10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Saturdays**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: TUTS Salutes Happy Days, the musical**  
12 p.m. Anheuser-Busch Stage

**Houston Arts Alliance Showcase: Runaway Sun and Nuestra Palabra**  
3 - 5 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: The Cleaners**  
3 - 5 p.m. Transier Bandstand

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Light as Air**  
6 a.m. - 11 p.m. Various locations throughout the park

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: Concert on the Green with Carolyn Wonderland**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Light as Air**  
6 a.m. - 11 p.m. Various locations throughout the park

**Light as Air**  
6 a.m. - 11 p.m. Various locations throughout the park

**Yoga in the Park with TUTS**  
10:30 a.m. Anheuser-Busch Stage

**Biolog's Recycling Saturdays**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Bike Repair Workshop**  
10 a.m. - 2 p.m. Andrea and Bill White Promenade

**Young Writers Workshop**  
10:30 - 11:30 a.m. HPL Express in the Lake House Building

**Hip2BFit Fun Club!**  
11:30 a.m. - 12 p.m. Anheuser-Busch Stage

**Wells Fargo's Discovery Series: Paragon Brass Ensemble**  
12 p.m. Anheuser-Busch Stage

**"Calling All Bigs and Littles!" Day in the Park**  
1 - 4 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Light as Air**  
6 a.m. - 11 p.m. Various locations throughout the park

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade

**Nia Moves**  
1 - 2 p.m. Fondren Performance Space

**Four Seasons' Sundays in the Park: Miss Leslie and Her Juke-Jointers**  
3 - 5 p.m. Transier Bandstand

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Houston Youth Dance Inside Out**  
12 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Zumba!**  
6 - 7 p.m. Grace Event Lawn

**Houston Dance Inside Out**  
7 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Tai Chi in the Park**  
12 - 1 p.m. Anheuser-Busch Stage

**Capital One Bank's Thursdays Rock: Concert on the Green with Del Castillo**  
6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space

**Pilates in the Park with TUTS**  
6 - 7 p.m. Anheuser-Busch Stage

**Central City Co-op Downtown Green Market**  
12 - 4 p.m. Andrea and Bill White Promenade



1

PROGRAMMING +  
BUDGETING

DON'T HAVE  
More Program than

TIME

+

BUDGET

+

SPACE

(PRIOTIZE AND DEMAND  
FLEXIBILITY)



# PROGRAMMING + BUDGETING

BE REALISTIC

BEWARE of the  
UNBUILDABLE

(Connect Program + Budget  
+ Schedule)



2

DESIGN +  
PERMITTING

BE REALISTIC

BEWARE of the  
UNBUILDABLE

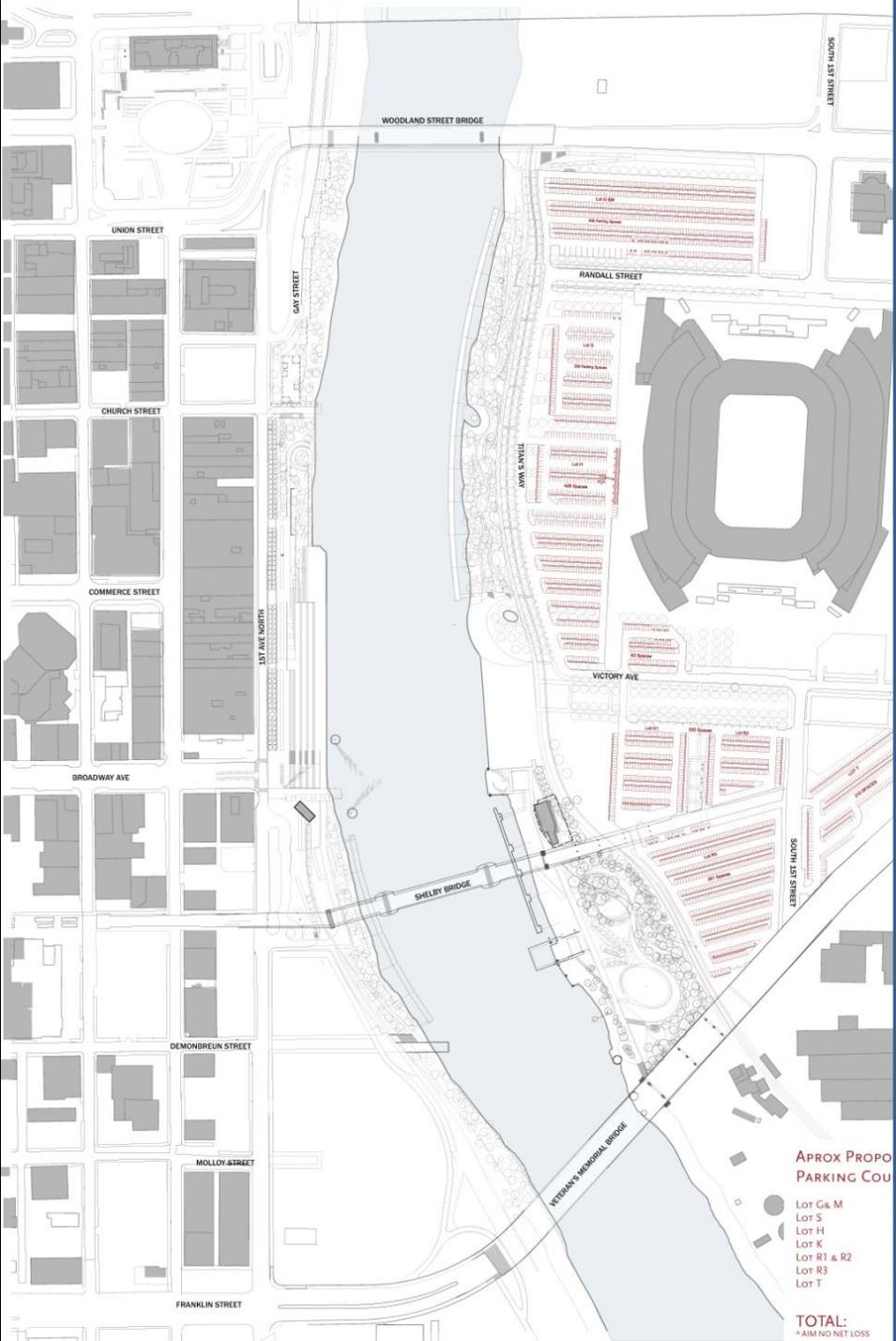
(Connect Program + Budget  
+ Schedule)

# 2

## DESIGN + PERMITTING

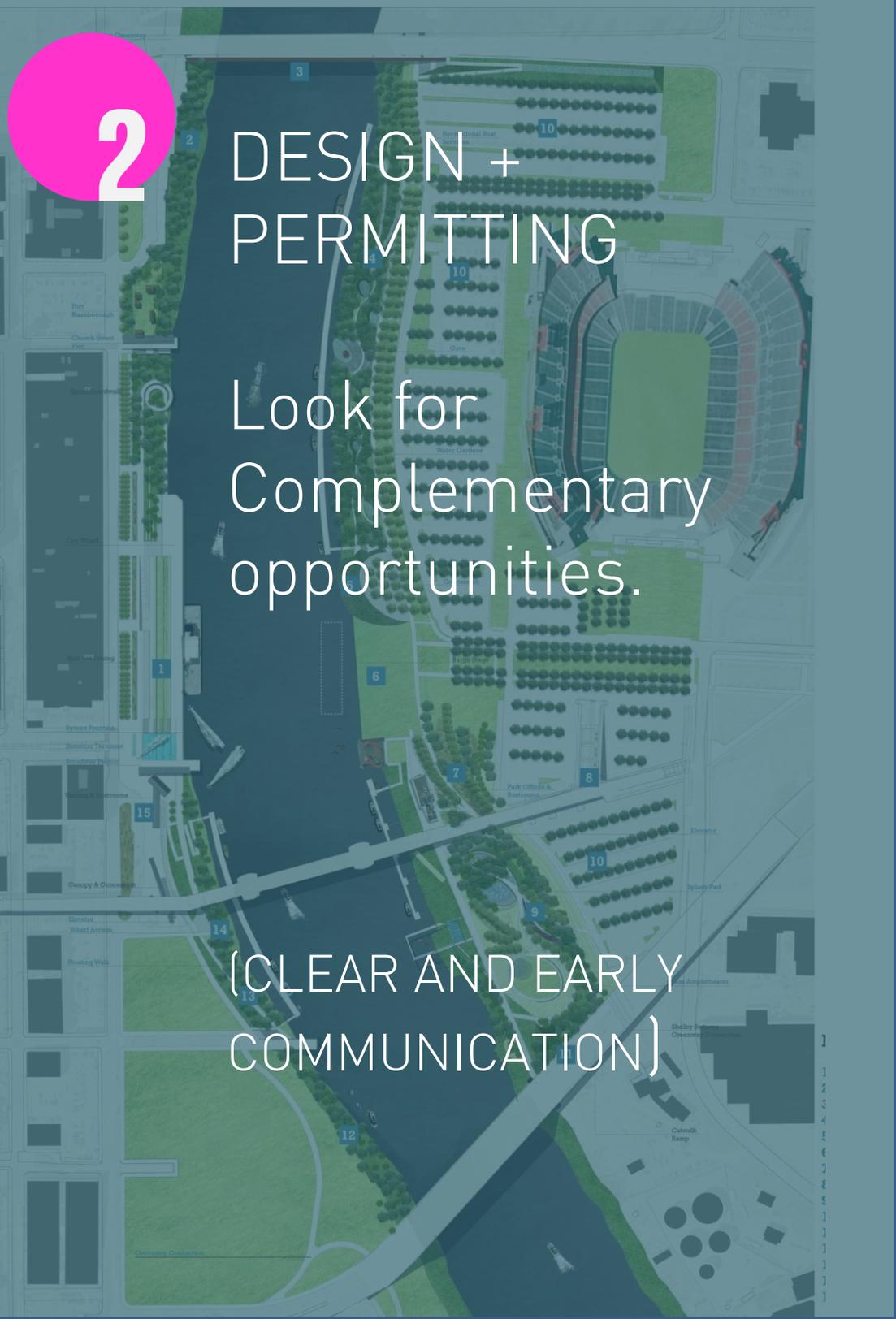
Everyone is working from the same book and same page.

(CLEAR AND EARLY COMMUNICATION)



**APROX PROPOSED PARKING COUNTS**

LOT G & M	69
LOT S	09
LOT H	28
LOT K	4
LOT R1 & R2	30
LOT R3	81
LOT T	10
<b>TOTAL:</b>	<b>209</b>
= AIM NO NET LOSS	



**2**

# DESIGN + PERMITTING

Look for Complementary opportunities.

(CLEAR AND EARLY COMMUNICATION)

**PROPOSED PARKING**  
**NEW RIVERFRONT PLAN**  
 PROPOSED CONDITIONS

AUGUST, 2010

SCALE 1" = 100'

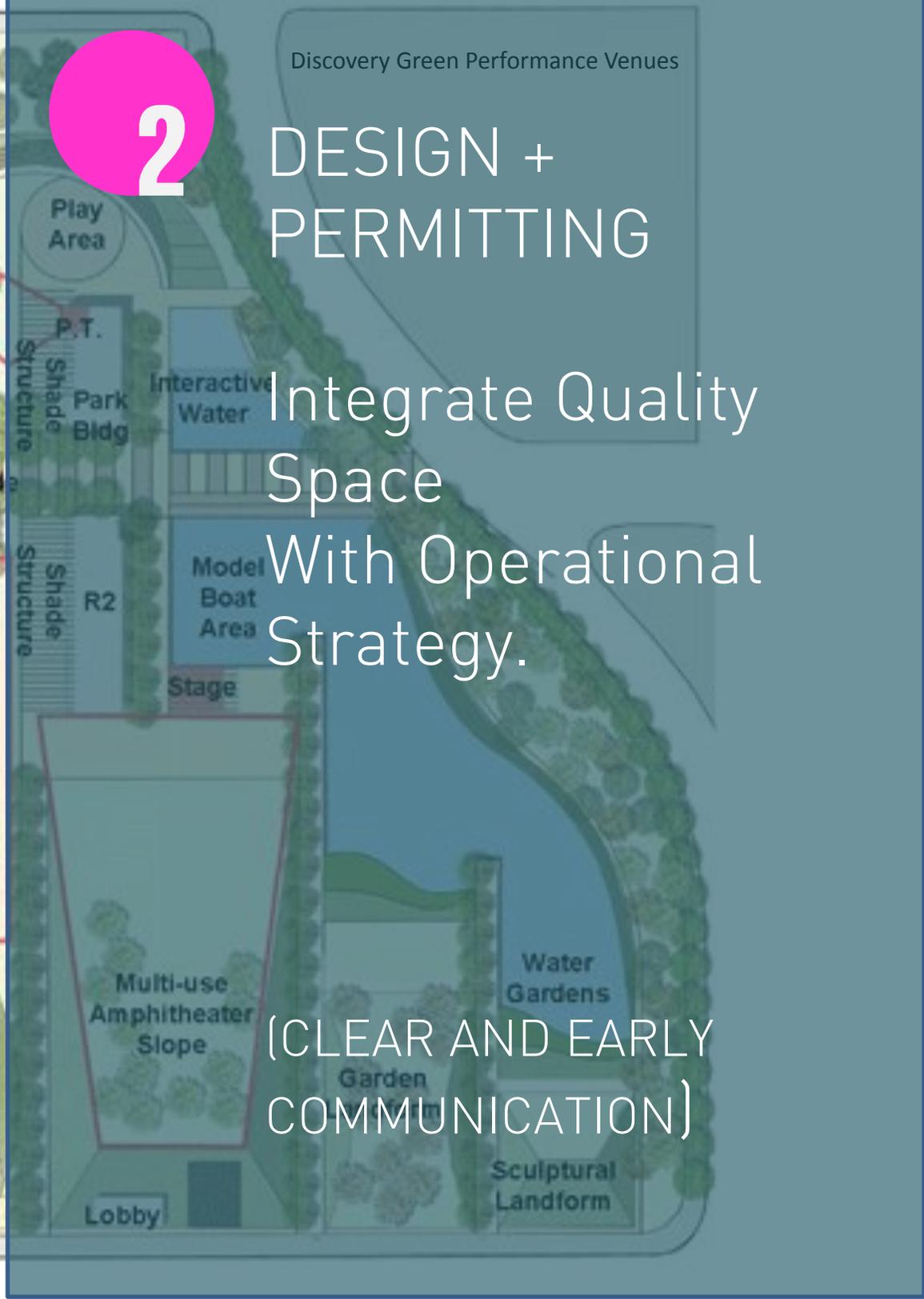
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2

# DESIGN + PERMITTING

Integrate Quality Space With Operational Strategy.

(CLEAR AND EARLY COMMUNICATION)

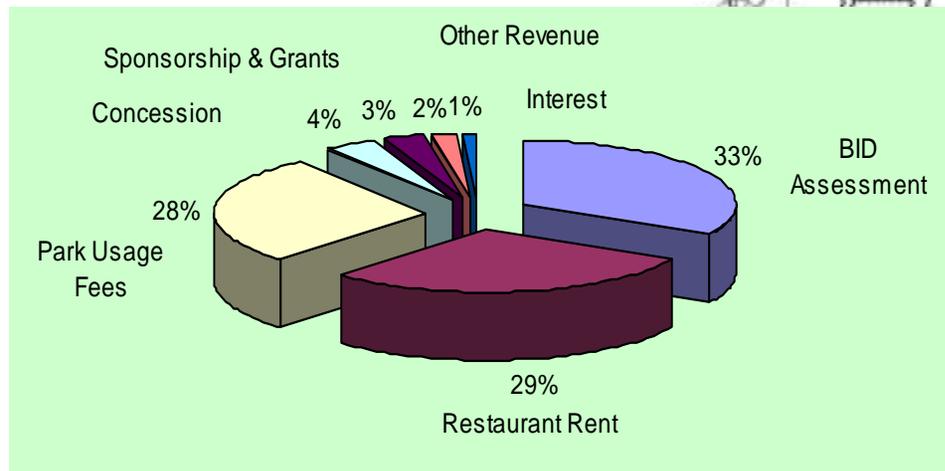
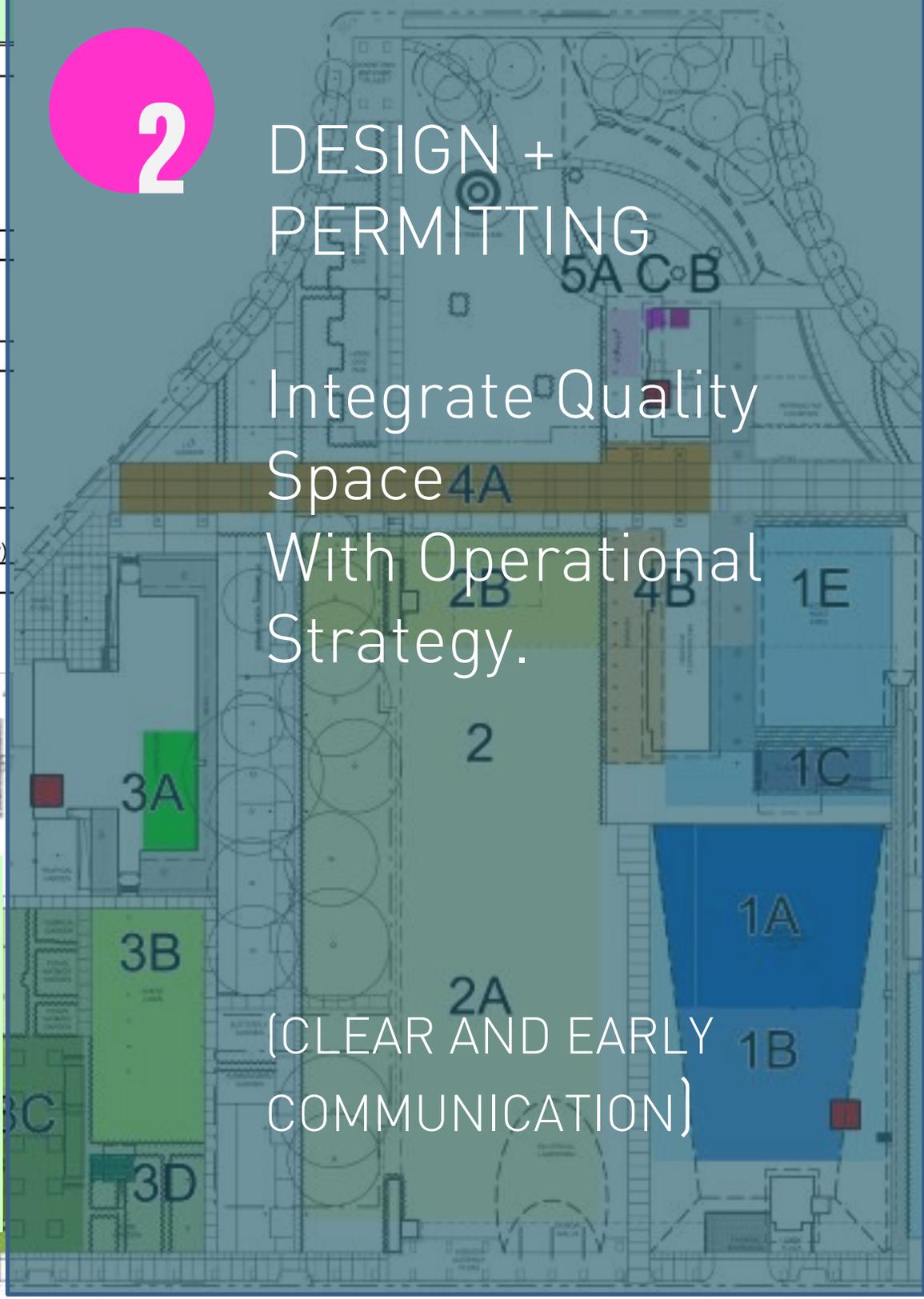


Map Key	Special Event Area	Prelim. Rent*
1	Amphitheater Area**	\$8,000
1A	Amphitheater - Theater	Not Available
1A & 1B	Amphitheater - Music	\$500
1C	Stage	\$750
	Dressing Rooms	
1D	Waterside Landing	\$2,500
1E	Ice Rink Venue	Not Available
2	Great Lawn***	\$20,000
2	Great Lawn - except stage area	\$15,000
2A	Great Lawn with stage area	\$20,000
2B	Temporary Stage	\$10,000
3	Urban Garden****	\$8,000
3A	Treehouse Deck (in R-1)	by SDG
3B	Event Lawn	\$3,000
3C	Event / Market Grove	\$1,500
3D	Bandstand	\$250
4	Market Area***	\$2,000
4A	Promenade - Market	\$2,000
4B	Dining Veranda - Market	Not Available (ltd use only)
5	Family Area***	\$100
5A	Birthday Veranda	\$50
5B	Multi-use Room	\$25
5C	Children's Stage	\$25



# DESIGN + PERMITTING

Integrate Quality Space With Operational Strategy.



(CLEAR AND EARLY COMMUNICATION)



LONG BRIDGE PARK  
ARLINGTON, VA

3

## CONSTRUCTION + COMMISSIONING

Its NOT  
“Just a Park”

(FINDING THE RIGHT  
GENERAL CONTRACTOR  
THAT “GETS IT”)

4

## BIG OPENING + SUSTAINED SUPPORT

Only ONE chance  
At a Park Opening

DISCOVERY GREEN  
HOUSTON, TX



CANAL PARK  
WASHINGTON DC

4

BIG OPENING +  
SUSTAINED  
SUPPORT

Long Term?



# BIG OPENING + SUSTAINED SUPPORT

Understanding of  
Maintenance and  
Management