Using Parks to Increase Connectivity and Urban Growth

A ULI Webinar presented by Responsible Product Investment Council

Photo credit: Elizabeth Felicella
Mission: Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

Membership: Over 45,000 members globally, comprised of land use professionals (developers, designers, financial services, public sector)
10 Minute Walk

• National partnership with the Urban Land Institute, The Trust for Public Land, and the National Recreation and Park Association

• Promoting the bold idea that all people in urban America should live within a 10-minute walk to a high-quality park

• Endorsed by nearly 300 mayors in cities across the United States
Benefits of Parks

- Health
- Equity and Inclusion
- Engagement
- Environmental Sustainability
- Equitable Economic Development
Molly McCabe  
**Moderator**  
President and Founder, HaydenTanner LLC  
Co Founder, The Lotus Campaign,  
Past Chair, Responsible Property Investment Council  
Bigfork, Montana

Jeanne Myerson  
**Presenter**  
Principal, The Belgrave Group  
Former CEO, ULI Americas  
San Francisco, California

Omar Gonzalez  
**Presenter**  
Director of Real Estate, Hemisfair  
Incoming Chair, ULI San Antonio  
San Antonio, Texas
Kalispell Trail Idea Map
Parks and Open Space

FORT LAUDERDALE, FLORIDA
ULI ADVISORY SERVICES
OCTOBER 13-18, 2019

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FTLDDA

IMPROVING ACCESS TO PARKS + GREEN SPACES

10 MINUTE WALK
Panel Assignment

SCOPE

- Envision a connected, vibrant downtown
- Develop a new vision for Huizenga Park
- Recommend decision-making process for park bond
- Identify opportunities for new public spaces
- Identify incentives needed for a public parks program
- Design and programming for parks
- Identify models for financing, management, and operations public and private open spaces
- Identify community engagement strategies
Background

Downtown Fort Lauderdale Real Estate: Snapshot

- Vibrant Urban Core ~ 2 square miles
- Resident population ~15,000, projected to grow 30% in 5 years, 200% in 10 years
- 3,100 businesses; 70,000 daytime employees
- 10,000 residential units today; 4,600 under construction; 5,000 approved to be built
- Retail: over a million sf of luxury retail
- 7 million SF of office; 400,000 SF under construction
- 400 new hotel rooms; 400 under construction
- Raw land $240-290 psf
- Bond Act financing in place for Huizenga Plaza
- Many positively engaged actors, public and private
Panel Goal

By implementing a thoughtful open space/public experience strategy, downtown Ft Lauderdale will strengthen community bonds, improve public health and equitable economic growth, and address environmental change -- foundational priorities of a world class city.
Key Observations

- Downtown Framework and rezoning has spurred robust development in this economic cycle
- At this moment, different opinions about the rate of this “journey to density”
- Virtual unanimous support for public realm improvements to make the new density livable
- Upgraded, activated parks and streetscapes needed, wanted
- More parks and connections
- More resilient spaces needed
- Uneven neighborhood benefits
- A lot of actors
- Unclear responsibilities
- Very engaged community (business and citizen)
Opportunities

S Florida Growth Remains Strong: Growth is Coming - Direct It

Ft Lauderdale’s public and private real estate strengths provide opportunity to direct the growth to bolster existing positive attributes with equitable and sustainable outcomes

• Set the stage for significant improvements to the parks
• Support a vibrant live-work-play environment
• Design public realm improvements to connect disjointed districts of Downtown
• Address significant resilience issues
• Benefit surrounding neighborhoods
Plan for Growth

Think ahead
Downtown reaching limits
Ft Lauderdale is well positioned
Plan for growth
• Direct growth where desired
• Repurpose & take advantage of large publicly-owned property to create new parks
• Create Physical Connections between existing parks, districts
• Design public realm improvements to achieve coherence
• Coordinated implementation and ongoing management
Physical Connections
Improving the Public Realm - Connections

How?
• Revitalize Existing Parks & Open Space
• New Parks (repurpose public land & development incentives)
• Mockingbird Trail – support with street improvements
• Define and Connect Downtown Districts
• Connect and better utilize The River Walk
Physical Connections

New Parks

Near-Term Opportunities

• Locate Federal Courthouse south of New River
• One-Stop Shop site – 75%-100% becomes major new park
• Joint City and County Complex – new, connective open space
• Free up current City and County sites
• Grow South of New River
• Relocate County Jail to capture high value riverfront land
• Upgrade Broward Blvd to accommodate greater density
Physical Connections
Improving the Public Realm – The River Walk
Resilience Considerations

Organizing Principles

• Understand Vulnerabilities
• Redefine How and where to build
• Leverage community assets
• Maximize Co-benefits

Considerations

• Sea Level Rise
• Tidal Inundation
• Extreme Precipitation
• Extreme Heat
Key to Implementation Success

Build Consensus

Community Engagement & Support – broad based

Parks & Open Space Joint Vision

Money Matters:
  • Prioritize Projects
  • Partnerships, layers, expertise
  • Role clarity

Governance & Implementation
  • Clarify Roles & Responsibilities
  • Hire a short-term “coordinator” (City Manager’s office)
  • Broad-based community reps on oversight board
  • Unify management of all downtown parks
  • ID “Quick Wins” – build buzz & support
Key Recommendations

• New potentials for public land to augment Downtown’s public realm
• New and remodeled parks with climate-adaptive components, demonstrated at Huizenga Plaza
• The initiation of a connective pedestrian and bike network
• A coordinated public manager and engagement process for allocating Bond Act funds
• Identification of resources and partnership to supplement the Bond Act for open space
• A proposed public/private partnership to manage and fully activate Downtown’s public realm - bring all parties together
Where San Antonio Meets
Hemisfair’s vision: To create one of the world’s great public places by building a series of beloved urban parks embraced by a vibrant and walkable neighborhood.
Yanaguana Garden

Civic Park

Tower Park

Currently dedicated parkland – 19 acres

Developable parcels (P3s) – 17 acres
Hemisfair Major Funding Sources:

1. City - Bonds & General Fund
2. Tenants & P3 Partnerships
3. Parking Operations
4. Events
5. TIRZ / TIF
6. Philanthropy
First P3 – The ‘68 Apartments

- 151 workforce units
- 5,300 SF commercial spaces
  - Full-service F&B
  - Exercise gym
  - Urban winery
  - Ice cream parlor
- 238 public parking spaces
- Long-term ground lease to benefit Hemisfair
Park Programming & Events
Yanaguana Garden - 2015

Civic Park - 2022

Tower Park - 2025

All future dates are estimated and may depend on funding
ULI Advisory Service Panel:
Open Space and Development Opportunities in Hemisfair’s Eastern Zone
Panel Recommendations

- Create a vision
- Cultivate a development strategy
- Strive toward long-term sustainability
- Use financing tools and methods to achieve goals
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<tr>
<th>Economic Impact</th>
<th>Amount</th>
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<tr>
<td>Full-time jobs created</td>
<td>3,700</td>
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<tr>
<td>Annual impact to SA economy</td>
<td>$400M</td>
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<tr>
<td>Jobs created during construction</td>
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<td>Total economic impact from construction</td>
<td>$880M</td>
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<td>New local business, retail, office opportunities</td>
<td>200</td>
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<tr>
<td>New tax dollars generated annually</td>
<td>$13M</td>
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All figures are estimates at the completion of the District build-out
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Q&A

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