DESIGN STRATEGIES FOR URBAN PARKS:
Cornerstones of a downtown renaissance

THOMAS BALSLEY
FASLA Principal of Thomas Balsley Associates

KAREN D. PALUS
Director of Tampa Parks and Recreation Department

WILLIS WINTERS
FASLA Assistant Director of the Dallas Parks and Recreation Department

DESIGN STRATEGIES FOR SUSTAINED SUCCESS:

- Introduction: understanding the important role downtown parks play in social sustainability
- The Public Process: successful urban parks depend on a tactfully managed process
- Design Strategies for Sustained Success
- Case Study: main street garden
- Design Tour: main street garden
- Case Study: curtis hixon park
- Design Tour: curtis hixon park
- Conclusion

INTRODUCTION:
understanding the important role downtown parks play in social sustainability

INTRODUCTION:
decline of 20th century US cities

Suburban Sprawl
Decimated Downtown

INTRODUCTION:
public space failures

Boston City Hall

Pershing Square

Central Park

Bryant Park

The Role of Downtown Parks

Federal Plaza Foley Sq.
INTRODUCTION:

public space success stories – park transformations
INTRODUCTION: public space success stories – new downtown parks

Perk Park, Cleveland, OH

Discovery Green, New York, NY

Post Office Square, Boston, MA
Post Office Square
Boston, MA
Campus Martius
Detroit, MI
Campus Martius
Louisville Waterfront Park
Louisville, KY
Louisville Waterfront Park
Chelsea Waterside Park
New York, NY
Chelsea Waterside Park
THE PUBLIC PROCESS:
- The evolution from butcher paper charrettes to more effective outreach + input
- Assisting clients with new public process structures and management

DESIGN STRATEGIES FOR SUSTAINED SUCCESS:
- Client initiation and education – trends, successes, failures, opportunities
- Research – analyzed and observed William Whyte style: physical, social, contextual and environmental
- Design programs: a consensus no recipe
- Alternate Program diagrams: choices
- Park character: define who you will be example
- Pre-Design. Past management, consulting programs and m+o input
- Concept alternatives: choices – yes, but there is a danger of hybrids
- Selling the design: strategies beyond the visual
- Protecting the design longevity: approved is only the first step in an endless, infinite obstacle course of challenges along the way
- The last push-up: Do only ever at the ribbon cutting
- Post construction assessments
- Sustained support and programming

CASE STUDY: MAIN STREET GARDEN

Downtown Parks Network
### New Downtown Parks Capital Summary

<table>
<thead>
<tr>
<th>New Downtown Parks</th>
<th>City Funding</th>
<th>Partnership Funding</th>
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</thead>
<tbody>
<tr>
<td>Belo Garden</td>
<td>$6.7M</td>
<td>$6.7M</td>
</tr>
<tr>
<td>Main Street Garden</td>
<td>$19.5M</td>
<td>$400K</td>
</tr>
<tr>
<td>Pacific Plaza (land only)</td>
<td>$9M</td>
<td>$200K</td>
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<tr>
<td>Woodall Rodgers Deck Park</td>
<td>$20M</td>
<td>$90M</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$55.2M</strong></td>
<td><strong>$97.3M</strong></td>
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</table>

**Total new downtown park acreage:** 11.45

### Stakeholders / Public Input Process

- **Main Street Garden - Before**
- **Main Street Garden - Site**
- **Main Street Garden - Issues**

#### Main Street Garden - Before

- 14 qualification statements received
  - 2 international
  - 7 national
  - 5 local

- Reviewed by Parks and Economic Development staff

- Evaluation criteria:
  - Project understanding
  - Similar project experience
  - Quality and depth of team and staff assigned to the project
  - Design excellence
  - Approach to project

#### Main Street Garden: consultant selection process

- Regular meetings with Stakeholders Group
  - Downtown Residents Council
  - Downtown developers (6)
  - Belo Corp.
  - DOWNTOWNDALLAS
  - University of North Texas
  - Parks staff
  - Economic Development staff

- Periodic presentations to Mayor’s Downtown Coordination Committee

- Outreach to surrounding businesses and property owners

- Presentations to Park Board and City Council

#### Main Street Garden - Issues

- What is your philosophy of “people places”?
- How would you respond to the urban context?
- What are the magnets that might draw people to this park?
- How would you make the park pedestrian-friendly?
- What are the opportunities for design innovation?
- What is your creative process?
- What are some strategies for climatic mitigation in Dallas that would foster public use of the park throughout the year?
### Base Proposal

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Complete Park Improvements</td>
<td></td>
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<tr>
<td>Public Art</td>
<td></td>
</tr>
<tr>
<td><strong>Total Base Bid</strong></td>
<td>$7,938,333</td>
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</table>

### Budget Strategies

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Roof at Dining Terrace</td>
<td></td>
</tr>
<tr>
<td>Cafe Radiant Heat</td>
<td></td>
</tr>
<tr>
<td>Dining Terrace Canopy Misters</td>
<td></td>
</tr>
<tr>
<td>Restored “Park” sign</td>
<td></td>
</tr>
<tr>
<td>Reinforced Turf</td>
<td></td>
</tr>
<tr>
<td>Pedestrian Light Poles</td>
<td></td>
</tr>
<tr>
<td>Stone Site Paving in Lieu of Concrete</td>
<td></td>
</tr>
<tr>
<td>Stone Fountain Paving in Lieu of Concrete</td>
<td></td>
</tr>
<tr>
<td>Pre-Cast Monolithic Terrace Walls (deduct)</td>
<td></td>
</tr>
<tr>
<td><strong>Total Bid Alternates</strong></td>
<td>$8,650,330</td>
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</tbody>
</table>

### Value Engineering

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Change landscape and irrigation subcontractor</td>
<td>$126,000</td>
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<tr>
<td>Deduct for stone paving supplier</td>
<td>($54,000)</td>
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<tr>
<td>Delete tree uplights</td>
<td>($9,465)</td>
</tr>
<tr>
<td>Delete 80% of duplex-outlets</td>
<td>($12,250)</td>
</tr>
<tr>
<td>Substitute CIP concrete for precast pavers in sidewalks</td>
<td>($20,000)</td>
</tr>
<tr>
<td>Substitute precast pavers for all stone paving</td>
<td>($350,900)</td>
</tr>
<tr>
<td>Relocate electrical panels from inside Kiosk to exterior screened yard</td>
<td>($26,000)</td>
</tr>
</tbody>
</table>

### Programming and Management

**Agreement with DOWNTOWN DALLAS**

- Program and manage 7 parks/plazas in downtown
- Assistance with maintenance activities:
  - Enhanced litter removal (evenings and weekends)
  - Additional 2 seasonal color horticulture change outs
  - Utility costs for fountain operation OUTSIDE of normal operating hours
- Management activities:
  - Concessionaire
  - Event scheduling and permitting
  - Street Vendors
  - Sustainability Fund
  - Event Production/Programming

### Branding

**Main Street Garden Private Partnership**

### Café Concession

**DOWNTOWN DALLAS** managed the selection process for the operator

- 10 interviewed in pre selection process
- 3 operators presented in final selection
- Chef Doug Brown, Inc. (Edible Ideas) selected

**The Lily Pad**

### Grand Opening Events

**City Lights**

- Friday, November 20, 6:30pm – 10:00pm
- Lighting of Neiman Marcus and Window unveiling
- Santa’s Promenade
- Choreographed Tree Lighting at Main Street Garden
- Children, family and pet activities at Main Street Garden
- Nutcracker and A Christmas Carol Performances at the Garden
- Cocktail corner and DJ at Pegasus Plaza
- Activities and specials at Main Street District restaurants

**Main Street Garden Private Partnership**
**Grand Opening Events**

**Giving Opportunities**

- **Founding Council/Host Committee**
  - Contribution to November 5 or 21 events
  - Contribution to Main Street Garden Sustainability Fund

- **Community Event Sponsorships**
  - City Lights (print, radio and TV recognition; on-site presence; jumbotron opportunities; program light show to run for the entire holiday season)
  - Concert in the Park (sponsor the stage; underwrite the talent; print, radio and TV recognition)

- **Park Element Sponsorships**
  - “Sponsor” the Fountain, Dog Run, Tot Lot, Main Stage, Poetry Stage
  - City Lights (print, radio and TV recognition; on-site presence; jumbotron opportunities; program light show to run for the entire holiday season)

- **Naming Opportunities**
  - Park Name, Great Lawn, Fountain, Terrace, Botanical Gardens, Lawn Terrace, Main Stage, Tot Lot, Garden Shelter ($15,000 - $7,500,000)

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**Total Cost of Park**

<table>
<thead>
<tr>
<th>Amenity</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Park Name</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>St. Paul Fountain &amp; Plaza</td>
<td>$1,250,000</td>
</tr>
<tr>
<td>Café and Dining Terrace</td>
<td>$1,250,000</td>
</tr>
<tr>
<td>Great Lawn</td>
<td>$750,000</td>
</tr>
<tr>
<td>Botanical Garden</td>
<td>$500,000</td>
</tr>
<tr>
<td>Children’s Playground</td>
<td>$250,000</td>
</tr>
<tr>
<td>Urban Dog Run</td>
<td>$250,000</td>
</tr>
<tr>
<td>Harwood Stage &amp; Overlook</td>
<td>$75,000</td>
</tr>
<tr>
<td><strong>Total Cost of Park</strong></td>
<td><strong>$19,800,000</strong></td>
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**Park Naming Rights**

**Revitalization**

**DESIGN TOUR: MAIN STREET GARDEN**

*Dallas, TX*

by Thomas Balsley Associates
Study Shelters in the Garden

The Lawn and Terraces

Garden

Urban Dog Run

Play Area & Mound

Streetscape
CASE STUDY: CURTIS HIXON PARK

Tampa, FL

by Thomas Balsley Associates

VISION: Open the River to the People
**Old Plan**

- Strong Mayor Form of Government
- City Council
- Seven Member Legislative Body
- Public/Privately run Organizations: Museum of Art, Children's Museum, Performing Arts Center, Rivergate Towers

**New Plan**

- Strategic Conversations
  - Non-Profits: Museum of Art Board, Children's Museum Board, Performing Arts Board
  - Downtown Partnership Board
  - Tampa Bay Beautification Board
  - Friends of Tampa Recreation Board
  - Uptown Council Board
  - Friends of Riverwalk
  - Friends of Kiley Garden
  - Neighborhood and Business Leaders, Residents

- Broad Buy-In for Vision

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**Preserving the Vision**

**Executing the Vision**

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**The RIGHT DESIGN**

A well thought out program and plan was developed through:

- Design Firm meetings with Stakeholders, Community Leaders and Owners
- Public Meetings
- Concept Input
- Ideas are synthesized and prioritized
- Critical peer review with Parks and Recreation Landscape Architects
- Master Plan is Developed

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**The RIGHT FIRM**

Selection Process
Public Announcement
Interviews
Award
Original financing allowed for a Phased approach: $12.4
Downtown TIF/CIP/CIT funded: $15.7
Private Donors Contributed: $1.1
Creative and Deliberate actions allowed for all but three amenities to be completed.

Blended the vision and the technical execution for the projects.

Simultaneous construction on:
- CHWFP
- Museum of Art
- Glazer Children’s Museum
- Kiley Garden
- Sea Wall repairs and Riverwalk

Team Members Included:
- Design Firm
- Owners Project Manager
- Construction Firm
- Contact Administration Department
- Parks and Recreation Department Museum of Art
- Glazer Children’s Museum
- Riverwalk Staff

Project Development occurred on time and within budget

• A Destination place for the Community
• A host for intimate gatherings and large scale events

Neighborhood Residents enjoy the Dog Park, Playground, and the view of the waterfront

Connects our cultural assets

“One Day history will tell a story of a City that invested in its future _ a city that moved forward with a signature park for its community, a world-class Tampa Museum of art, a new segment of the Tampa Riverwalk and first class Glazer Children’s Museum. A city that accomplished this progress in midst of a deep recession. It will be a story of a city that invested in its people by creating meaningful places for future generations – it will be Tampa’s Story.”

Mayor Pam Iorio

Our Story