



CAPITAL CITY PARKS

PARKS & OPEN SPACE MASTER PLAN 2013



Mayor Pedro E. Segarra

“By connecting, expanding, enhancing, and preserving our parks and open spaces, we are sustaining the City’s vitality for future generations.”

HARTFORD RFP

AGENDA

- Vision
- Breakout #1
- Connectivity
- Fiscal Sustainability
- Breakout #2

PROJECT SCHEDULE

1: Framework

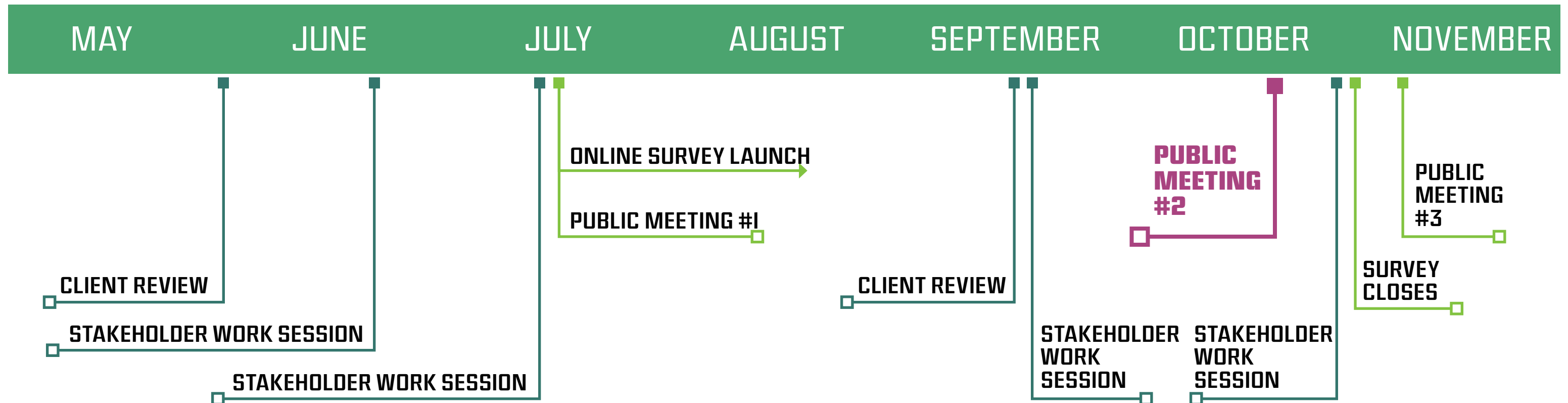
Kick-off & Stakeholder Interviews
2013 Parks Inventory
Needs Assessment
Existing Conditions Analysis
Connectivity Overview
Initiate Engagement

2: Concepts

Scenario Development
City-wide Trail/Bike System Options
Funding, Operations & Maintenance
Plan Refinement

3: Master Plan

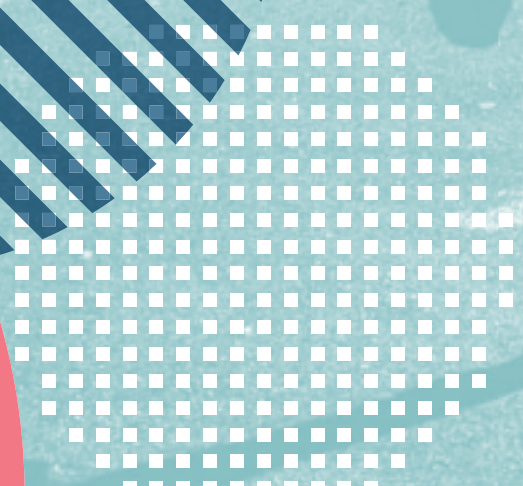
Draft Action Plan
Final Master Plan
Implementation Strategy



VISION

HOW DO WE CELEBRATE HARTFORD'S DIVERSE ASSETS?

- **Feedback from July 11 Workshop & MyHartford**
- **Strategies**
- **Park Concepts**



HARTFORD ★ HAS IT

Hartford could have one of the top park systems in the country.

HARTFORD ★ HAS IT

Hartford could have one of the top park systems in the country.

How do we get there?

It's not that simple . . .

**Hartford's parks face serious challenges:
maintenance, visibility, budget and
staffing shortages**

We need your help.

First Public Meeting July 11





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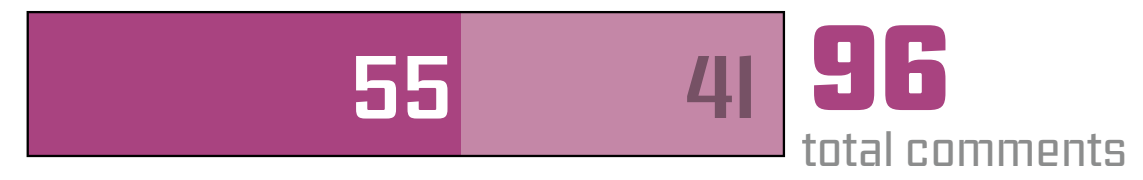
bike races in parks could be great – like criteriums • more smaller events - constant activity is inviting • carriage rides in Keney • city-wide scavenger hunt • return of the annual bluegrass festival in Bushnell Park • Keney Park workout equipment • **more events and activities that are coordinated** • East Coast Greenway • park ranger program • improved security • **implementation plan** • **improve park entrances** • bicycle parking • hiking trails • **better marketing** • reopen roads in parks • **complete and extend riverside trail** • linear park along north and south branch of park river • Rangers on horses in more parks • complete the park bike loops • Connect bike trails to bordering towns • park grants manager • regional park structure to engage other cities in responsibility for park oversight • rent-a-bicycle • link Keney with Riverside Park • nightfall art event • **return the Taste of Hartford as a festival** • Sunday flea markets • more cultural events • more regional sports events • class trips • **better maintenance** • events right after work to keep people in the city • **improve parks department / management structure** • city swim team • more youth recreational opportunities and make them available for all income levels (not just low income) • **improve connectivity between parks** • more nature guides • **jazz concerts** • children's day - face painting and health awareness • poetic night - poetry • **more art in the parks** • create a special family reunion picnic area and develop hospitality near (but not in) parks • More performance spaces in parks besides Bushnell and Elizabeth Riverside • **signage and maps** • even more low key events, such as yoga or zumba classes • ice skating • keep the vision parks are GREEN SPACES - minimize hardscapes • Remove invasive species esp. buckhorn from around the ponds • skateboarding • **partnerships** • dirt bike trails • tennis matches • dog park • **chess tables** • more mini-parks especially in vacant lots • more cooking grills • **picnic pavilions and tables** • treat school grounds and cemeteries and other green spaces as parks • better golf course management • **stage and performance spaces** • do not overwhelm the parks with buildings, parking lots, and sports fields • **improve circulation within parks** • enforce leash laws! • **parks commission** • friendlier attitudes at pools and more adult-only swim • **restore historic legacy** • bring youth programming back to the parks, connect our youth different parks and different communities • bring zoo back • **bike connectivity** • return portions of Keney and Goodwin to prairie and woodland • **park rangers for Keney Park** • restore golf course club house in Keney to use for special events, wedding receptions, etc. Make it beautiful so it generates income • display boards for Keney to announce game times/teams and other events • signage: exercise route with equipment, walking route, cycling route [image of Keney Park] • **complete and maintain bicycle and walking trails/paths within and between parks** • history of horses in the park Keney • **More maintenance of Keney Park** • Disc Golf Course [Keney Park] • Keney Park monumental statues • Keney Park Historical Center • Keney Park historical walking tours • leaf peeping, bird watching, star gazing, Keney Park • **reclaim Olmsted and honor legacy** • return portions of Keney and Goodwin to prairie and woodland • restore the historic fence at South Green Park • Promote Colt Park for its history and use any funding for world class athletic fields. Label historic trees • add bicycle lane to Wawarme by Colt Park • build ice skating rink in Colt Park • **more information about history** • reopen bathrooms • hiking trail, more flowers, roses, water fountain • advertise fishing at Keney, Charter Oak Landing, etc • Frederick Law Olmsted! Colt! Twain! Harriet Beecher Stowe! and more... • incorporate diversity into the master plan - example: West Indian, Hispanic, etc. • **More winter sports in parks** • **horseback riding** • fishing • **tours of park system by bike or trolley** • donate park next to St. Cyril to the school or turn into community garden • use parks more effectively to build community and resilient neighborhoods • **increase public transportation** • Implementing the existing plans, not admiring them as history would be a great start • parks locations different standard applies to different parks based on location • turn Batterson Park into a recreational destination that could charge a small fee for access • treat Batterson as economic development project as well as recreational amenity • DO NOT sell Batterson • sell Batterson Park - create an endowment to support parks within and that border the Capital City • bus/trolley to Batterson Park for residents who don't have cars

July 11 Feedback

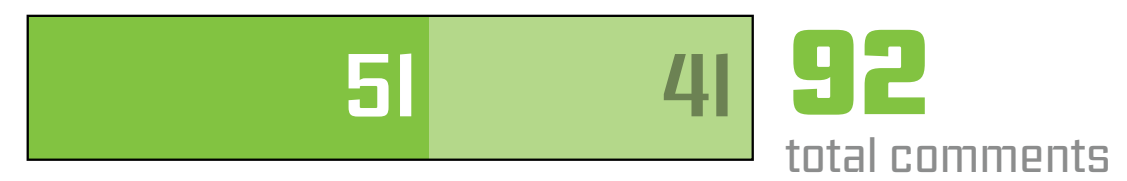
- about 80 attendees
- 339 notecards



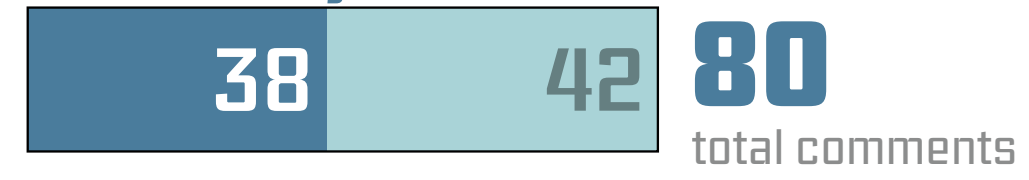
History + Vision



Parks + Open Space



Connectivity



Programming + Events



Top 3 priority | Other comments

Top feedback

- Increase **publicity & marketing**
- Improve basic **maintenance**
- Provide system-wide **maps & signage**
- Increase **events, art, picnic opportunities, & paths**
- Enhance **connectivity** between parks
- Think about **implementation**: partnerships, park rangers, and park commission

MyHartford Preliminary Feedback

- 213 completed surveys so far
- data is still being collected; survey will close Oct 31
- higher responses from Downtown and West End residents



Overall, how satisfied are you with the quality of maintenance of the parks?
Please choose on a scale of 1 to 10. 20%

Have you, or anyone in your household, participated in a Hartford recreation program in the past year?

How have you learned about Hartford parks and recreation programs in the past? Check which apply.

- Newspaper
- City of Hartford Website
- Social Media (Facebook, Twitter, etc.)
- Promotional material or flyers
- From City staff
- From friends and neighbors
- I have not seen or heard anything about parks services

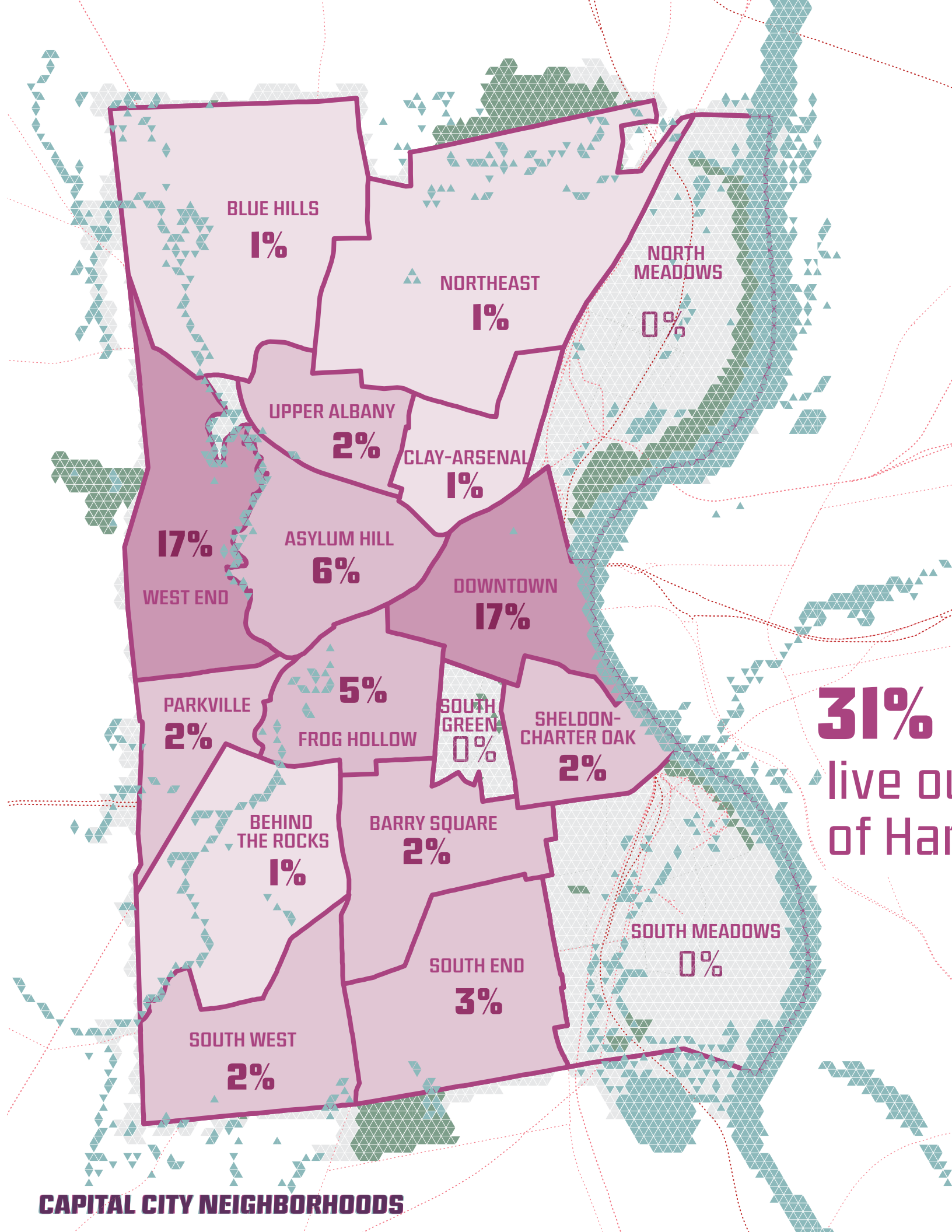
[Back](#) [Next](#)

Hartford's park system is regionally significant

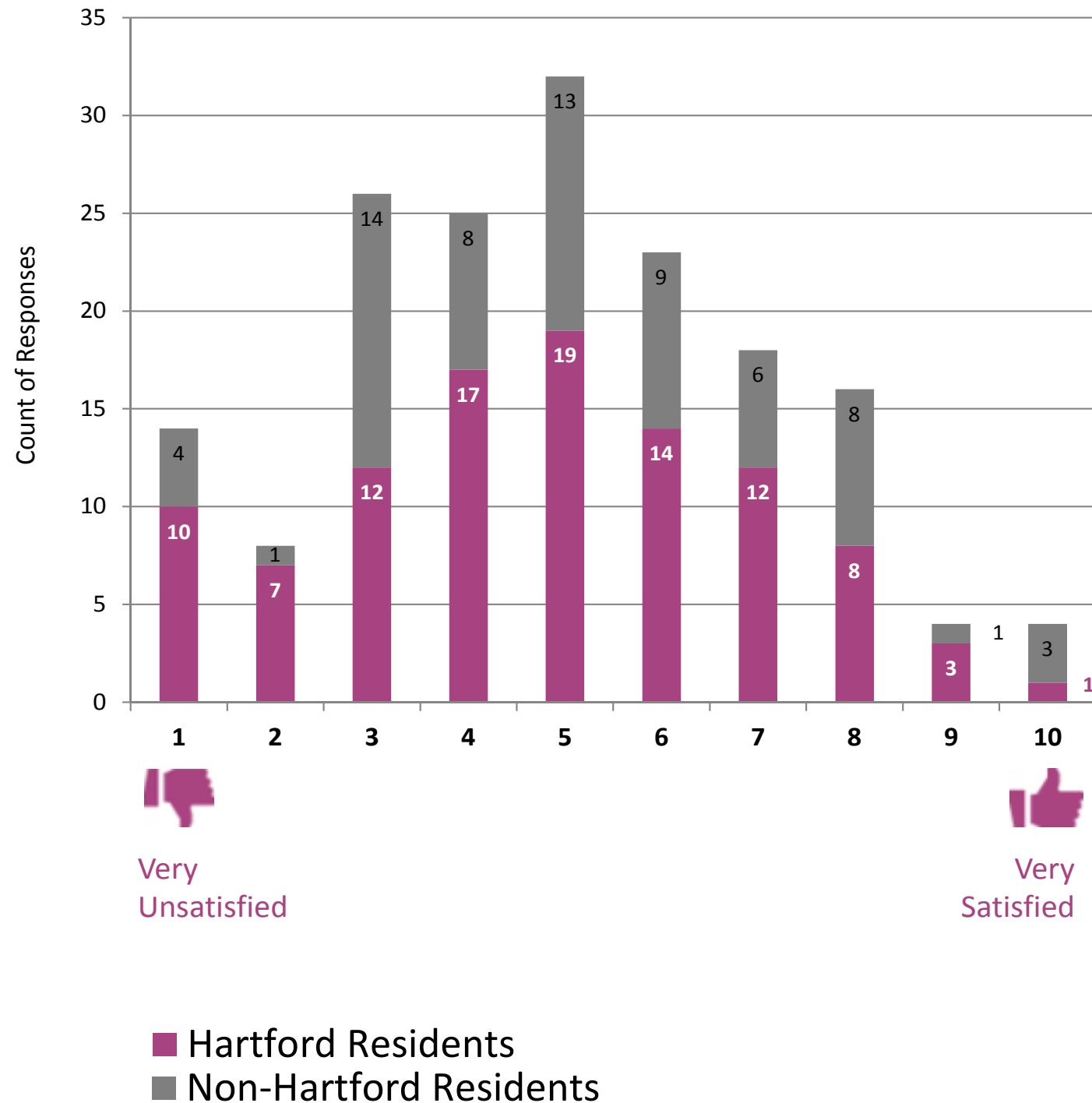
31%
live outside
of Hartford

Responses by neighborhood

CAPITAL CITY NEIGHBORHOODS



Overall Satisfaction with Park Maintenance



Maintenance could be much better

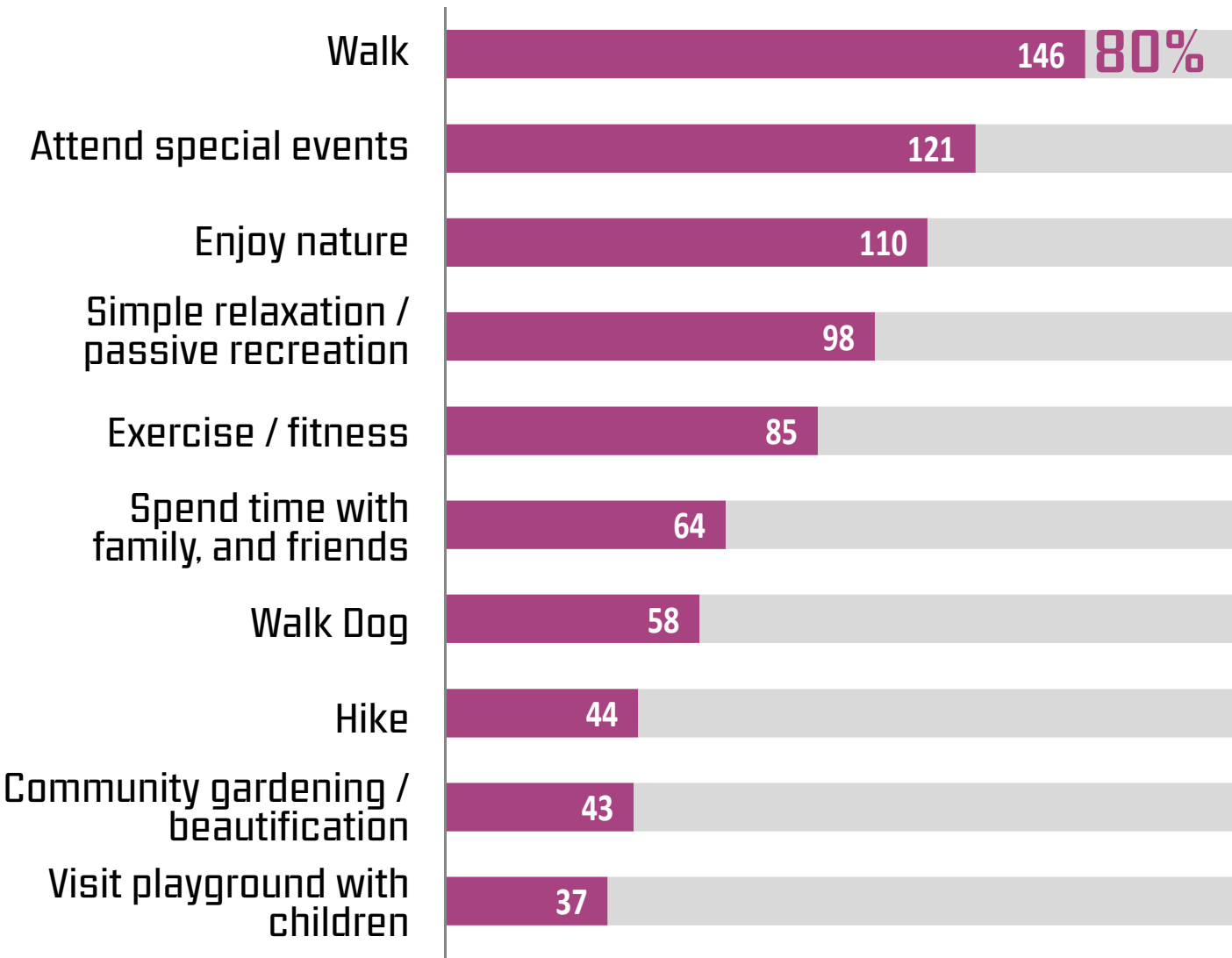
Barriers to Park & Rec. Program Use

	Count	%
I don't know what parks and recreation services are provided by the City of Hartford	27	15%
Parks are not well maintained	26	14%
Recreation programs I am interested in are not offered	20	11%
I don't feel safe in the parks	19	10%
I use other providers of park and recreation services	13	7%
Parks are not convenient to the location of my house	12	7%
I do not know where parks are located	3	2%
Too difficult to register for programs, events and rentals	3	2%
Fees are too expensive	1	1%
Other, please explain	12	7%

Use is hindered by a lack of information, maintenance, and safety concerns

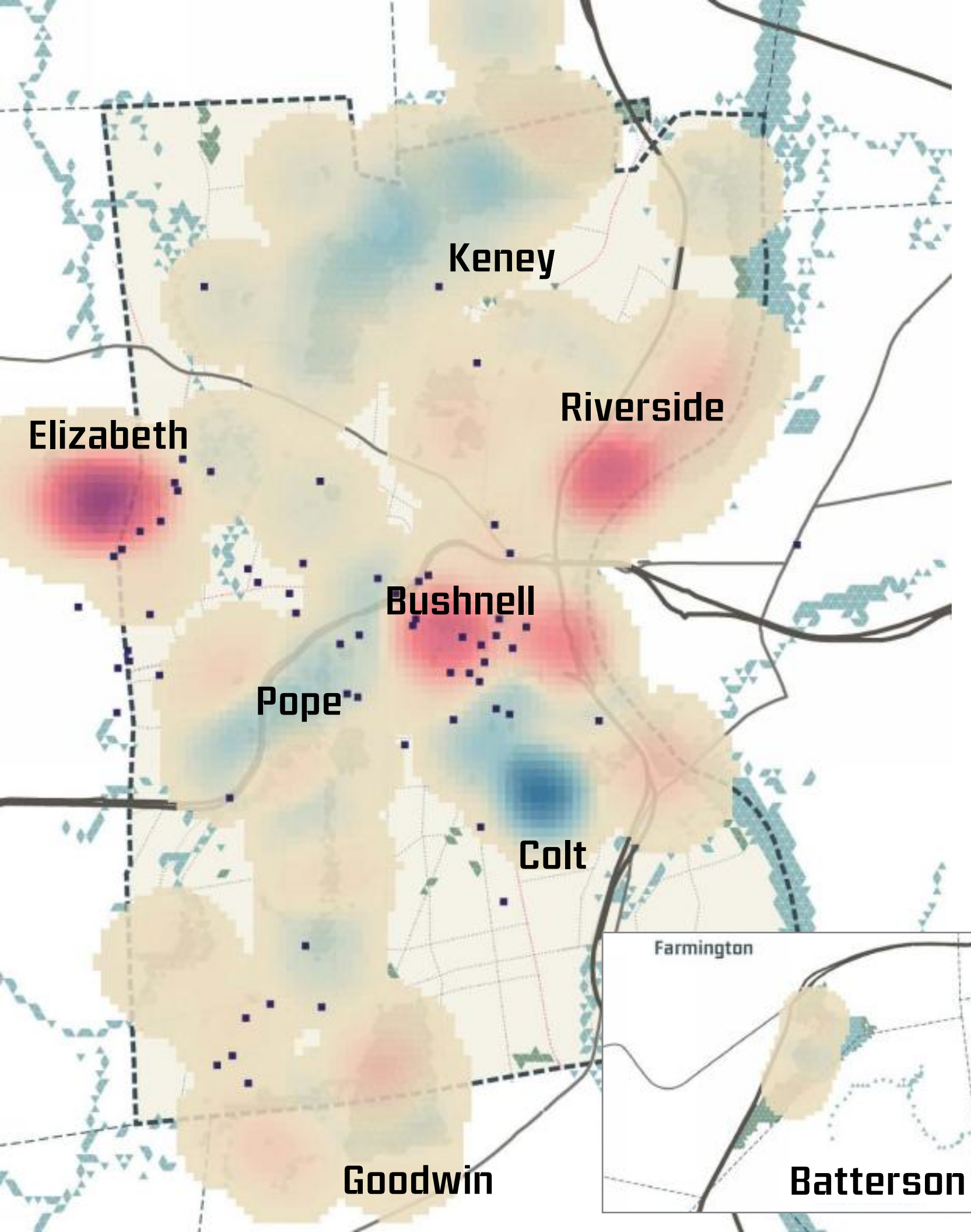
If you have not participated or visited a program or park, why not?

Top 10 Park Activities



Parks are important places for walking, relaxing, attending events, and enjoying nature

What do you like to do in parks?



Perceptions vary greatly across the park system

Map results



Positive comments



Neutral or mixed comments



Negative comments

This is a great park. Mostly because people think it's a great park.

Hope to visit soon

I LOVE this park. We play tennis, bike, and enjoy the flowers...

Elizabeth Park

Incredible place for events...a true gem in the city. Please keep the pond clean!!!

Bushnell Park

Riverside Park

Beautiful, hard to get to

One of Hartford's hidden gems

Perceptions vary significantly across the park

Map results



Positive comments



Neutral or mixed comments

Negative comments

Perceptions vary greatly across the park system

Pope Park

I've never spent time here, from everything I hear it isn't safe.

Needs more general maintenance

This park could be a real gem but like Pope Park it has serious safety issues.

I used to play softball here, but didn't always feel safe in the evening.

Condition of fields and overuse are problems. Condition of paved areas is deplorable.

Colt Park

Map results



Positive comments

Neutral or mixed comments



Negative comments

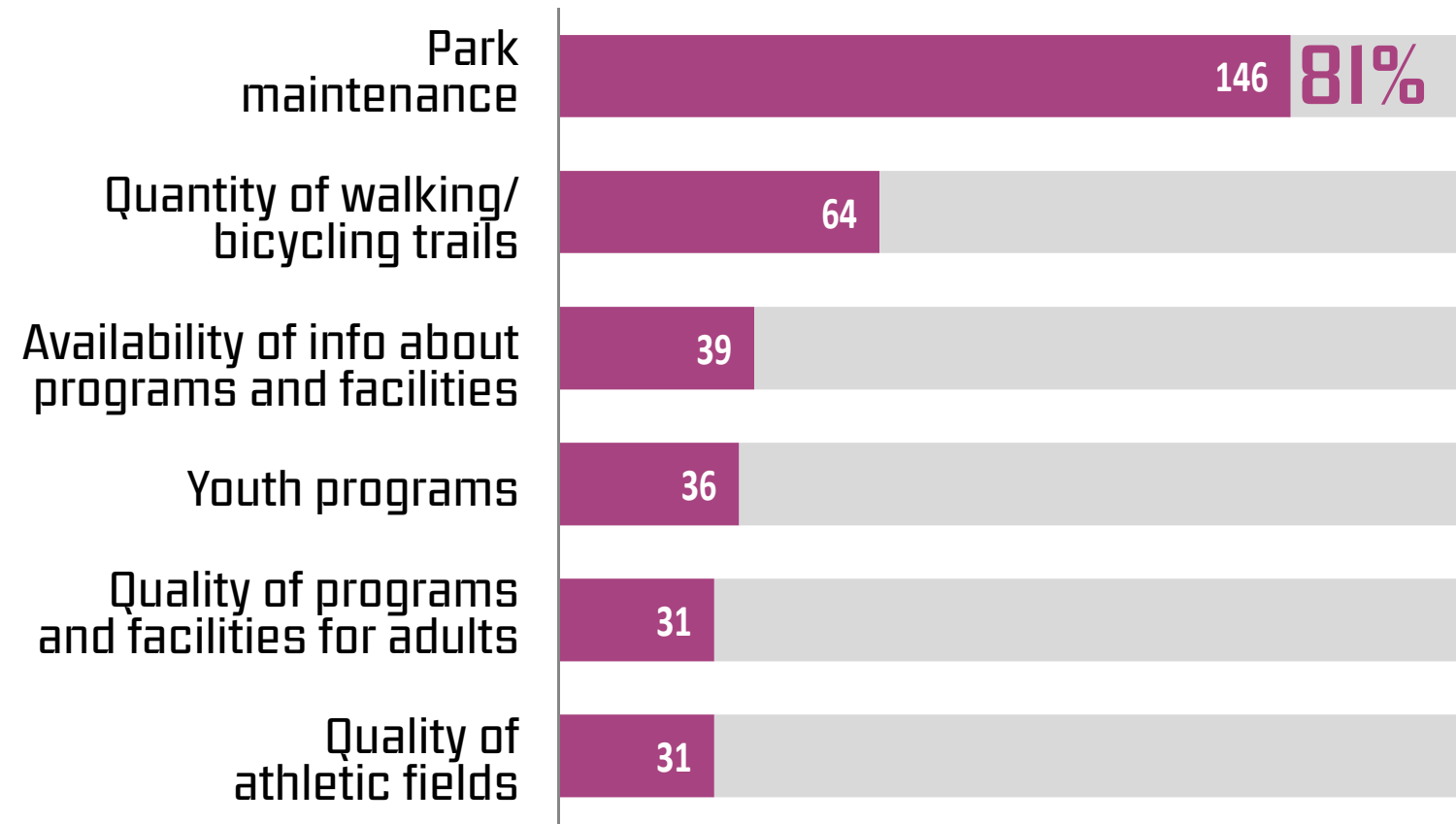
Word of mouth is the most common way of learning about parks and recreation

	# Respondents	Percent
From friends and neighbors	94	52%
Newspaper	78	43%
Social Media (Facebook, Twitter, etc.)	69	38%
Promotional material or flyers	49	27%
From City staff	33	18%
City of Hartford Website	24	13%
I have not seen or heard anything about parks services	15	8%

Reputations matter:
Perceptions influence
behavior.

How have you learned about Hartford parks and recreation programs in the past?

Top 6 Priorities for Park System



Improving maintenance, increasing trails/paths, and expanding marketing are high priorities.

Which of the following City of Hartford's Parks and Recreation services do you believe require the most support in the next three to five years?



Capital City Parks STRATEGIES

How do we renew Hartford's parks as a world-class system?

Celebrating our diverse assets

- a necklace of connected parks
- regional gems
- special community and neighborhood parks
- diverse mini parks



Improve Marketing

- Many comments received reflected the need for marketing and branding
- Diverse media, including low-tech: online, Hartford Courant, conversations, etc.
- Coordinated event calendar that is easily accessible

“Marketing, public awareness, advertising, promotion is sorely lacking”

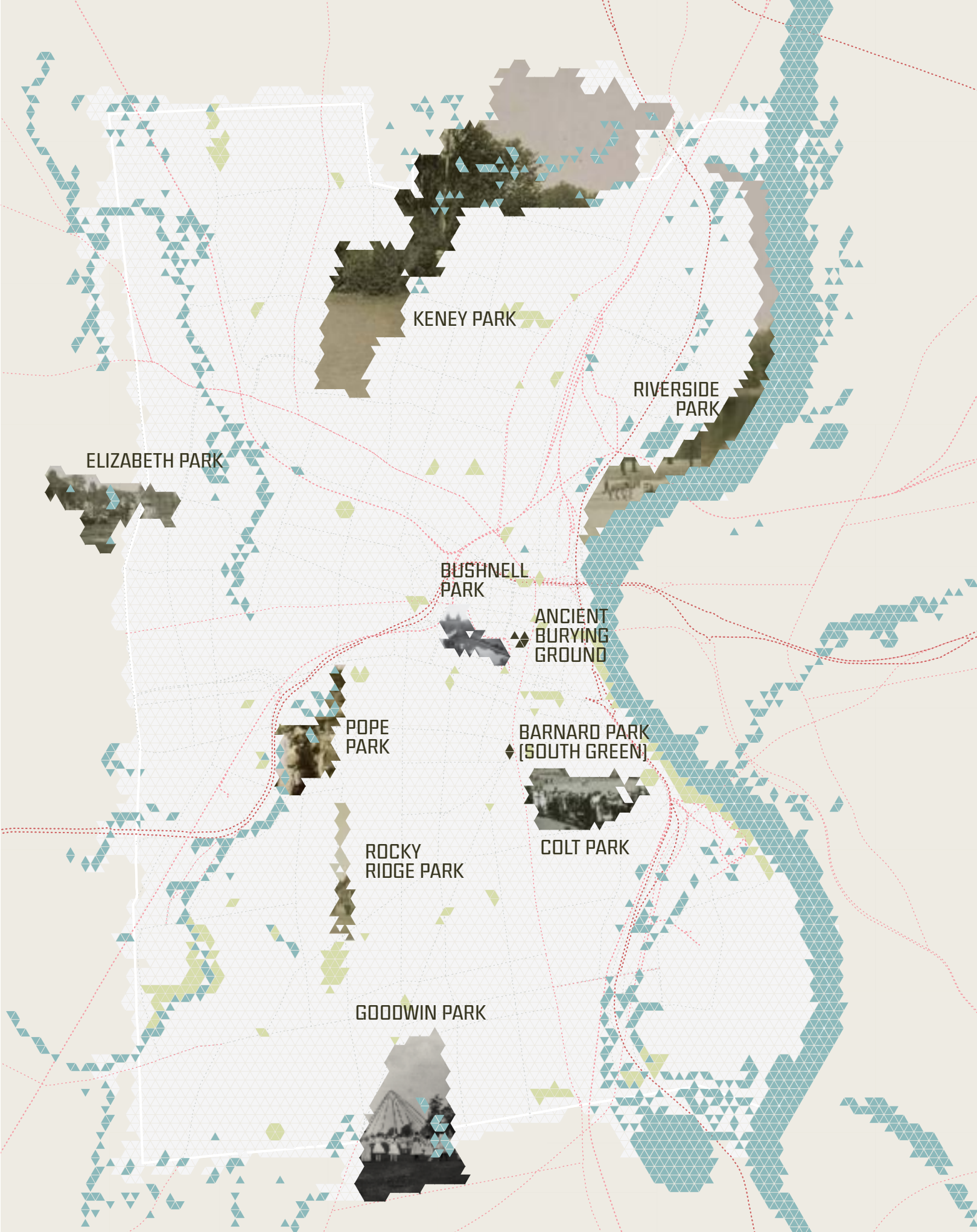
“Marketing and branding needs to be part of the vision”

“Market programs - do a better job; awareness is lacking”



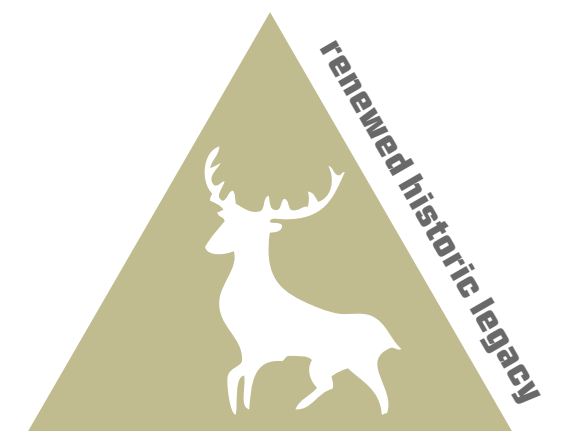
Renew the Legacy

- Begin by building off Hartford's rich historic legacy
- Renew historic elements of parks
- Complete connections between parks originally envisioned



HISTORIC PARKS

Historic photos from Connecticut Historical Society, CT History Online & Hartford History Center





Enhance Programming & Generate Revenue

- Supplement programming for:
 - current residents
 - ecological health of the city and its waterways
 - recalling the historic legacy
 - revenue to support parks





Improve Connectivity

- Circulation within parks
- Connections beyond
- Ecological links



connected parks

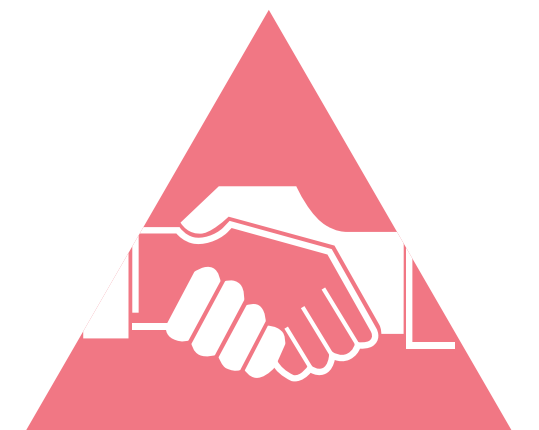




**Volunteers with Riverfront Recapture
at Riverfront Plaza**

Build Partnerships

- City Agencies and Departments - Hartford Housing Authority, Board of Education, Marketing, Events & Cultural Affairs
- Knox Parks Foundation
- Friends Groups
- NRZs
- Corporate partners
- Local institutions: Trinity College, University of Hartford, Hartford Hospital, and more
- Nonprofit organizations



partnerships



How do these strategies influence ideas for the future of the park system?

Park Visions



Improving:

- Identity and Design
- Programming
- Circulation within park
- Connections beyond

BUSHNELL



GOODWIN



COLT



POPE



RIVERFRONT



LOZADA & DELUCCO



PARK RIVER DISTRICT



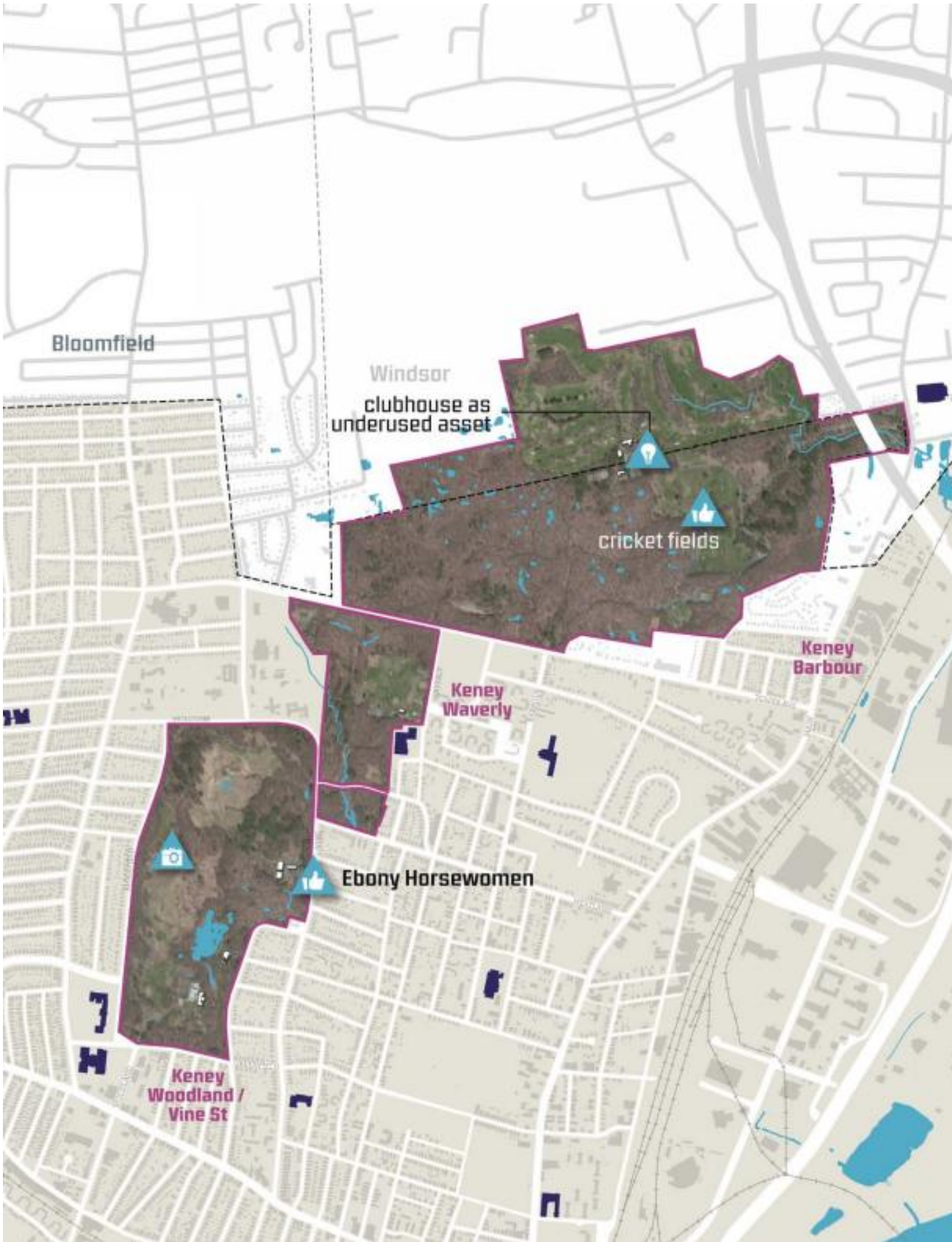
Keney Park Today

a natural retreat in heart of city

a regional park that includes neighborhood-oriented amenities

Strengths/Assets/Opportunities

- Rich history
- Unique programs: Ebony Horsewomen & cricket fields
- Natural setting within city;
- Important ecological habitat (especially for migrating birds)
- Keney Park Sustainability Project & Keney Trail Project



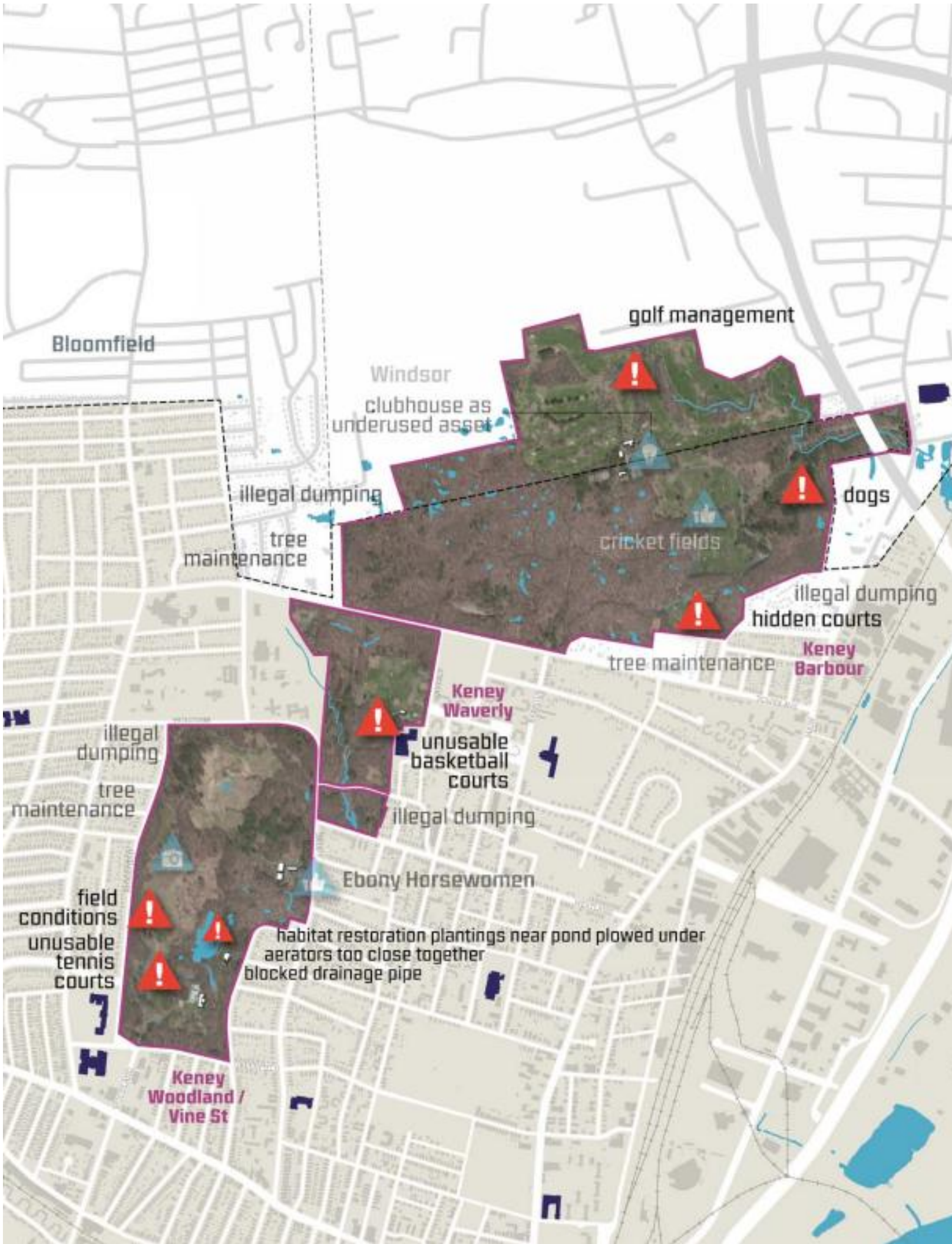
-  opportunity
-  park asset
-  scenic viewpoint

Horses are a key part of the history of Keney Park ...
Ebony Horsewomen are one of Hartford's greatest assets.

Keney Park Today

Weaknesses/Challenges

- Maintenance and safety (illegal dumping, vagrancy)











-  opportunity
-  park asset
-  scenic viewpoint
-  park issue or concern

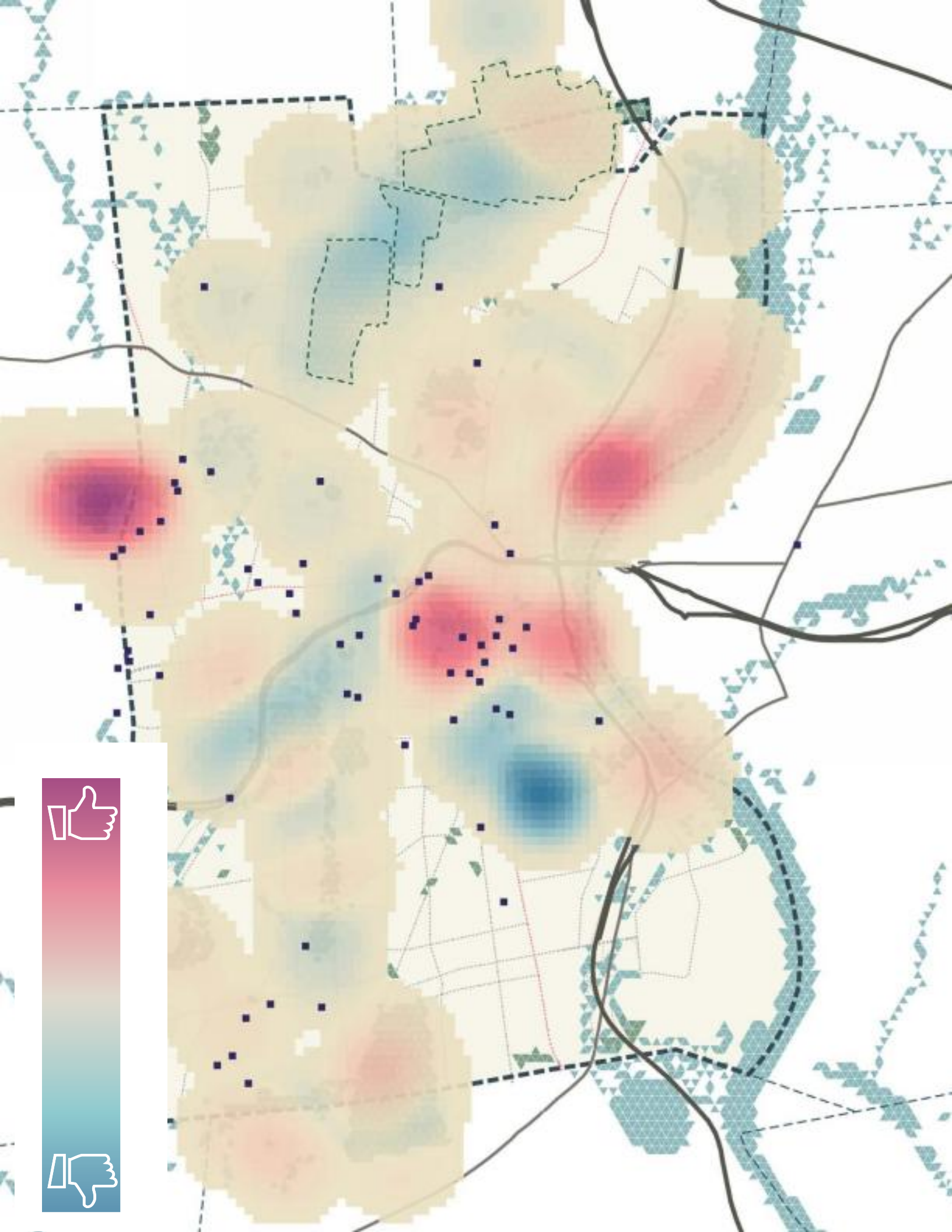
Keney Park Today

Weaknesses/Challenges

- Maintenance and safety (illegal dumping, vagrancy)
- Unwelcoming entrances
- Poorly-marked trails with entrances blocked
- One-way and closed roads
- Road condition + erosion



-  opportunity
-  park asset
-  scenic viewpoint
-  park issue or concern
-  blocked entrance
-  park road
-  closed park road
-  trail or path



Keney Park Today

Has a reputation of being unsafe

Keney Park is such a gem, but it does need work.

I've driven through Keney chiefly to marvel at its size and wildness. I feel badly I've never done much other than drive through it.

Would love to know more about this park - don't ever hear about it as a downtown employee

Golfed here. Used to play at Keney a lot more . . . but the condition of tee boxes and greens make it impossible to take clients here. The rest of the park's reputation keep me from visiting for lounging.

Keney Park Vision

I. Restore the Legacy



1992 Parks Master Plan, p.158



Connecticut Historical Society

Keney Park Vision

I. Restore the Legacy

- Planting strategy draws on historic vision
- Bring back historic names for park sections



Keney Park Vision

1. Restore the Legacy

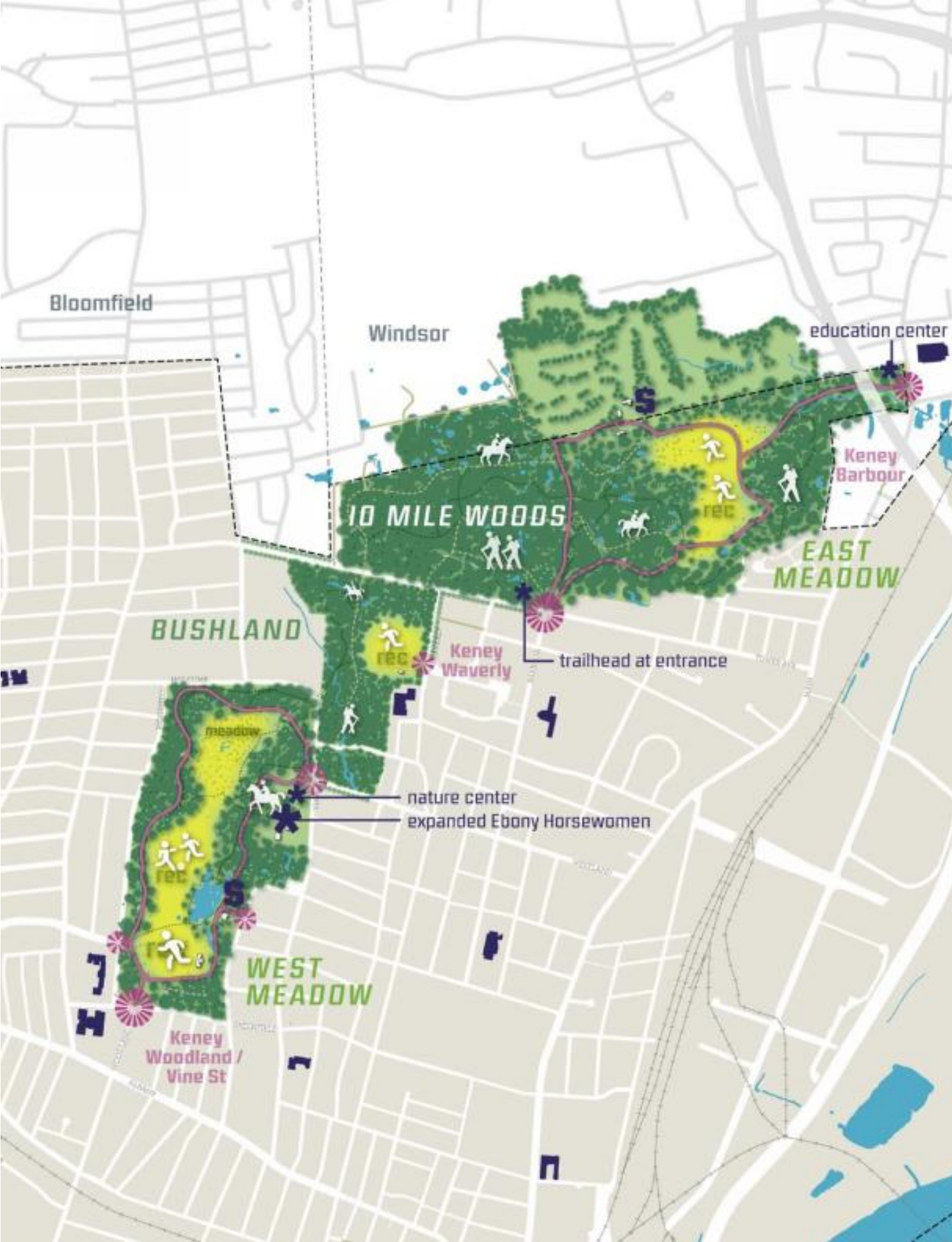
2. Improve circulation within the park

- Restore a “Great Park Road”
- Improve entrances
- Consider moving northern Vine St entrance to Westland St
- Restore trail network for hiking and horseback riding



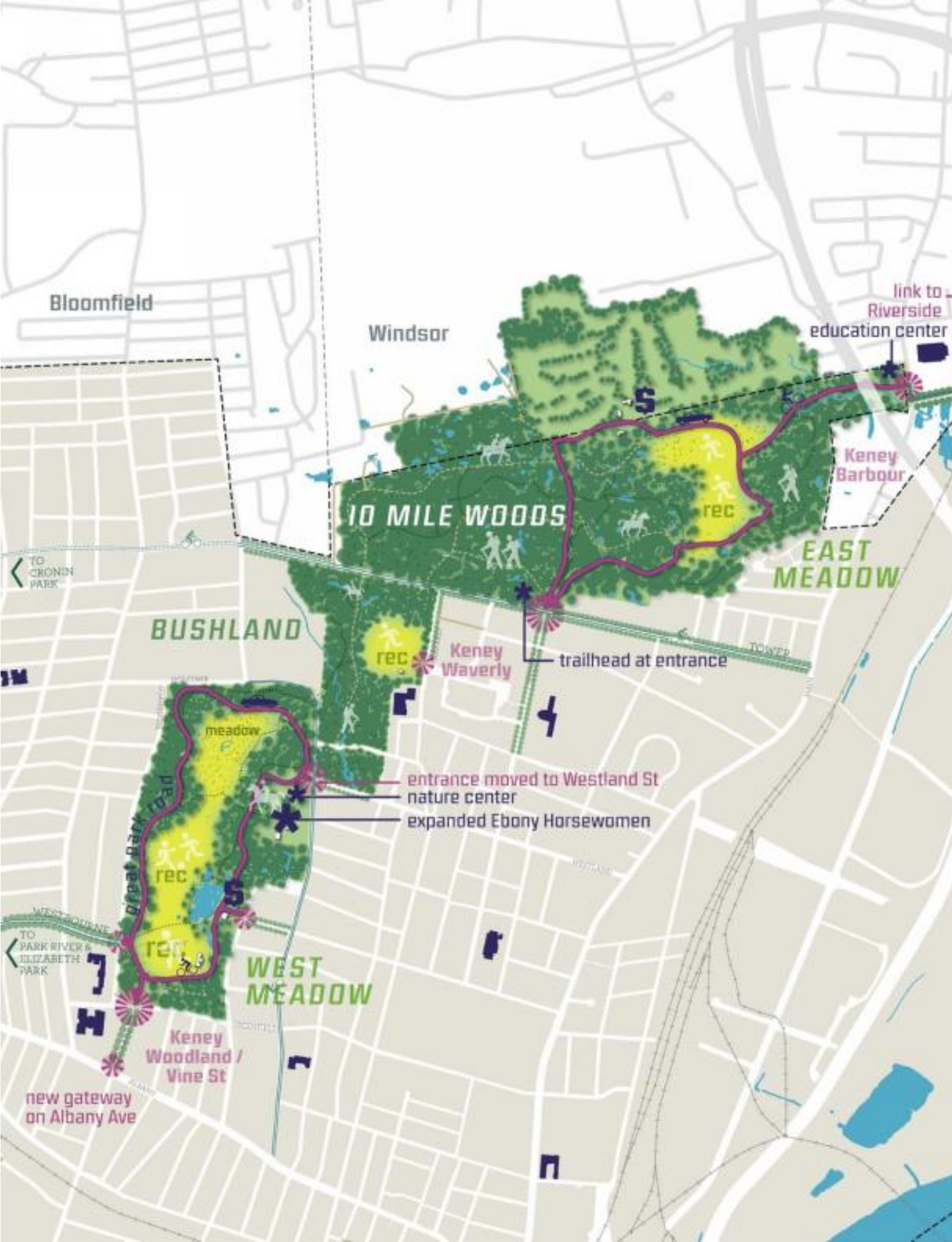
Keney Park Vision

1. Restore the Legacy
2. Improve circulation within the park
- 3. Add programming that blends revenue generation, historic legacy, and contemporary needs**
 - Investigate revenue generation opportunities: Clubhouse and Pond House
 - Support/ grow Ebony Horsewomen program
 - Carriage rides
 - Focus on education and nature



Keney Park Vision

1. Restore the Legacy
2. Improve circulation within the park
3. Add programming that blends revenue generation, historic legacy, and contemporary needs
- 4. Link the park to surroundings**
 - Link to Riverside Park and CT River
 - New gateway on Albany Ave
 - Link to Park River via Westborough Ave
 - Link park to schools
 - Bicycle lanes that link park to other neighborhoods, Downtown, and other parks



Keney Park Vision

1. Restore the Legacy
2. Improve circulation within the park
3. Add programming that blends revenue generation, historic legacy, and contemporary needs
4. Link the park to surroundings
5. **Develop an actionable implementation strategy and explore revenue plans**
 - Maintenance Standards
 - Revenue generation opportunities
 - Park Rangers / Youth Conservation Corps and volunteer programs
 - Other partnership opportunities



http://www.boston.com/yourtown/news/assets_c/2011/08/youth%20conservation%20corps-thumb-520x390-48074.jpg

Youth Conservation Corps Program, Boston, MA

- 60 youth each summer
- Trail creation and maintenance
- Native habitat restoration projects
- Remove invasive plant species
- Create murals
- Learn about current environmental issues



http://c.oObc.com/rf/image_1200w/Boston/2011-2020/2013/08/19/Boston.com/Regional/Images/youthconsogreen03.jpg

Breakout # 1: Park Visions Drafts

25 min to look at concept boards

How well do these ideas address:

- Programming
- Circulation within park
- Connections beyond

What have we missed?

What do you think?



KENEY

BUSHNELL



GOODWIN



COLT



POPE



RIVERFRONT



LOZADA & DELUCCO



PARK RIVER DISTRICT



CONNECTING THE SYSTEM

- **Historic legacy**
- **A connected park system**
- **Regional links**
- **Wayfinding & Signage**



Historic Legacy: Connectivity

“A system of parkways to link the city’s parks was a major objective. . . [but] the parkway concept was most likely subordinated by the development of the parks themselves and was never fully achieved.”

1992 Master Plan, page 10

- Influenced by Olmsted’s ideas and later detailed by Board of Park Commissioners
- Bushnell as central hub, with parkways radiating outwards
- Greenways along Park River and Connecticut River
- Concentric greenways ringing Bushnell and connecting parks



General Plan of 1912

“Renewing a Historic Legacy.” Trust for Public Land, 2007. pg 1

Feedback: Connectivity

MyHartford Connectivity Results (preliminary)



Bicycling

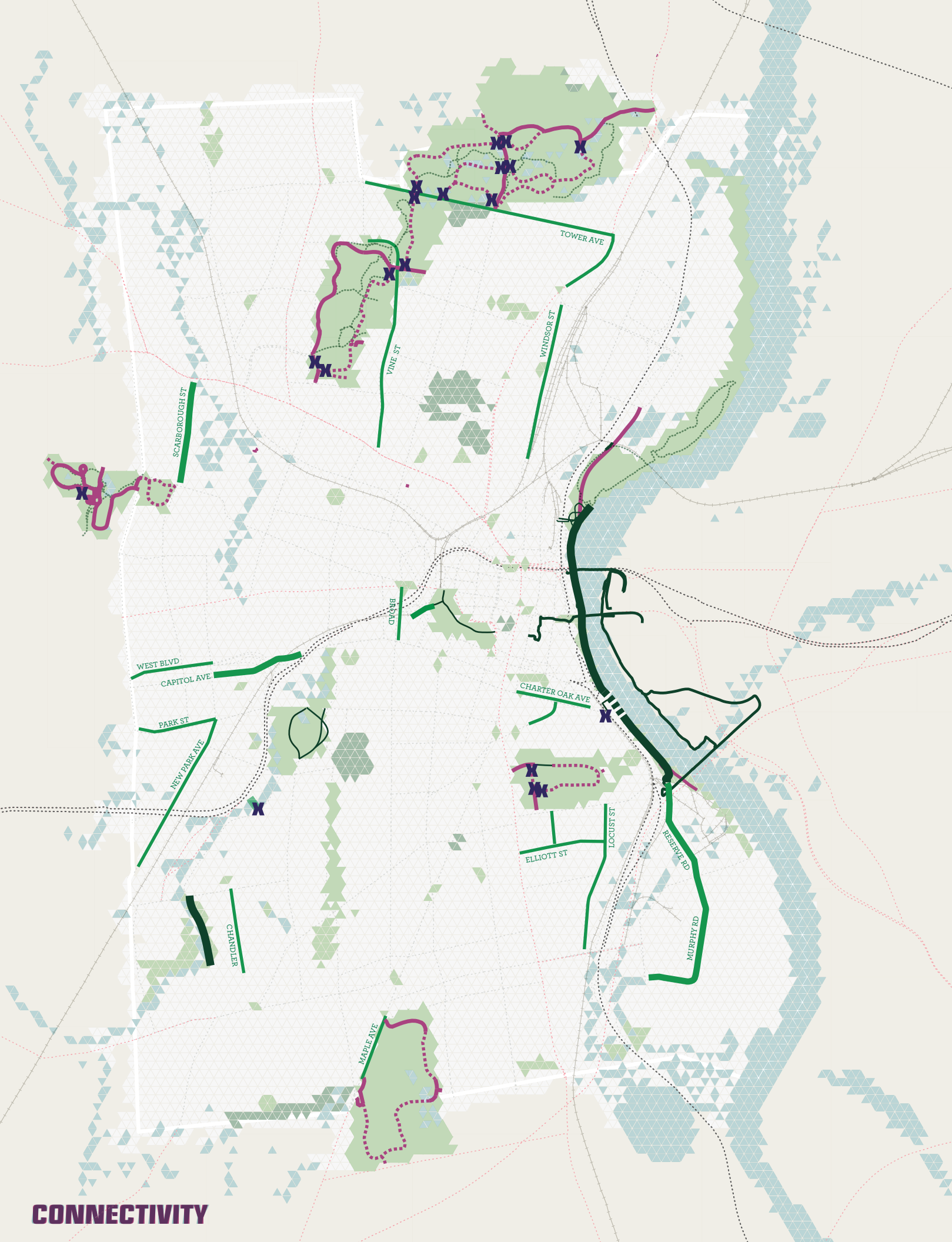


Walking

- Need well-maintained paths with welcoming entrances
- Improve signage and create trail maps
- Reopen closed roads, especially in Keney
- Increase bicycle and public transit connections between parks
- Increase connectivity along the Connecticut and Park Rivers

Existing Conditions

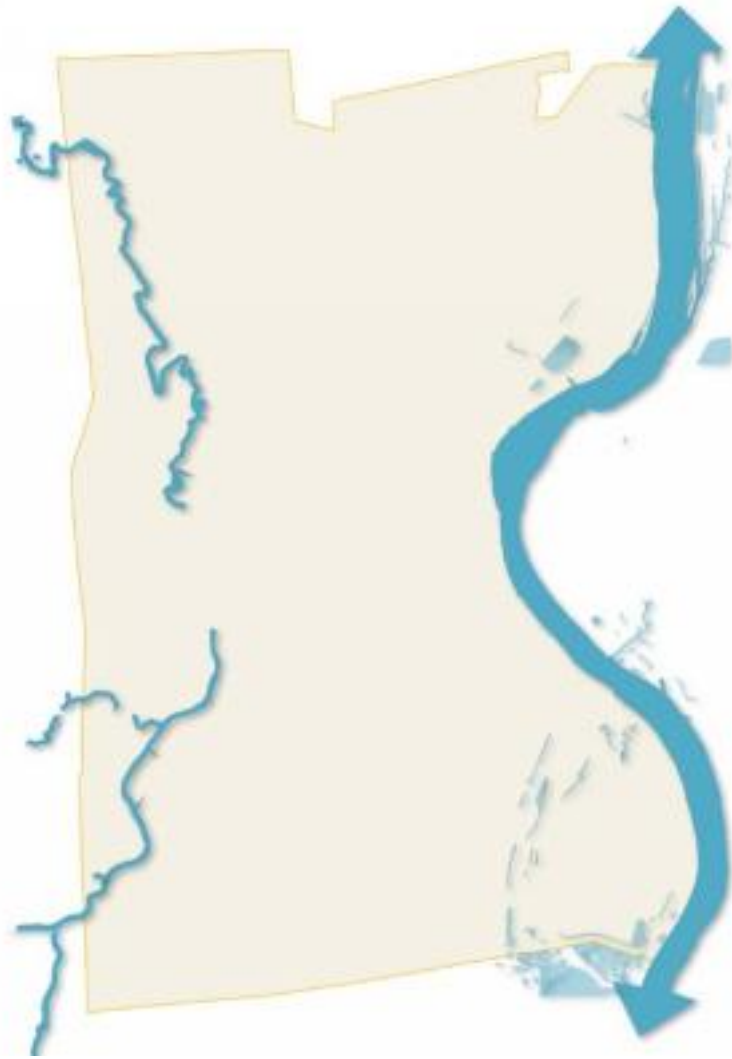
- Existing CT River loop near Downtown is an asset
- Closed roads within parks
- Blocked trails and entrances
- Entrances are not always welcoming, especially for pedestrians and bicyclists
- Existing bicycle lanes do not form a connected network



- Park Road
- ⋯ Park Road (closed and blocked)
- X Blocked entry point
- Shared Use Pathway - Existing
- ⋯ Trail
- Bicycle lane - existing



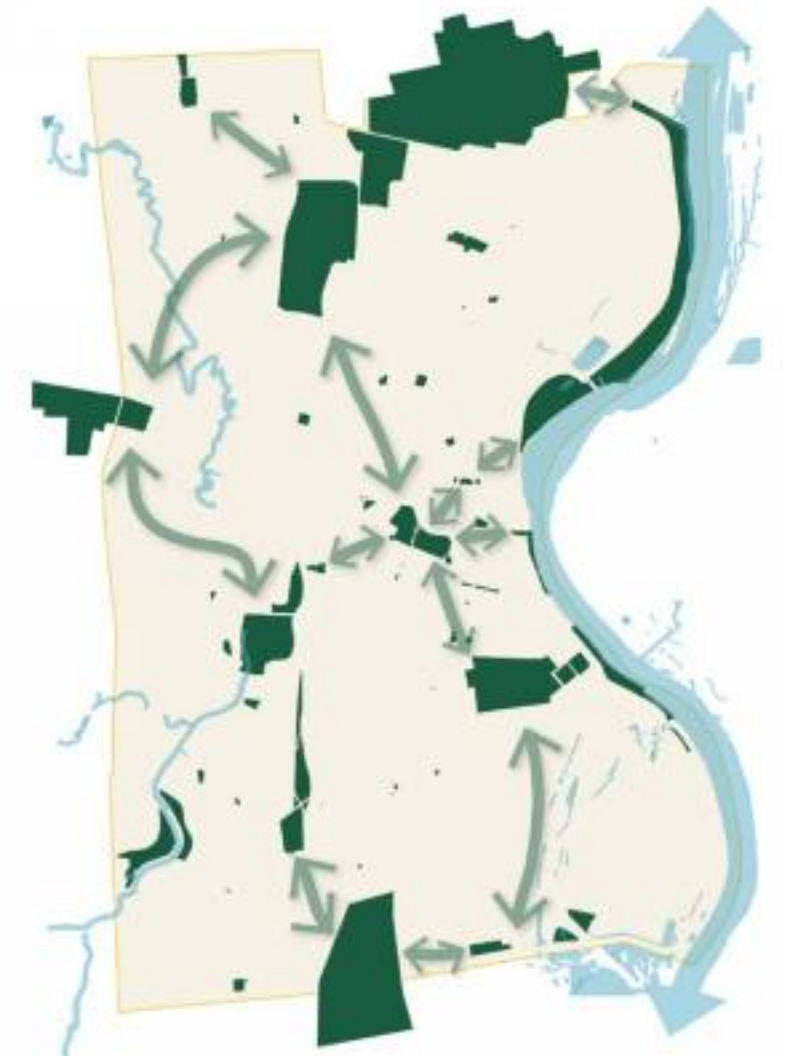
Improving Connectivity



1 Connect along the rivers



2 Connect parks with neighborhoods & one another

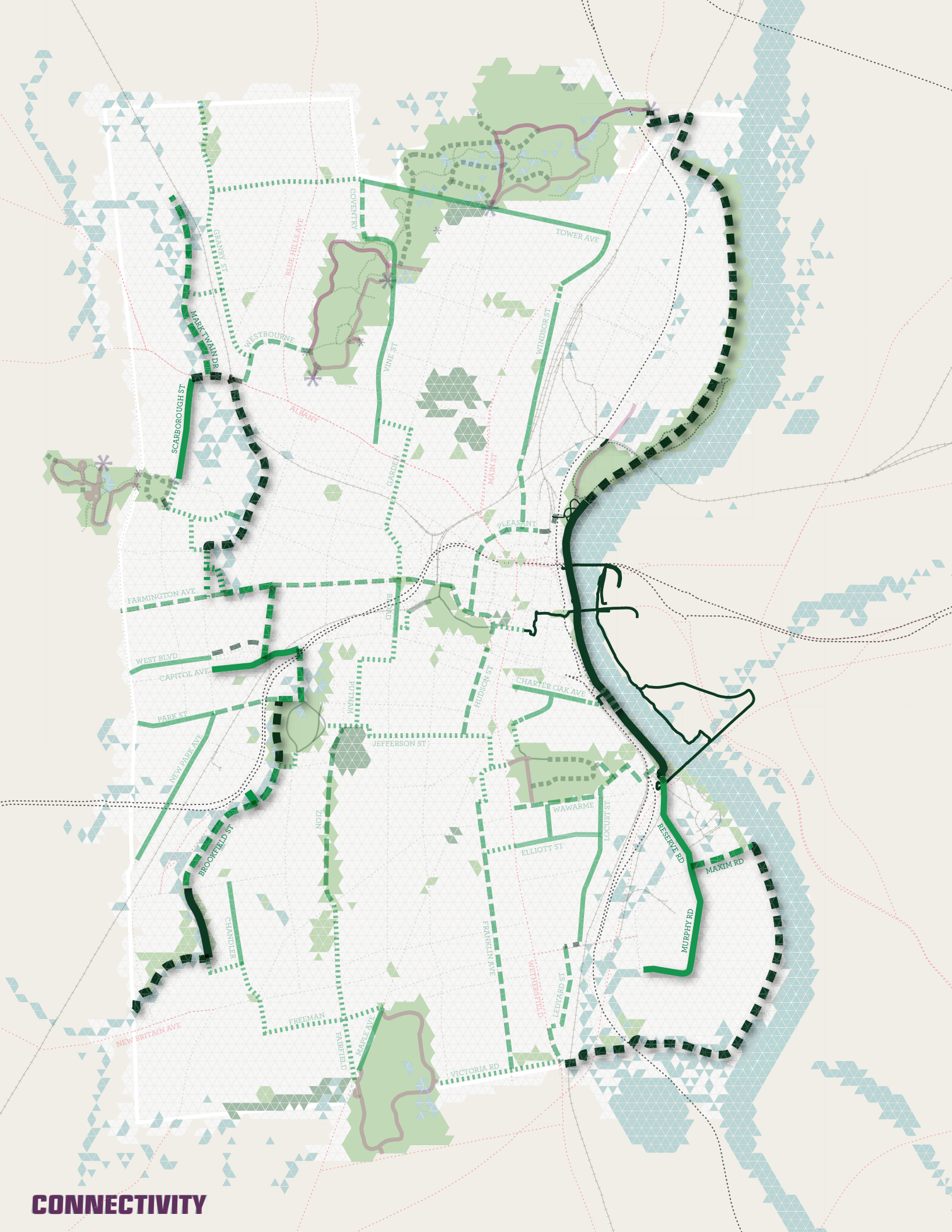


3 Improve connectivity within parks

Connections along the Rivers



- Implement historic ideas of connectivity along Hartford's rivers
- Improve existing trails between Charter Oak Landing and Riverfront Plaza
- Extend existing trail north and south, as allowable
- Extend and add trails along North and South Branch of Park River
- Along North Branch, off-street, shared-use pathway runs next to street

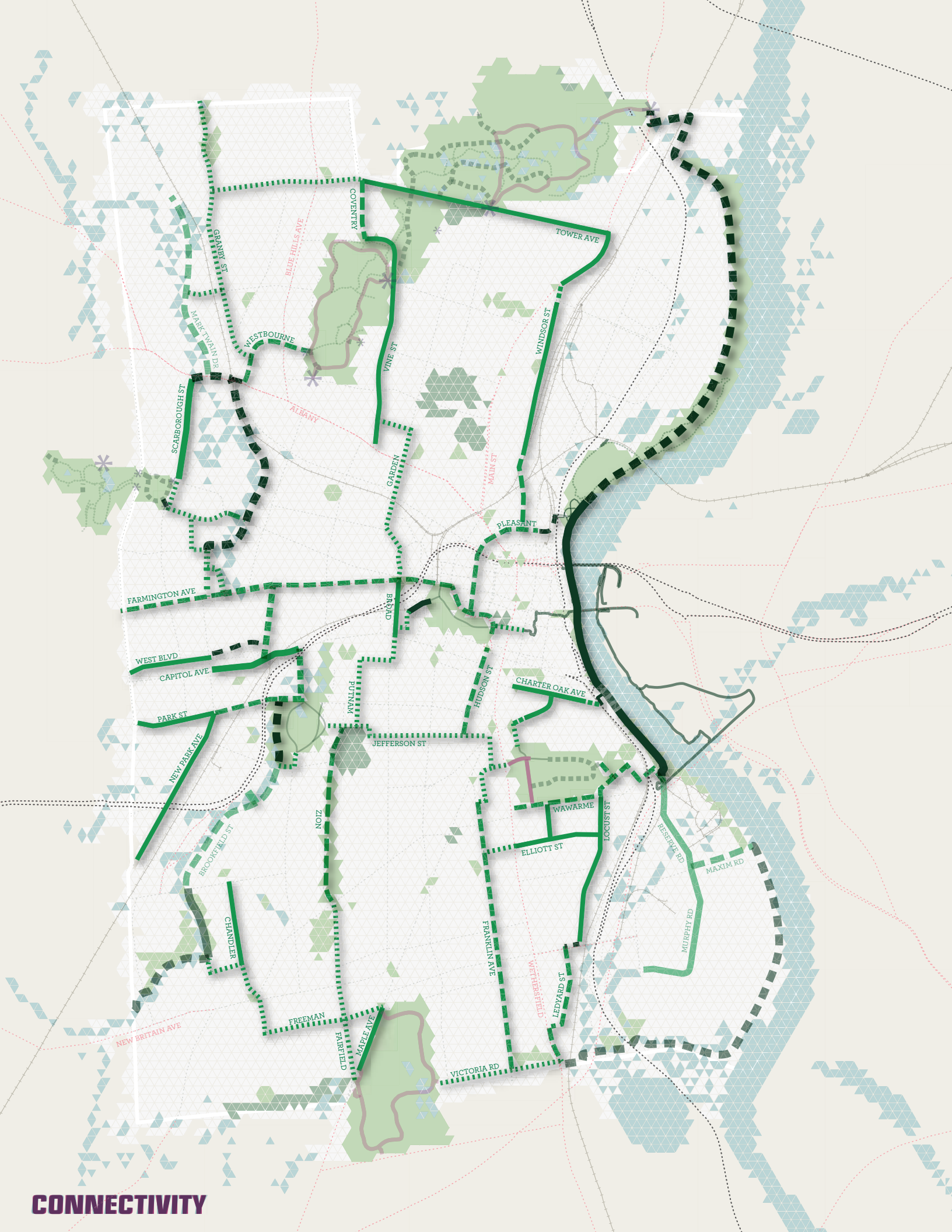


- Park Road
- Park Path / Sidewalk
- Shared Use Pathway - Existing
- - - Shared Use Pathway - Proposed
- Trail
- Bicycle lane - existing
- - - Bicycle lane - proposed
- Sharrow - proposed
- ✱ Entrances - major
- * Entrances - minor



A Connected System

- Connections for bikes and pedestrians between major parks
- Links from parks to rivers
- Combination of bicycle lanes, sharrows (lane shared by cars and bicycles), and shared use pathways

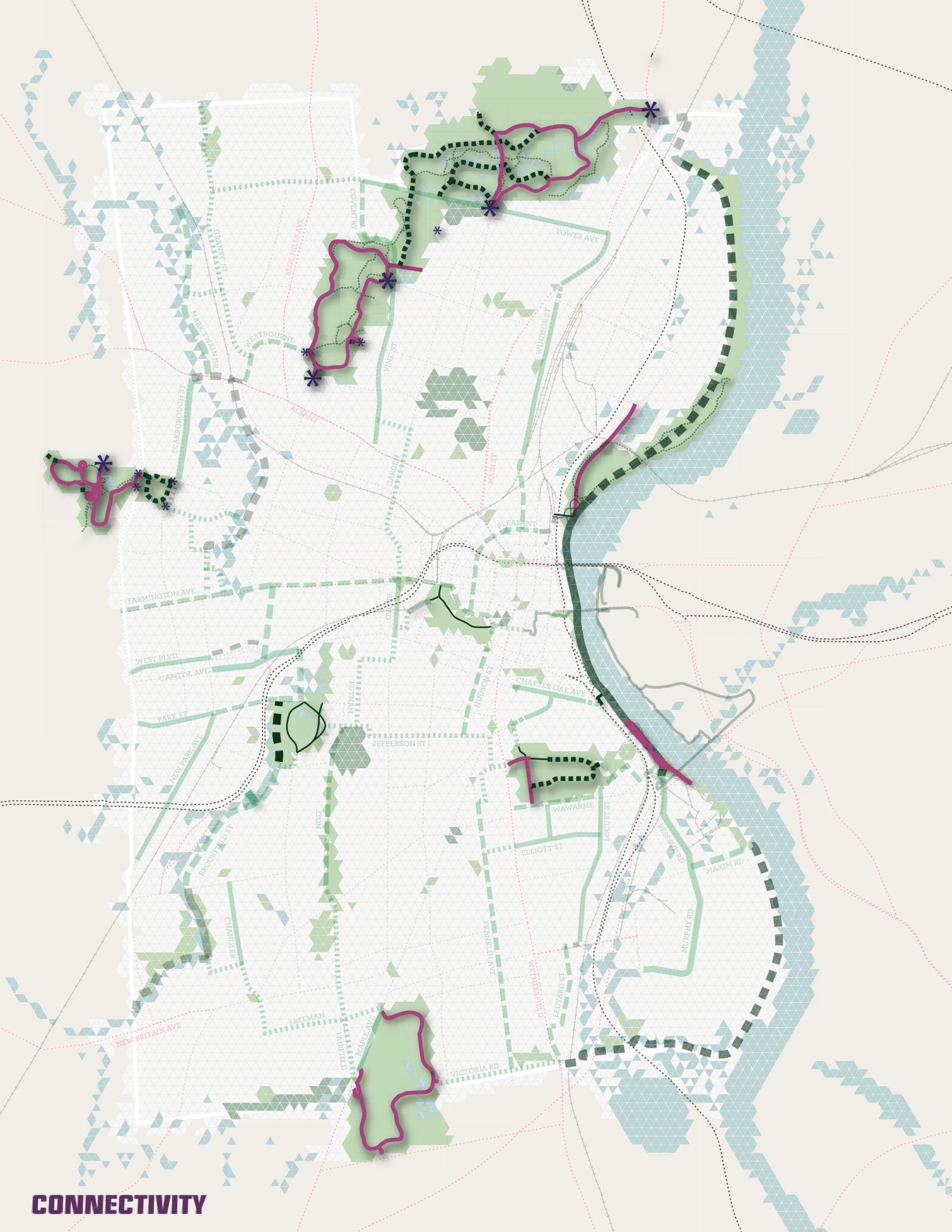


- Park Road
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- Bicycle lane - existing
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- Sharrow - proposed
- ✱ Entrances - major
- * Entrances - minor



Connectivity within Parks

- **Making Great Park Roads**
- Circulation for vehicles, bicycles, and pedestrians (and in Keney, hikers and horses)
- Welcoming entrances
- Connections to surrounding neighborhood and nearby schools



- Park Road
- Park Path / Sidewalk
- Shared Use Pathway - Existing
- - - Shared Use Pathway - Proposed
- Trail
- Bicycle lane - existing
- - - Bicycle lane - proposed
- Sharrow - proposed
- * Entrances - major
- * Entrances - minor



Restoring the Great Park Road:

Keney Park

Elizabeth Park

Goodwin Park

**no designated
space for
bicyclists**

**drainage and
improper parking
deteriorates
edge of road
and adjacent
vegetation**

**road condition
deteriorated by drainage
across road**

**no designated parking
areas; cars park (almost)
anywhere they like**



Keney Park: Existing Park Road Conditions

Restoring the Great Park Road

Lighting

Lighting

Curb defines edge of road

Multi-modal: Bicycle lanes + Walking Paths

Safe crossing

Central Park, New York





Map
at path
junction

Educational
Signage

Multimodal road

Safe
crossing

Lighting >

Central Park, New York

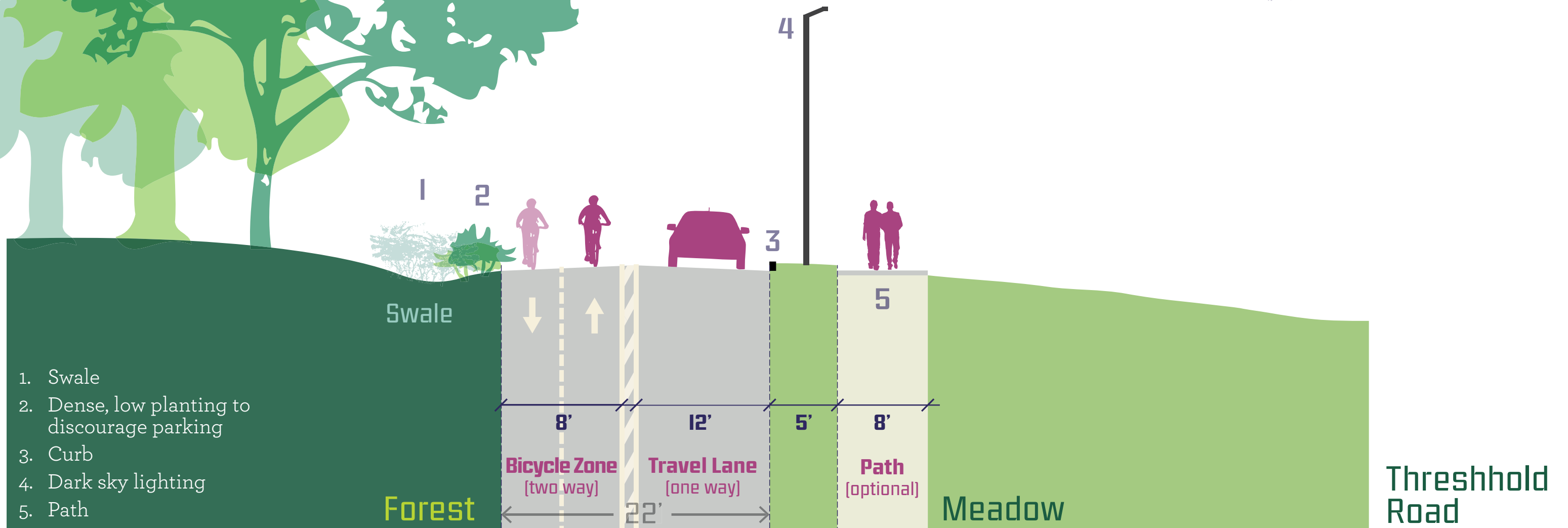


Shelburne Farms, VT

A Great Park Road

- Builds upon historic legacy
- Design addresses:
 - Planting
 - Parking
 - Social spaces
 - Stormwater
 - Bicycles

VIEW →

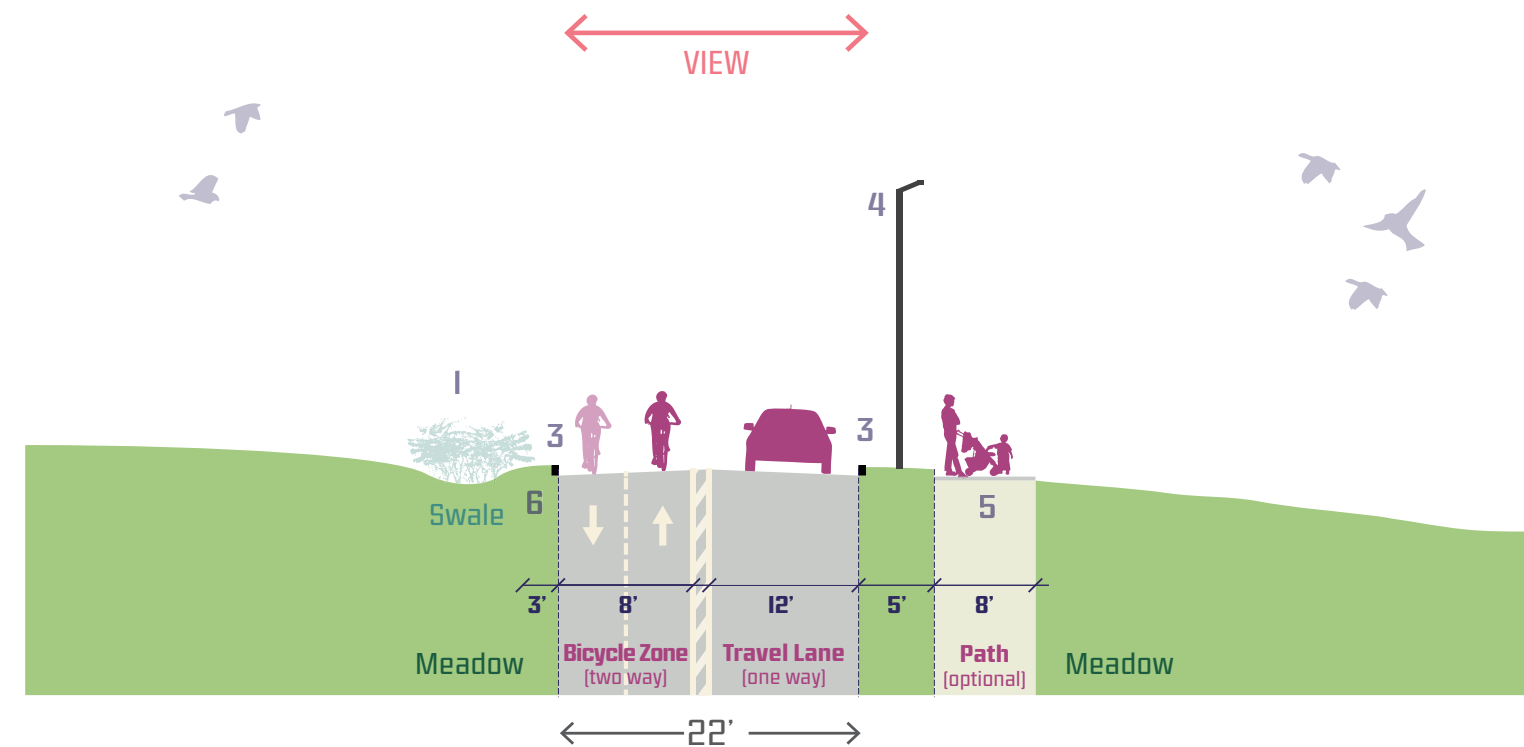


A Great Park Road

- Edge conditions vary based on topography and adjacent landscape
- Parking discouraged in undesigantated areas by adding curb (meadow) or thick, low vegetation (forest)
- Swales capture runoff and reduce road erosion



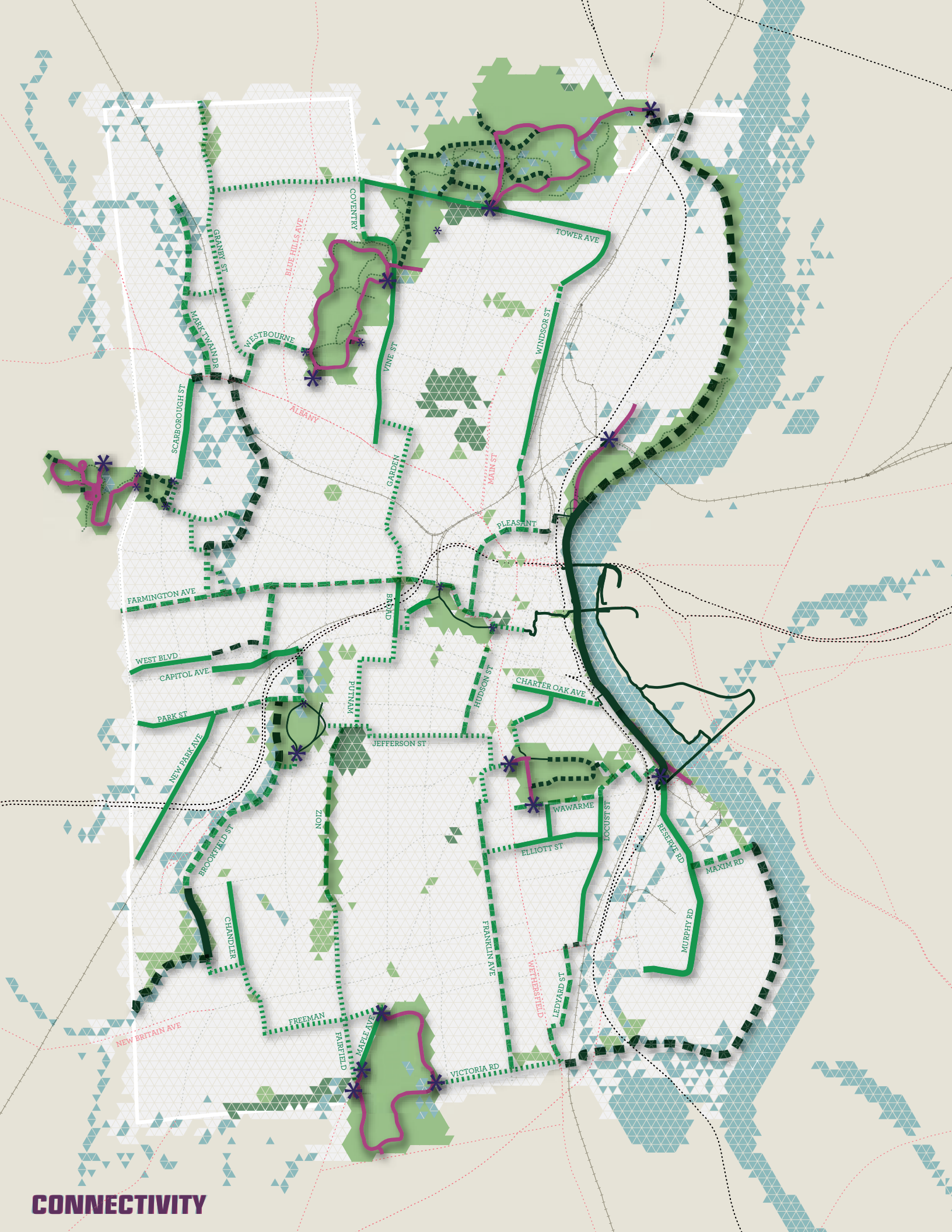
Forest Road



Meadow Road

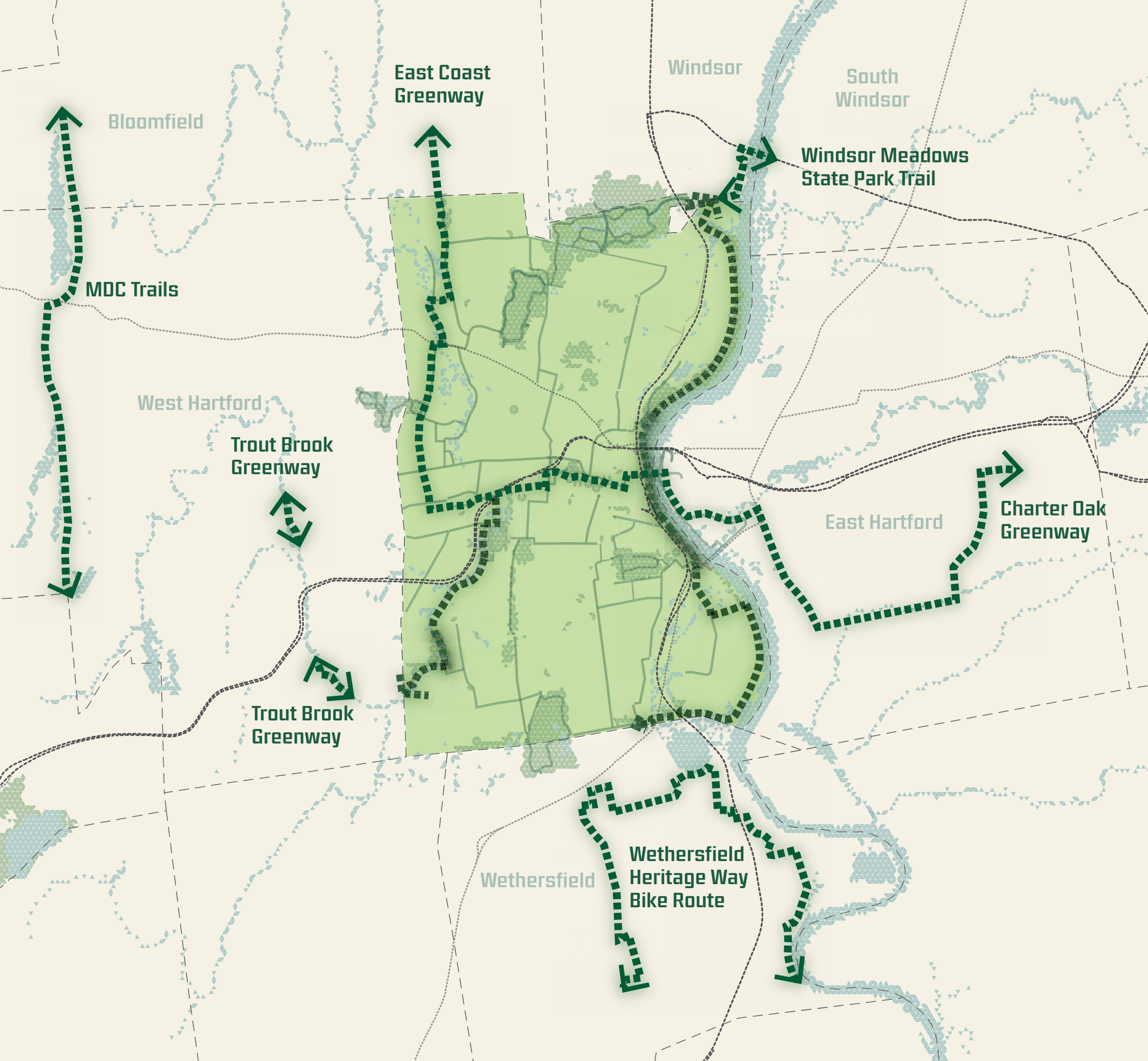


A Connected System of Parks and Greenways



- Park Road
- Park Path / Sidewalk
- Shared Use Pathway - Existing
- Shared Use Pathway - Proposed
- Trail
- Bicycle lane - existing
- Bicycle lane - proposed
- Sharrow - proposed
- Entrances - major
- Entrances - minor

Regional Connections



Maps, Wayfinding, and Signage

- Many comments have stressed the need for more signage within parks and system-wide maps
- Signage for:
 - Wayfinding
 - Announcing upcoming events and programs
 - Historic landmarks

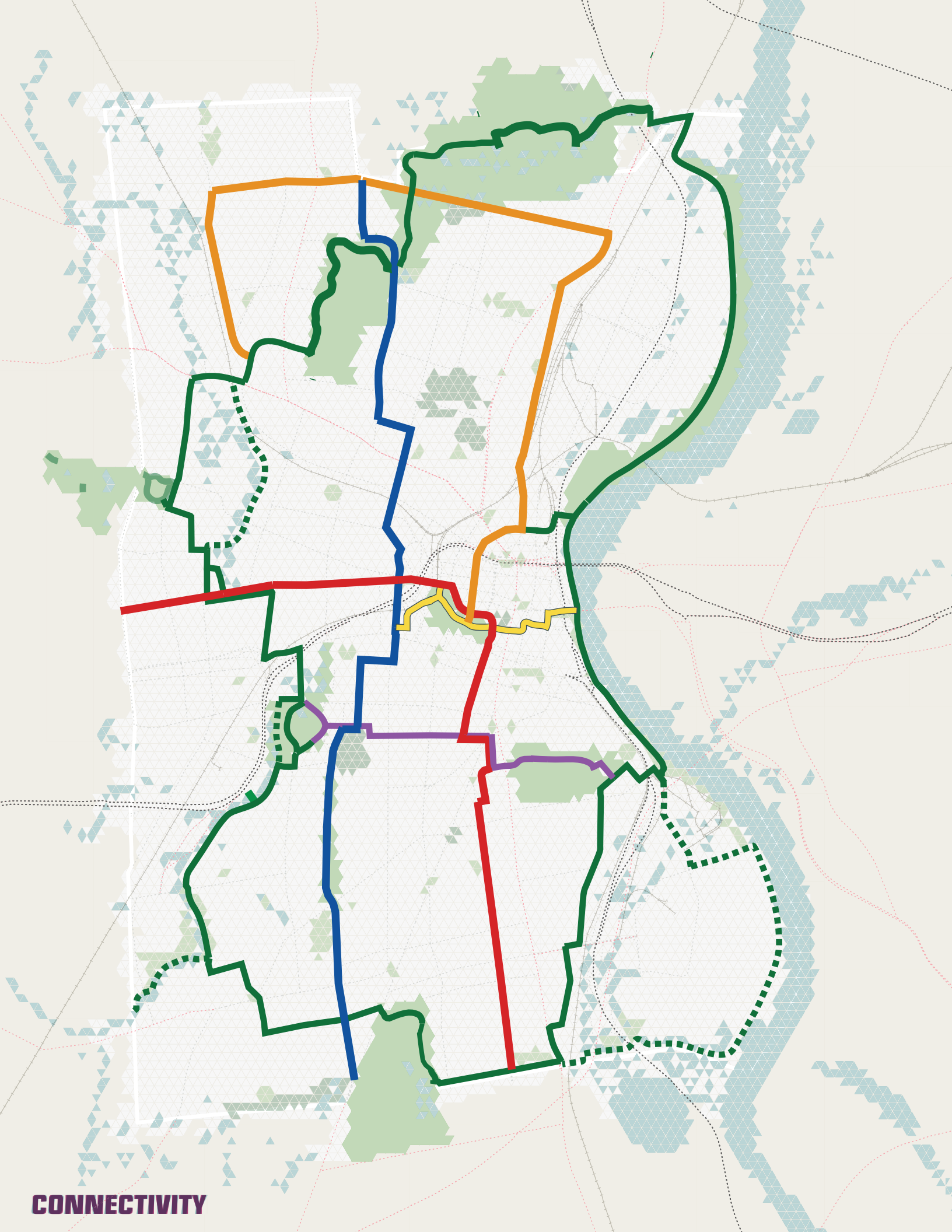


“[Need] Maps and signs which are visible”

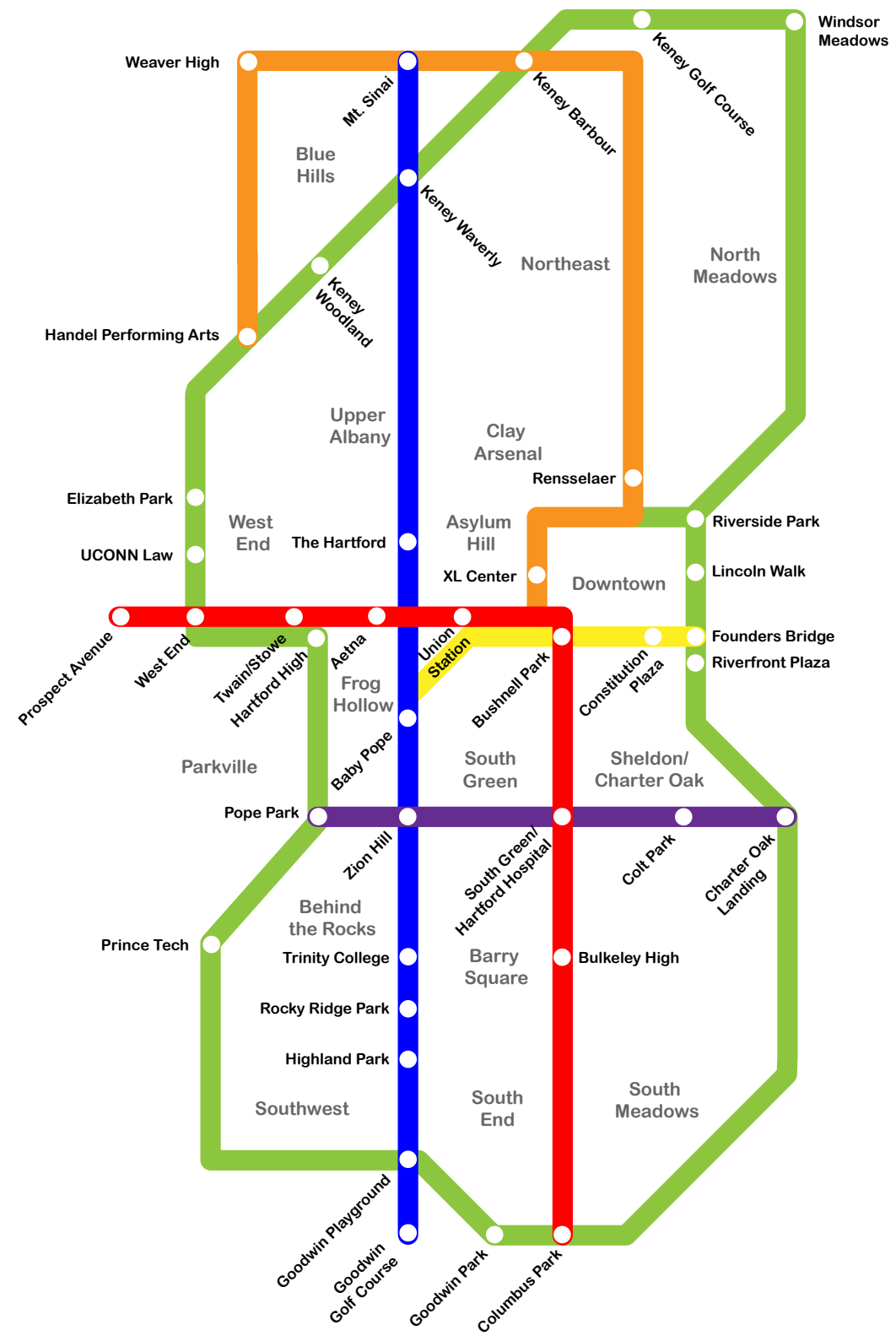


“Connectivity: No maps within parks (esp Keney...600+ acres) to show how you get around within the park.”

Branding the Connectivity Routes

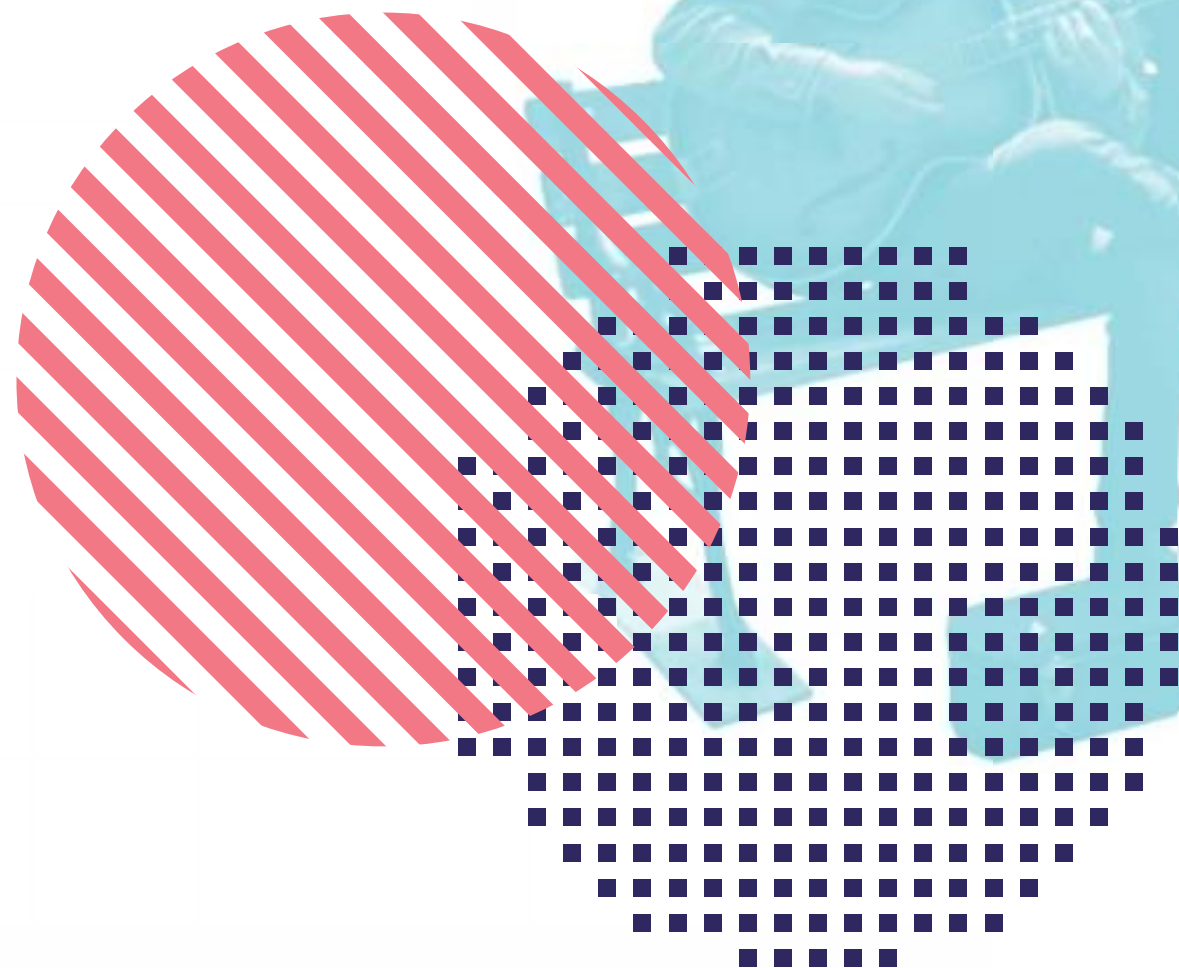


CONNECTIVITY



MAINTAINING AND IMPROVING THE PARKS

- **Current trends**
- **Spending and staff comparisons**
- **Roadmap for improvement**
- **Case studies**



Maintenance has been a long-recognized issue

Hartford's parks are in crisis. The decay of infrastructure, natural systems and built elements is evident . . .

Parks Master Plan
(1992)

Decades of deferred maintenance has diminished the quality of park landscapes and buildings to the point that this multi-million-dollar resource is at severe risk . . .

Renewing a Historic Legacy
(Trust for Public Land, 2007)

Sadly, Hartford parks have continued to decline. . . The current staffing and funding levels fall significantly short of what is required to meet even the basic needs of the park system.

Green Ribbon Task Force
(2011)



Current Maintenance Practices

- Staff pulled between routine maintenance and event clean-up
- Currently, staff shift to other duties in winter like snow removal
- A newly developed Parks Maintenance Manual identifies standards, work scheduling, athletic field condition assessment, and renovation recommendations.
- Standardizing processes will help improve schedules, communication, and skillsets



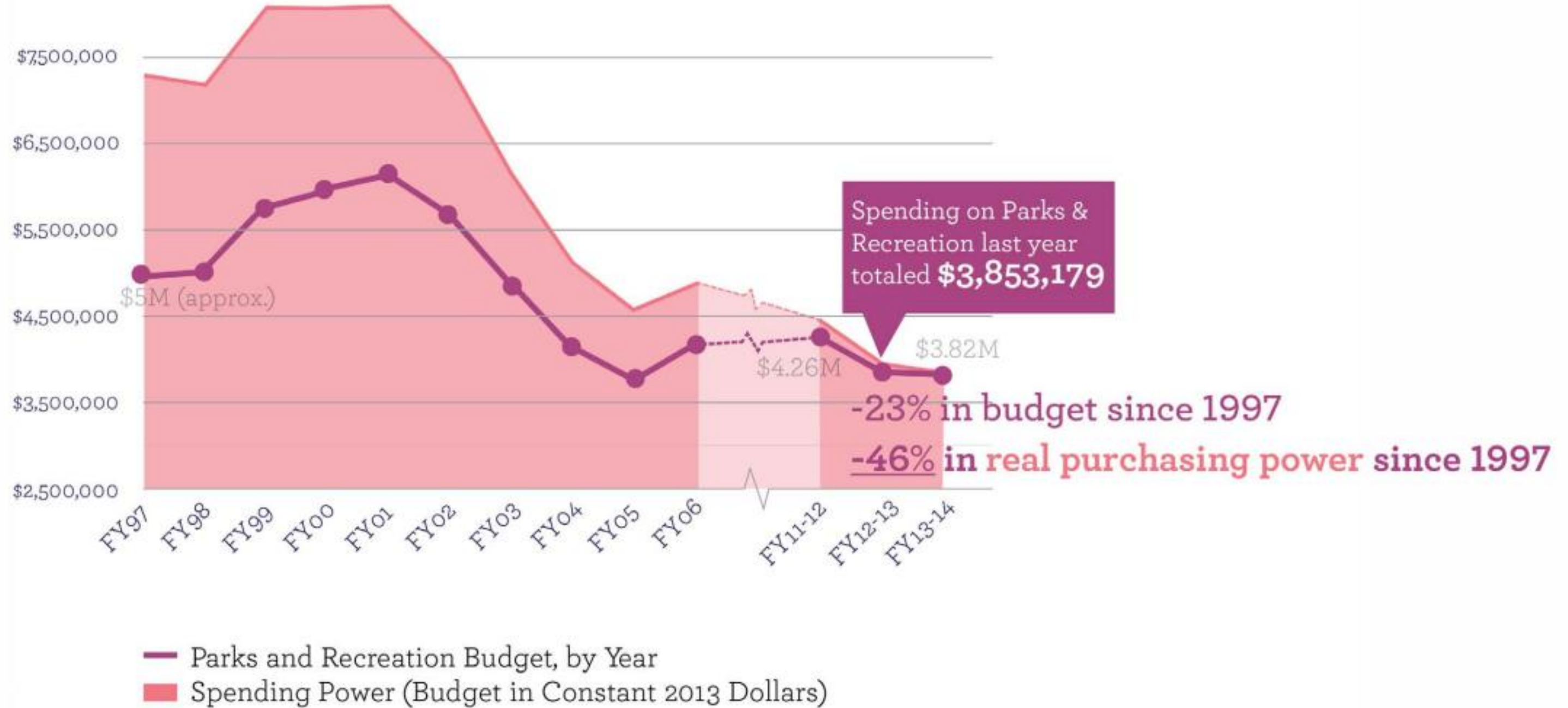
Trends in Hartford Park & Recreation Spending



- Parks and Recreation Budget, by Year
- Spending Power (Budget in Constant 2013 Dollars)

Data: FY97-06 from TPL Report (2007); FY11-13 from recent budgets (?)

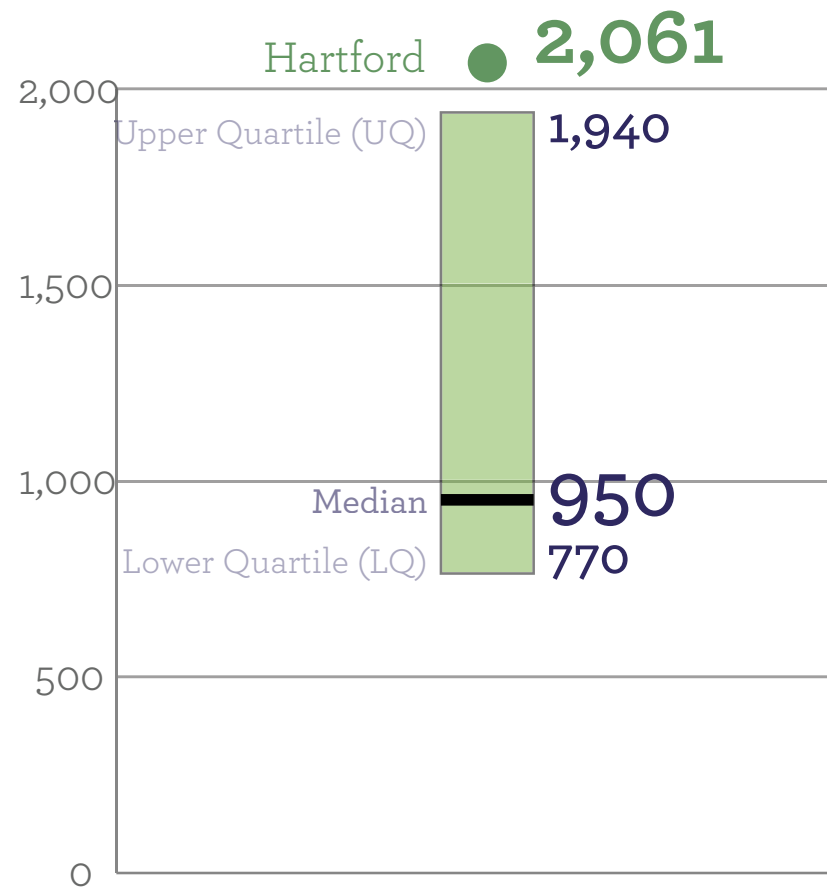
Trends in Hartford Park & Recreation Spending



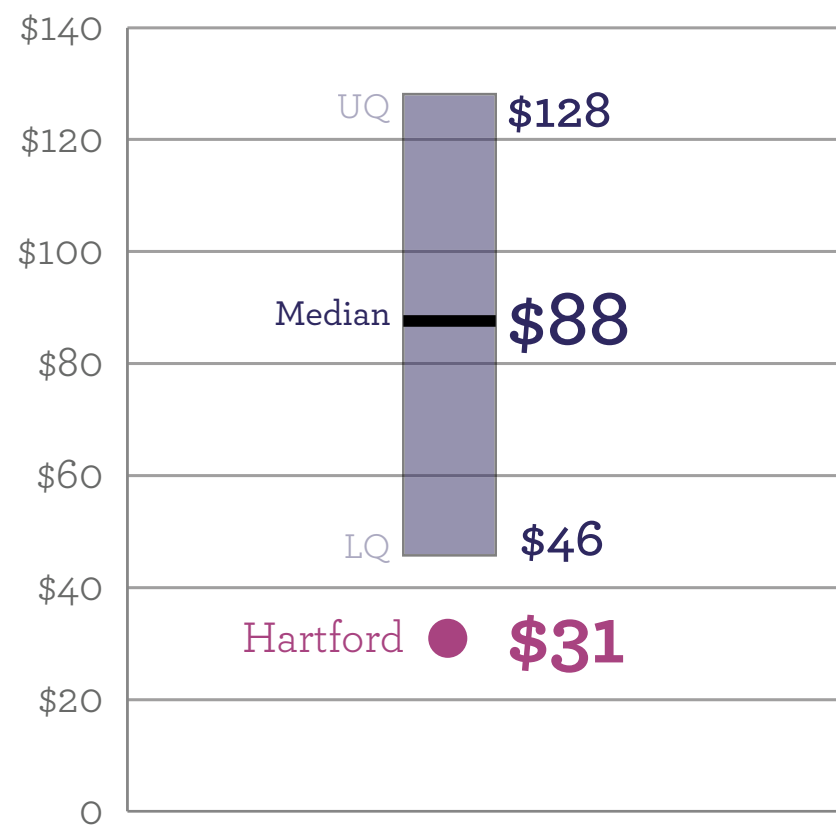
Data: FY97-06 from TPL Report (2007); FY11-13 from recent budgets (?)

Hartford staff maintain more acres with less money than comparably sized cities

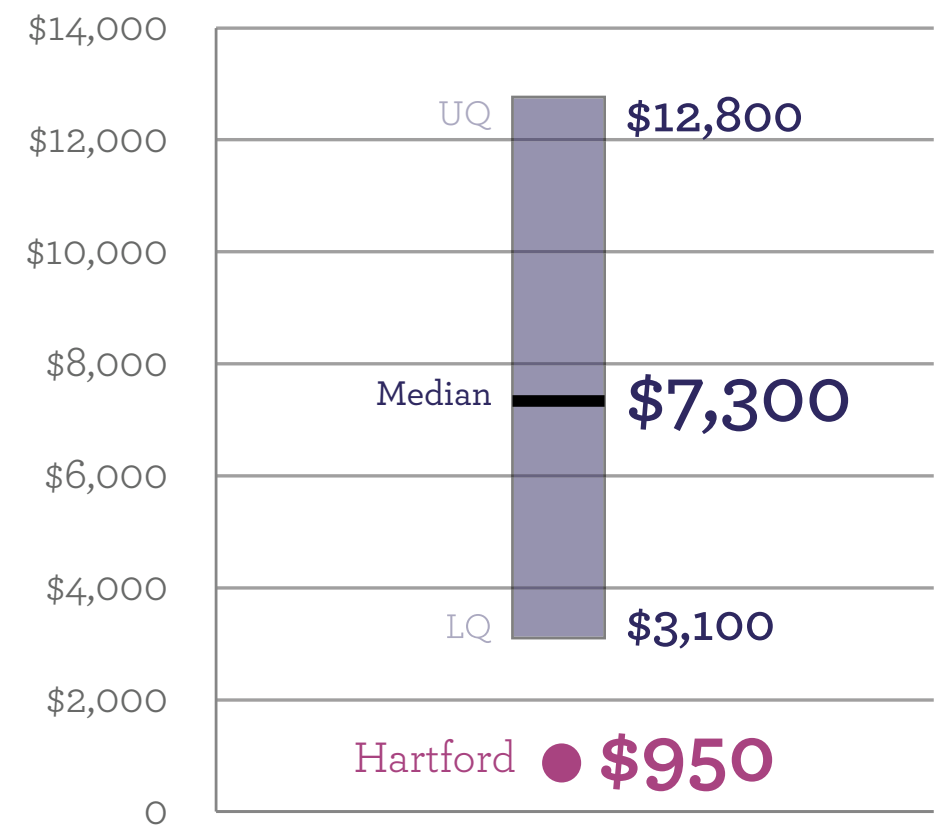
A Large Park System



LOW Operating Expenses per Capita



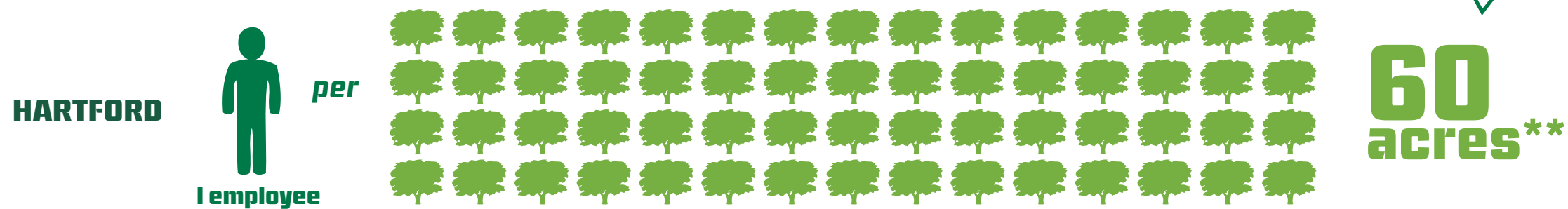
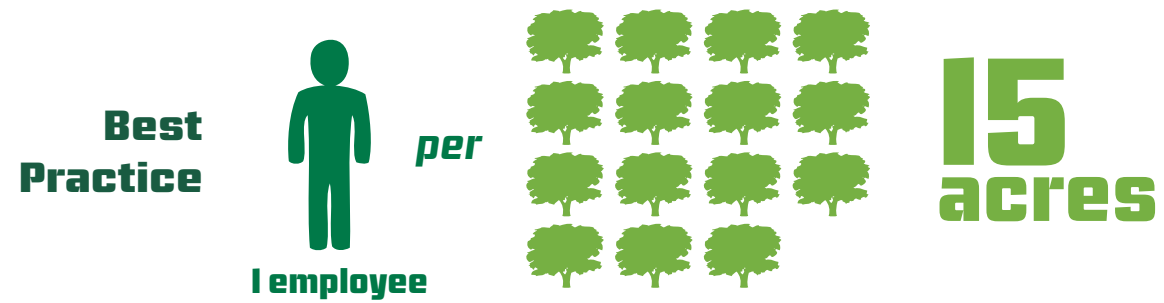
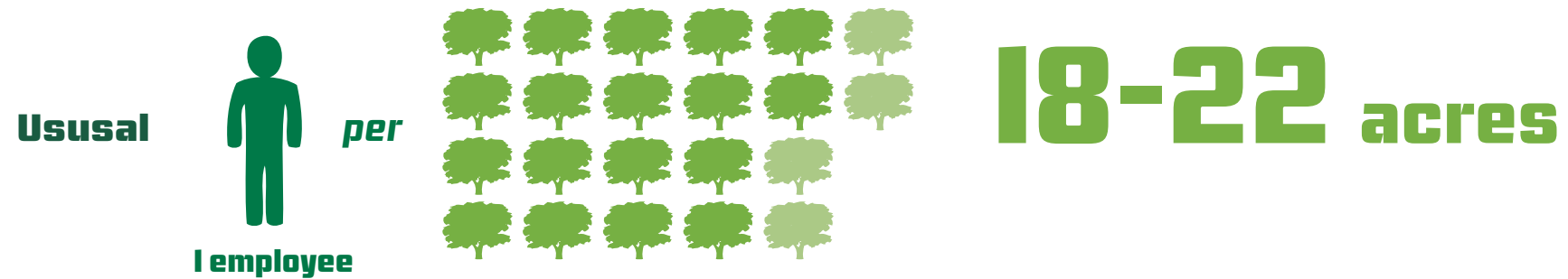
LOW Operating expenses per acre of land



- Data source: National Recreation and Park Association (NRPA) PRORAGIS database
- Graphs show Hartford compared to 28 systems nationwide with a population of 100,000 to 200,000

Maintenance Capacity

- 2,200 acres of parks and cemeteries in Hartford's park system
- approximately 1,700 developed acres require significantly higher maintenance efforts than undeveloped areas*



That's nearly twice as large as Bushnell Park! (33 acres)

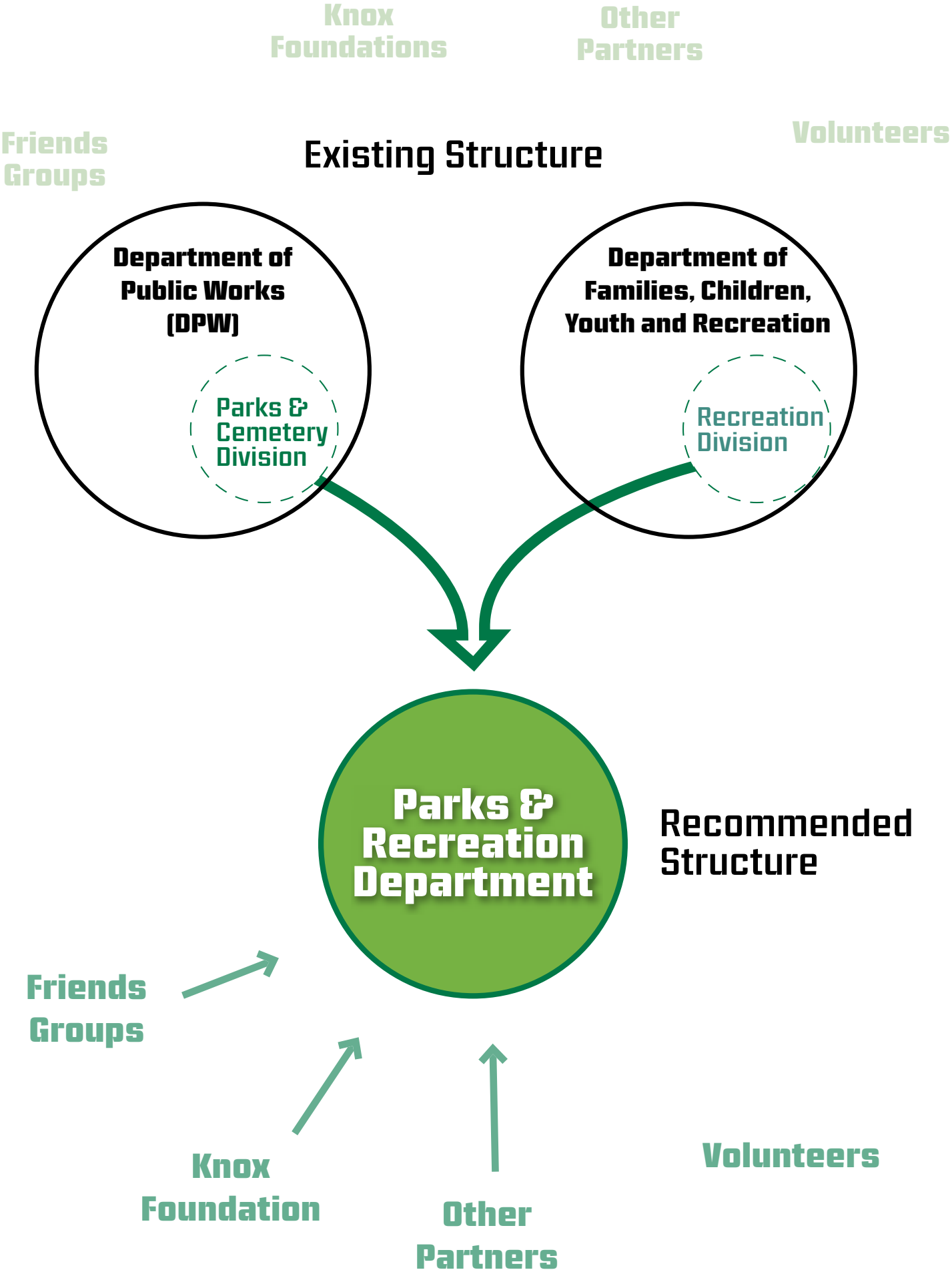
- + Volunteers
- + Knox Foundation
- + Friends Groups
- + Others

* undeveloped = natural areas along South Branch of Park River and along I-91 (south edge of city); 1/2 of Batterson and 1/3 of Keney

** assumes 29 total staff (cited in 2011 Green Ribbon Task Force); current number to be verified

Roadmap for Improvement

- Integrate department structure
- Build the department with additional, skilled staff
- Continue to partner with Friends Groups, Knox Foundation, volunteers, and other partners
- Increase proactive maintenance
- Improve maintenance efficiency, for example, by implementing Parks Maintenance Manual and reducing areas requiring mowing





Case Study: Elizabeth Park

Generating Revenue to Improve Park

- Elizabeth Park Conservancy (previously Friends of Elizabeth Park) founded in 1977
- Undertakes park care and maintenance
- Sponsors public programs and events (garden and heritage tours, garden workshops, Rose Weekend, Spring Greenhouse Show a summer concerts series)
- Recently entered into a contract with the City of Hartford that allows Conservancy to operate **Pond House restaurant** and receive a portion of the profits (provides 50% of their annual budget)
- Revenue helps them have a small staff, including a fundraiser
- Could be a model for other parks



Pond House photo by Jack .

<http://hartforddailyphoto.blogspot.com/2011/09/pond-house.html>

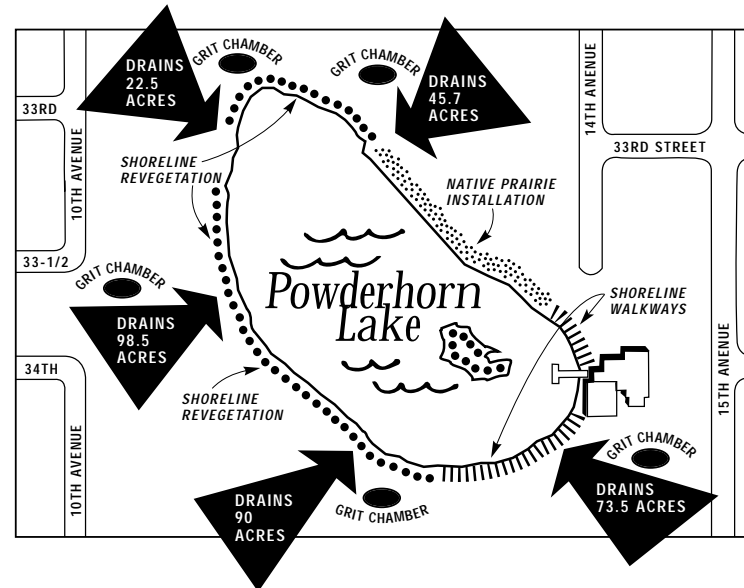
Case Study: Minneapolis Parks

Natural areas and range of mowing standards to reduce maintenance costs

Powderhorn Lake Shoreline Restoration

Powderhorn Lake has a total of 2,626 feet of shoreline. A concrete retaining wall protects half of the shoreline, while the remaining shoreline is mostly bare soil. The shoreline has experienced severe erosion due to a combination of fluctuating water levels, runoff, wave action and lack of vegetation stabilizing the bank.

The exposed shoreline will be converted into a shoreline planted with native vegetation to improve bank stability. This landscaped design of native wildflowers and grasses will also act as a buffer, filtering and reducing runoff before it enters the lake. The shoreline plantings will also provide habitat for wildlife. Canada Geese, however, are not attracted to this type of shoreline, as they fear predators hiding in the vegetation. The shoreline improvements will also include repairing the existing retaining wall and installing a new sidewalk.



Typical Shoreline Plantings



EMERGENTS

SWEET FLAG
WATER PLANTAIN
SWAMP MILKWEED
BLUE-JOINT GRASS
MARSH BELLFLOWER
SMALL SPIKED RUSH
BLUEFLAG IRIS
KNEE GRASS
DITCH STONECROP
POND SMARTWEED
PICKEREL WEED
BROAD-LEAVED ARROWHEAD
HARDSTEM BULRUSH
WOOLGRASS
RIVER BULRUSH
SOFTSTEM BULRUSH
MARSH SKULLCAP
GIANT BURWEED
BLUE VERVAIN

WET MEADOW

SWAMP MILKWEED
NEW ENGLAND ASTER
FOX SEDGE
JOE PYE WEED
OX-EYE SUNFLOWER
SWEET GRASS
PATH RUSH
RICE CUT GRASS
MEADOW BLAZING STAR
CARDINAL FLOWER
SWITCHGRASS

PRAIRIE PHLOX
OBEDIENT PLANT
MOUNTAIN MINT
YELLOW CONEFLOWER
GREEN-HEADED CONEFLOWER
CUP PLANT
RIDDELL'S GOLDENROD
PRAIRIE CORD GRASS
PURPLE MEADOW RUE
BLUE VERVAIN
CULVER'S ROOT

CANADA ANEMONE
FOX SEDGE
WHITE TURTLEHEAD
BONESET
BOTTLE GENTIAN
MEADOW BLAZING STAR
GREAT BLUE LOBELIA
SMOOTH LOOSESTRIFE
GRASS-LEAVED GOLDENROD
GOLDEN ALEXANDER

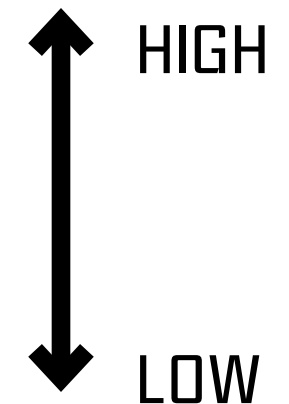
PRAIRIE

LITTLE BLUESTEM
CANADA ANEMONE
SIDE OATS GRAMA
KALM'S BROME
PENNSYLVANIA SEDGE
SHOOTING STAR
BOTTLE GENTIAN
PRAIRIE SMOKE
ALUM ROOT
STARGRASS PATH RUSH
ROUGH BLAZING STAR
GREAT BLUE LOBELIA
JUNE GRASS
PURPLE PRAIRIE PHLOX
BLACK-EYED SUSAN
BLUE-EYED GRASS
GRASS-LEAVED GOLDENROD
PRAIRIE DROPSEED
BRACKETED SPIDERWORT
GOLDEN ALEXANDER

- Sites converted to prairie grasses, storm water ponds, and shoreline buffers managed in collaboration with the Environmental Operations Section

- Three management standards:

- Athletic Field
- General Park Turf Maintenance
- Reduced Mowing in Natural Areas



maintenance efforts

Park Brochure explaining shoreline restoration in a community park

source: http://www.minneapolisparcs.org/documents/caring/NatAreas/powderhorn_brochure.pdf

For more info: <http://www.minneapolisparcs.org/default.asp?PageID=167>

Case Study: Riverfront Recapture

Partnerships & Collaboration

Riverfront Recapture collaborates with a wide range of partners for park maintenance, events, recreation, and more

- **Metropolitan District (MDC)** (daily maintenance in the parks and funding for rangers)
- **City of Hartford** (support for the three Riverfront Parks in Hartford & on-going park development projects within the Hartford section of the Riverfront Park system)
- **Town of East Hartford** (support of Great River Park & on-going park development projects within the East Hartford section of the Riverfront Park system)
- **Trinity College** (Samba Fest Trinity's Samba Ensemble)
- **Hartford Marathon Foundation** (Xtreme Scramble Series)
- **Hartford Mayor Pedro Segarra and the City's Marketing, Events and Cultural Affairs Division (MECA)** (Free Movies After Dark)
- **Connecticut Ballet** (Connecticut Ballet Summer Dance Caravan)
- **Cayasco** (Taste of the Caribbean)
- **Gaylord Hospital's Sports Association** (Riverfront Tournament of Champions)
- **The Olde Burnside Brewing Company** (Pipes in the Valley)
- **The Hartford Belle** (daily excursion boat services)
- **Lady Katherine Cruises** (charter services and special event public cruises)
- **Lincoln Financial Foundation** (supports the Lincoln Financial Sculpture Walk, and Lincoln employees will serve as docents for a series of public walking tours of the sculptures in 2013)
- **Greater Hartford Arts Council, with support from Lincoln Financial** (Lincoln Financial Sculpture Walk)
- **Mount Sinai Rehabilitation Hospital** (Adaptive Rowing program for individuals with physical disabilities and/or visual impairments)
- **Capital Preparatory Magnet School,**
- **Classical Magnet School, Connecticut International Baccalaureate Academy, East Hartford High School, The Watkinson School** (Recapture recruits students to the youth rowing program from these schools)
- **Mandell Jewish Community Center** (rows out of their Camp Shalom during the spring flood)

Case Study: New York City Parks

Branding & Signage

Previous
Brand



City of New York
Parks & Recreation



New Brand
(2011)



NYC Parks

Sub-brands



NYC Parks
Arts & Culture



NYC Parks
Sports, Fitness &
Outdoor Adventure



NYC Parks
Recreation



NYC Parks
Kids



NYC Parks
Nature

Consistent Brand + Diverse Park Identities

 FreshkillsPark

 **FORT TRYON PARK**

  Bronx River Greenway

 # **HIGH LINE**



Breakout # 2: Connectivity & Fiscal Sustainability

2 stations, 25 minutes total

What do you think?



A Great Park Road: Character

3 types of road character reflect the changing park scenery

- 1. Main Road
- 2. Connector Road
- 3. Access Road

More great park roads

A Great Park Road: Circulation

Circulation Options for Park Roads

- 1. Shared Space
- 2. Shared Space with Designated Parking
- 3. Shared Space with Designated Parking and Greenway
- 4. Shared Space with Designated Parking, Greenway, and Greenway

Park Gateways

A Great Park Road: Social Spaces

Social spaces coupled with designated parking

- 1. Traditional Western Country
- 2. Grand Park Day & Night Area

Integrating designated parking areas

A Connected System of Parks & Greenways

1. Connect park roads with greenways

2. Connect park roads with greenways and greenways

3. Connect park roads with greenways, greenways, and greenways

BATTERSON

Existing Conditions

Examples of possible systems

- No change
- Keep the existing conditions
- Remove the existing conditions
- Replace the existing conditions
- Replace the existing conditions with a new system

Revenue Opportunities

Special Use Revenue Programs

- 1. Special Use Revenue Programs
- 2. Special Use Revenue Programs
- 3. Special Use Revenue Programs
- 4. Special Use Revenue Programs
- 5. Special Use Revenue Programs

Partnership Opportunities

Partnership Opportunities

- City Agencies and Departments
- Stamford Housing Authority
- Board of Education
- Marketing, Events & Cultural Affairs
- Knox Parks Foundation
- Friends Group
- NGOs
- Corporate partners
- Local businesses
- Local institutions
- Trinity College
- University of Hartford
- Stamford Hospital
- Other communities
- Nonprofit organizations