

# Tying Cities Together:

Using Civic Space to Increase Value  
and Build Community

*Landscape & Outdoor Spaces*



Elizabeth Shreeve, SWA Group | April 10, 2014



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2014 ULI  
SPRING  
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VANCOUVER, BC  
APRIL 9-11, 2014



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*“Too often, especially since World War II, we’ve put the car in the middle of the equation for everything we’ve built. We need to ask: What makes people happy and healthy?”*

Dr. Richard Jackson



# BUILDING HEALTHY CIVIC OPEN SPACE

**Compact, beautiful, green civic districts** - foster active living and a strong public realm

**Physical activity** – frameworks for parks, trails, sidewalks, bikeways, waterways, urban forests, transit

**Access to healthy food** – school and community gardens, urban farms, markets, “farm to table” programs

**Mental health and respite** – connection to nature restores psychological balance, provides for unhurried social/family connections, and restores the ability for creative thinking

*“Biophilia is the innately emotional affiliation of human beings to other living organisms...Life around us exceeds in complexity and beauty anything else humanity is ever likely to encounter.”*

-Edward O. Wilson | *The Biophilia Hypothesis*



Buffalo Bayou,  
Houston, Texas



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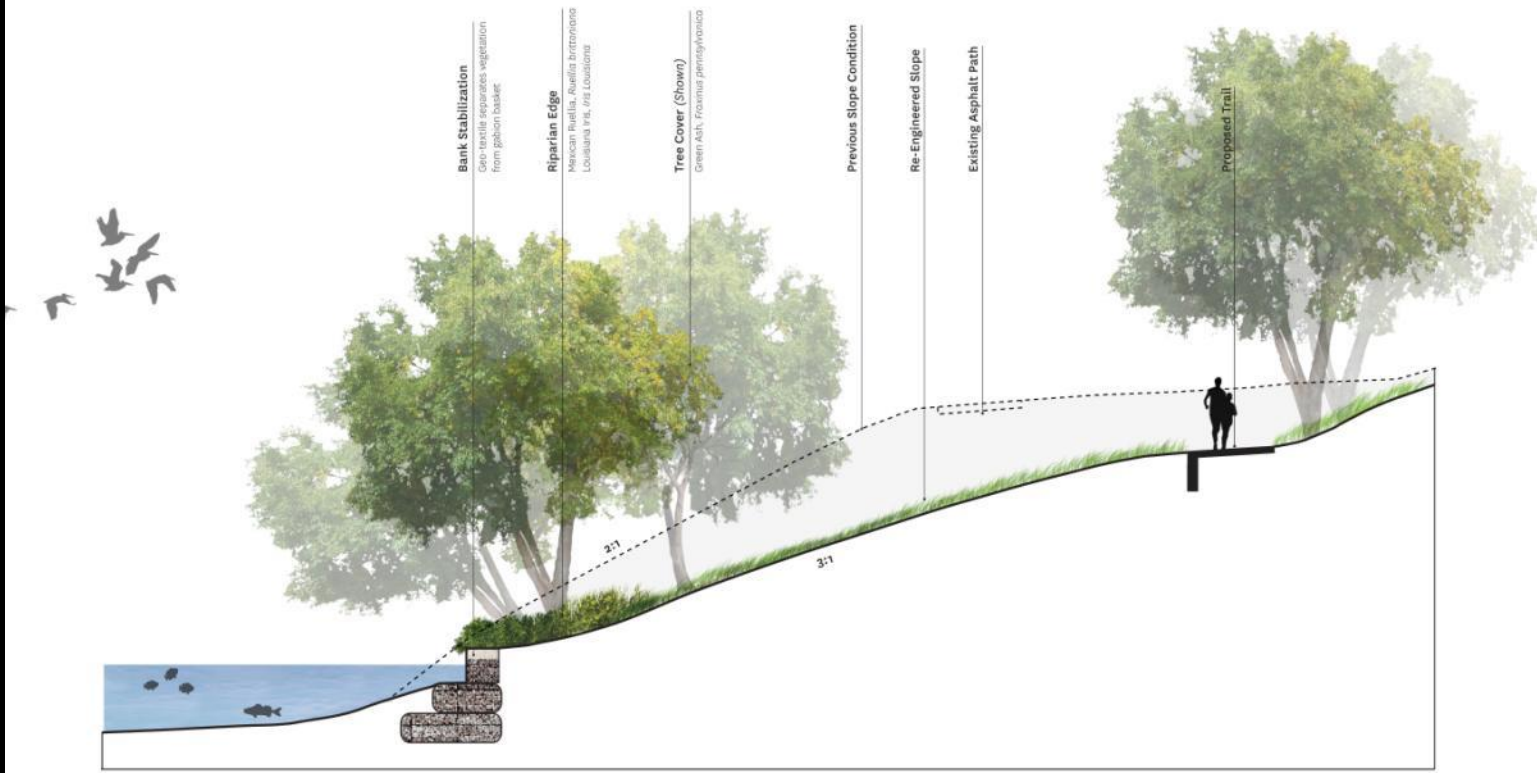
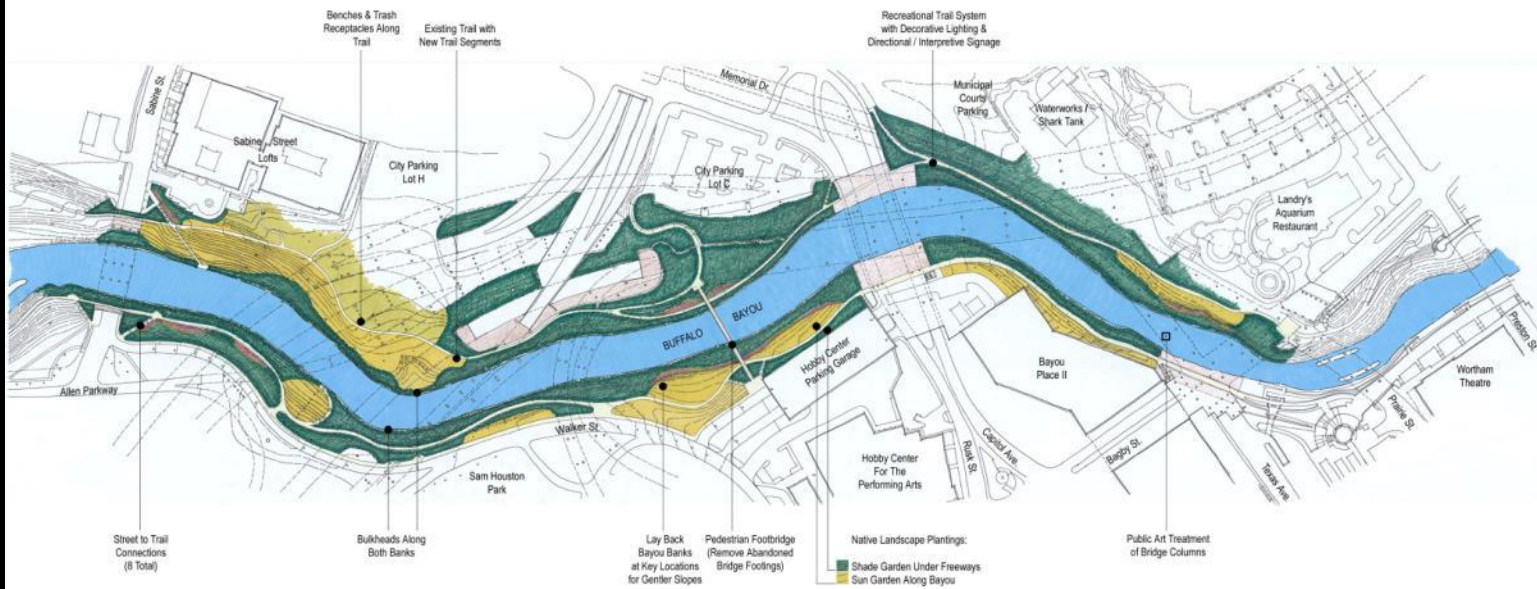
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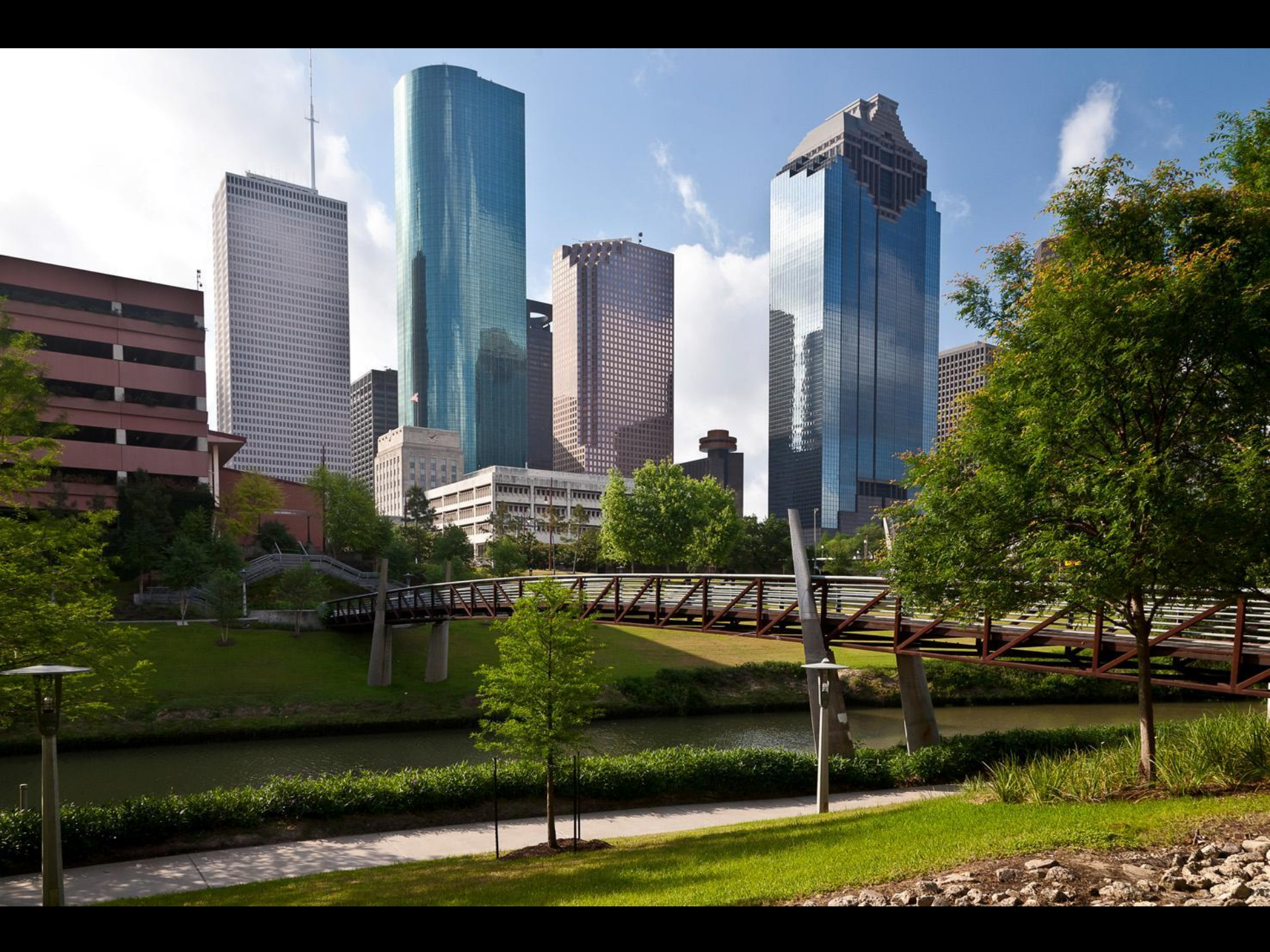
# BUFFALO BAYOU, AT A GLANCE

- **22,500** visitors per year, based on **2009** counts, not including everyday users
- Increases outdoor activity for **88%** of 108 park users surveyed, by providing space for cycling, jogging/running, and other activities.
- Improves the quality of life for **99%** of the survey respondents, primarily through increasing their physical activity, providing a place to be outdoors, and reducing mental stress.
- Contributes to the emergence of downtown Houston area. In the Census Block Group where Buffalo Bayou Promenade is located, employment increased between **2008** and **2012**. The number of establishments increased from **54** to **236** and total retail sales increased from **\$10,467,000** to **\$57,281,000**















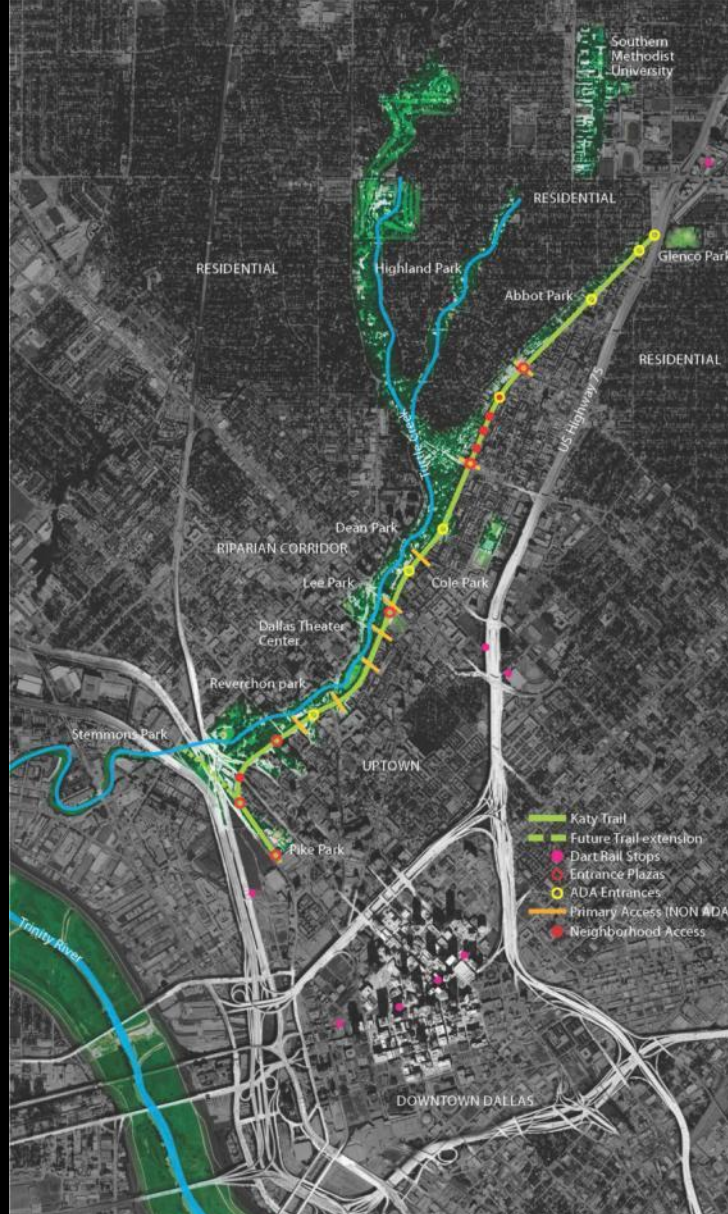












Katy Trail  
Dallas, Texas

# KATY TRAIL, AT A GLANCE

- Since **2000**, the city estimates that there has been \$879.9 million in new construction within **1/4 mile** of the original Katy Trail segment. **6,060** new residential units were completed in that timeframe.
- Real taxable property values have increased **55.8%** within the same area since **2004**.
- The third phase of the project (an additional **4.3 miles**) is expected to result in **\$11.8 million** of future developments.











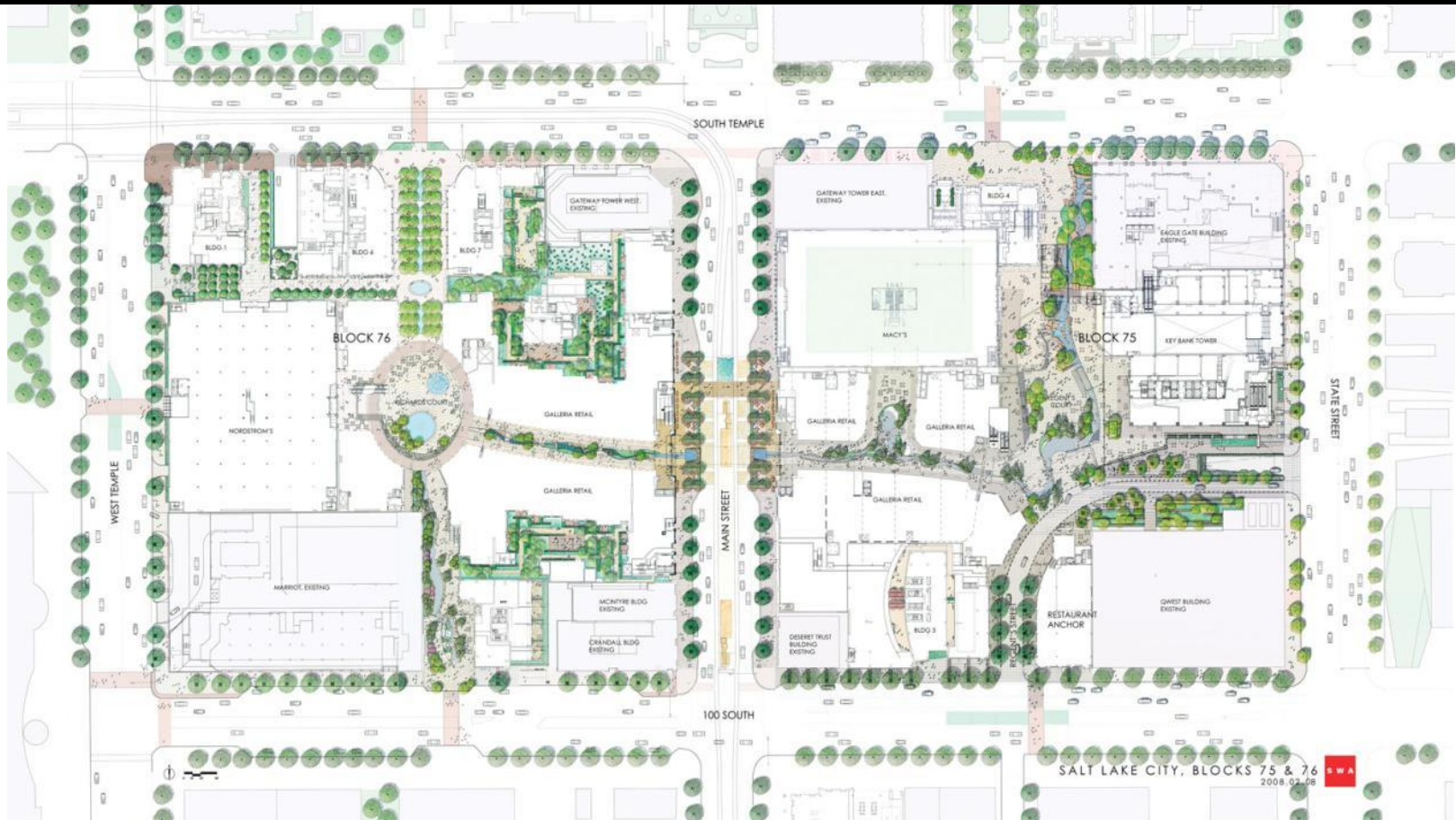










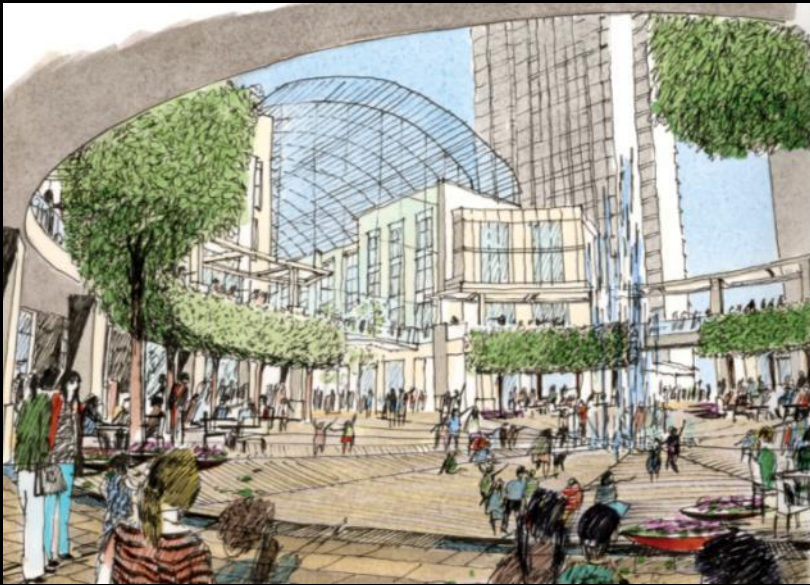


City Creek Center,  
Salt Lake City, Utah

# CITY CREEK CENTER, AT A GLANCE

- The center has added **2,000** jobs and brought more than **16 million** visitors into downtown,” according to the Economic Benchmark Report of **2013**.
- Downtown retail sales increased by **36%**, or **\$209 million**, in **2012**
- Business leaders and developers credit the Church of Latter-day Saints financed mall with spurring new business and enlivening what had been the faded core of Salt Lake City, home to **189, 900**
- The “mall is the single most important thing to happen to Salt Lake City in 50 years, maybe more,” said Bruce Bingham, a partner with Hamilton Partners, a Chicago-based real estate developer. “It revitalized downtown.”

SOURCE: NY TIMES “Mormon Backed Mall Breathes Life into Salt Lake City” July 9 2013





















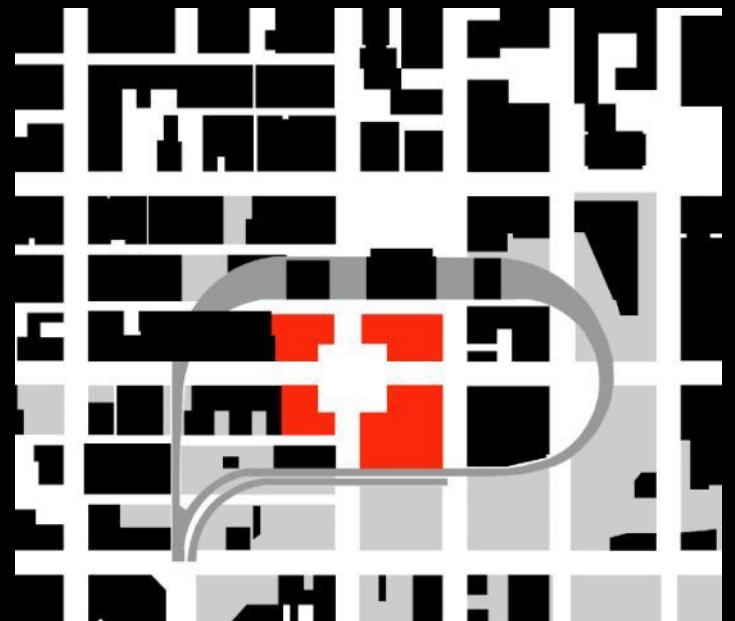
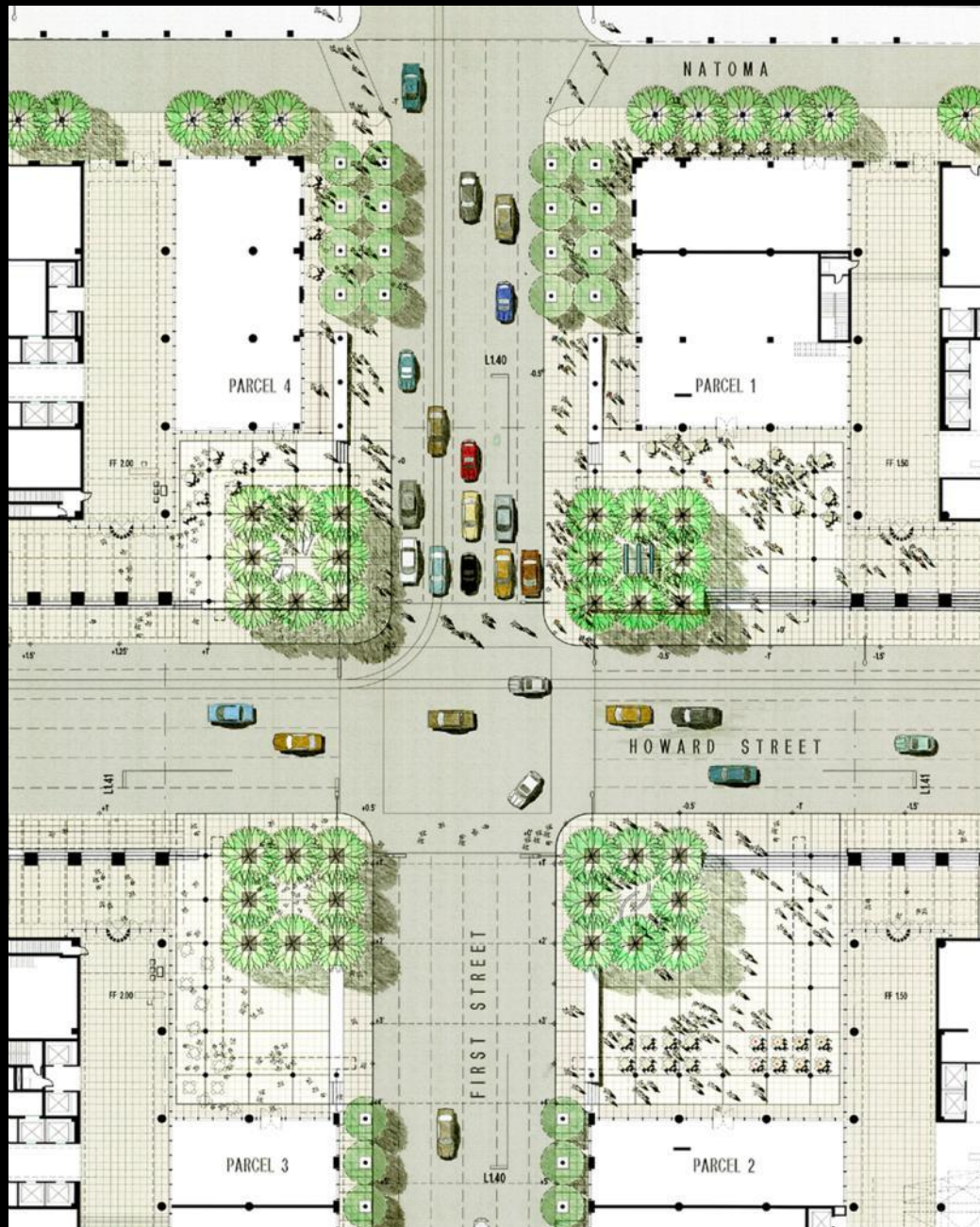








Foundry Square  
San Francisco, California



# FOUNDRY SQUARE, AT A GLANCE

- This project revitalizes an area that has historically lacked character and pedestrian street life, and takes its place as a major component of the neighborhood's renaissance.
- Foundry Square creates the largest public open space for several blocks and calms the effect of traffic
- Delivered to the extremely challenging SF leasing market in **2002**, Foundry Square Building 2 successfully garnered a series of critical leases while other Class-A commercial properties were languishing.
- SWA Group Post Occupancy Analysis showed a consistent stream of activity during daylight hours, with heavy use as a lunch and break times, attracting workers from as many as **5 blocks** away

















Guthrie Green  
Tulsa, Oklahoma



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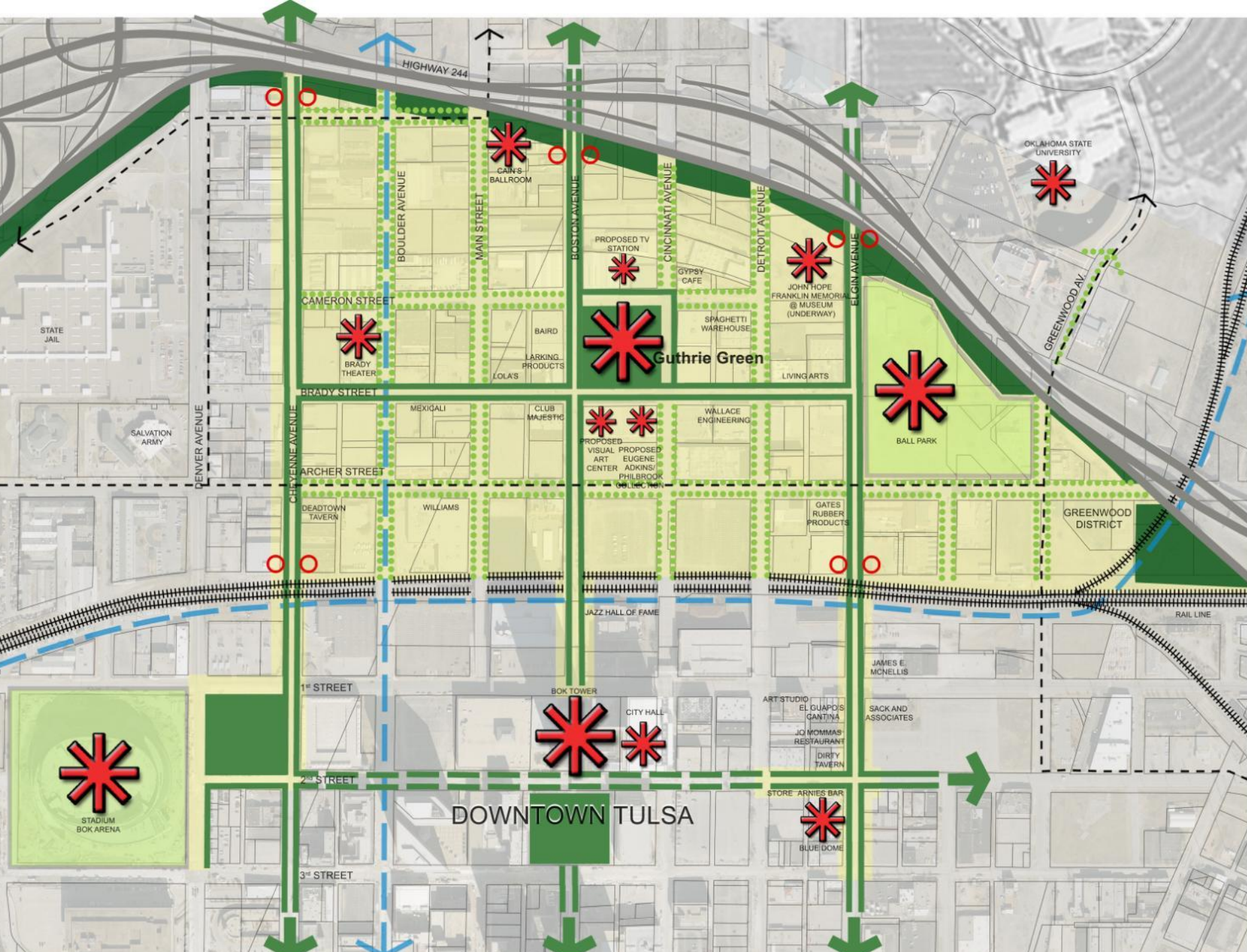
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# GUTHRIE GREEN, AT A GLANCE

- Fosters healthy community life through "Fitness on the Green Bootcamp", outdoor exercise classes and events, a weekly food market. **"Tulsa Pulse"** - free medical testing, health information, health and wellness products, free fitness activities
- Incorporates a ground-source heat pump system (120 wells drilled to **500 feet**) generating **600 tons** of heating/cooling for a nearby retrofitted historic warehouse. The resulting energy savings offsets operating costs for nonprofit arts and cultural organization.
- George Kaiser Family Foundation spearheaded the **\$8.5** million project as part of a **\$113.5 million** public-private investment in the Brady-Greenwood districts (public funding: **\$2.5 Million** ARRA Energy Demand Reduction Grant, **\$125,000** State Brownfield Grant, City funding.)
- **Revitalizing Brady Arts District** – new ballpark, arts and media centers, Marriott hotel, housing, streetscape; ongoing park programming.















































# Selected additional:

## CASE STUDIES

1. Monon Rail Trail and the Indianapolis Cultural Trail, Indianapolis, Indiana  
*Rundell Ernstberger & Associates*
2. The High Line, New York, New York  
*James Corner Field Operations, Diller Scofidio + Renfro architects, Piet Oudolf planting designer*
3. Dutch Kills Green, Long Island, New York; WRT, Margie Ruddick Landscape
4. The Atlanta Beltline, Atlanta, Georgia  
*Perkins & Will; Atlanta Beltline Inc.*
5. The Spirit Trail, Vancouver, BC  
*SPACE2PLACE*
6. Great River Passage, Saint Paul, Minnesota; Wenk Associates and Hoisington Koegler Group
7. Lafitte Greenway + Revitalization Corridor, New Orleans, Louisiana ,  
*Design Workshop, Inc.*

## REFERENCES (in addition to reprints)

1. Pak Drummond, Jocelyn. "A History of Health + Urbanism + Architecture" MIT Center for Advanced Urbanism, AIA Architect Publication November 8, 2013
2. Kozloff, Howard. "The Payoff from Parks" *Urban Land*, August 29, 2012
3. Harnik, Peter and Ben Welle. "From Fitness Zones to the Medical Mile: How Urban Park Systems Can Best Promote Health and Wellness" *The Trust for Public Land*, 2011
4. Shoup, Lilly and Reid Ewing. "The Economic Benefits of Open Space, Recreation Facilities and Walkable Community Design" *activelivingresearch.org*, May 2010
5. Ewing, Reid. "Eight Qualities of Pedestrian- and Transit-Oriented Design" *Urban Land*, March 7, 2013
6. Terrapin Bright Green, LLC. "The Economics of Biophilia." 2012

Thank you.

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