SWA

Mass in Motion

@ Jeroen Musch

The Role of Public Spaces in Catalyzing Revitalization and Reinvestment

October 11th – 10:30-11:45am

We believe that **everyone** living in urban America deserves a high-quality park or public green space within a **10-minute walk of home**.

…and yet only **one in three people** in the United States has access to a high-quality park.

ULI Urban Land Institute

NRPA National Recreation and Park Association

THE TRUST FOR PUBLIC LAND

Speakers

- **Stuart Ackerberg**, CEO, The Ackerberg Group (moderator)
- **Travis Younkin**, Executive Director, Upper Kirby District – Levy Park (Houston, TX)
- **Imogene Hatch**, Project Architect, Brown, Richardson, + Rowe, Inc. – Quequechan River Rail Trail (Fall River, MA)
- **Ginés Garrido**, Principal and Project Director, Burgos & Garrido Arquitectos – Madrid Rio (Madrid, Spain)
- **Bruno Naulls**, Senior Project Director, Lynwood Community Development – Ricardo Lara Park (Lynwood, CA)

Urban Land Institute

© OLIN / Sahar Coston-Hardy

LEVY PARK
Houston, TX

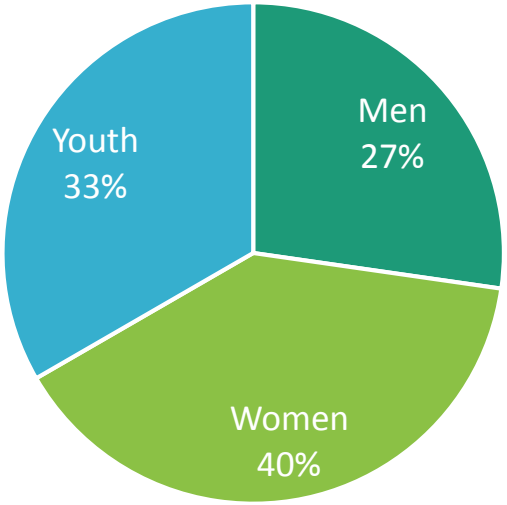
EXISTING NEIGHBORHOOD LANDUSE

UPPER KIRBY DISTRICT PROPERTY
COMMUNITY GARDEN
BASEBALL FIELD
LEVY PARK CITY OF HOUSTON
PLAYGROUND
PARKING
UPPER KIRBY DISTRICT PROPERTY
RETAIL
OFFICE
DAY CARE
RETAIL
25,000 SF
OFFICE
KIRBY GROVE
225,000 SF
LEVY PARK
6 ACRES
MULTIFAMILY
AVENUE GROVE
270 UNITS
HOTEL

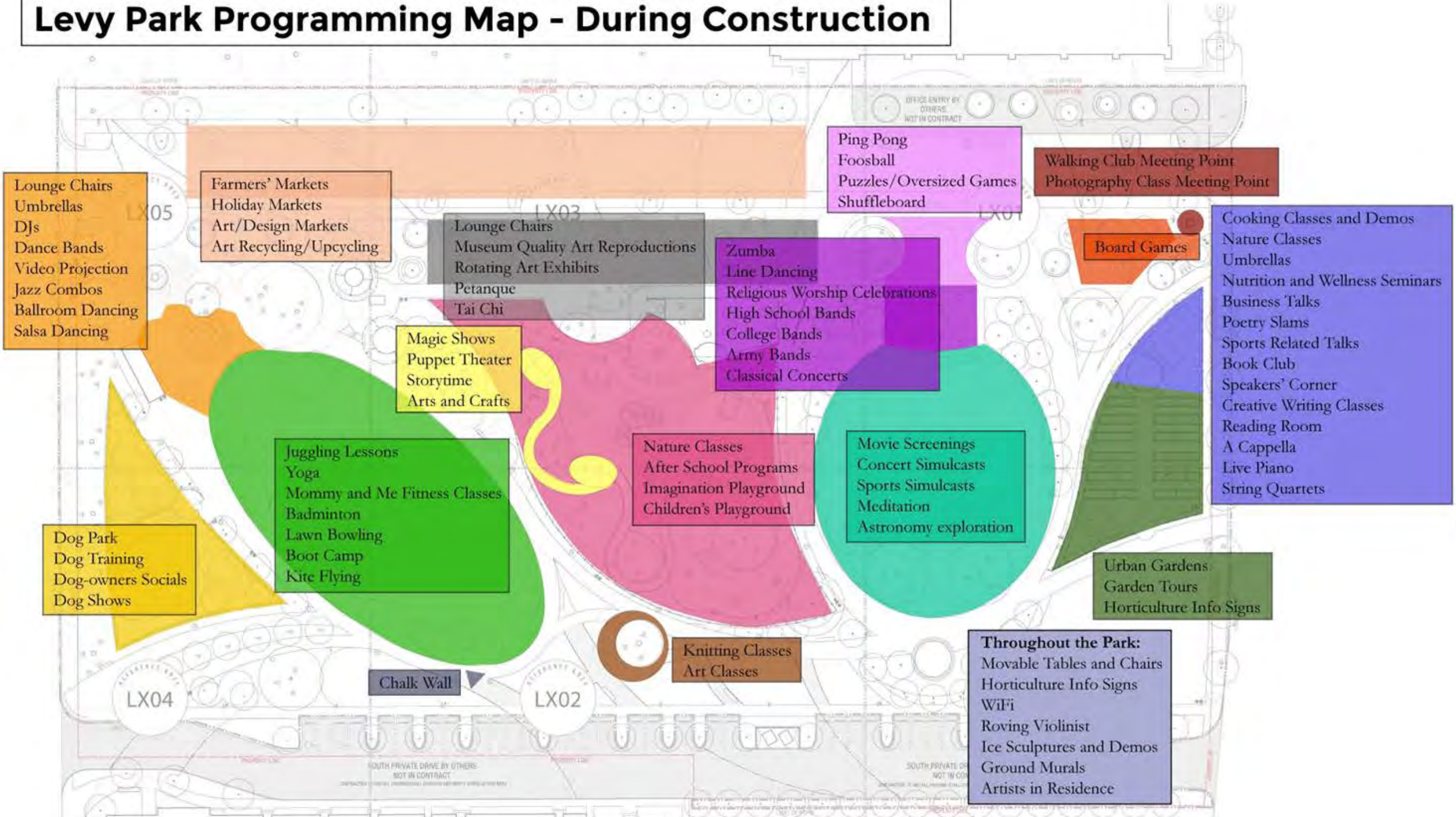
FY18 Attendance Overview

370,964 Park Visitors

7,134 Visitors/Week Average



Levy Park Programming Map - During Construction



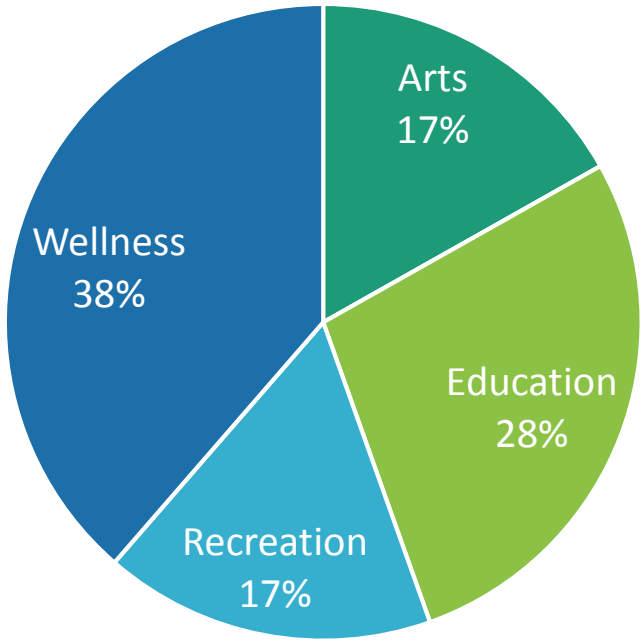
FY18 Programs Overview

542 Programs Held

9,490 Program Participants

17.5 Program Participants/Program

Types of Programs Offered

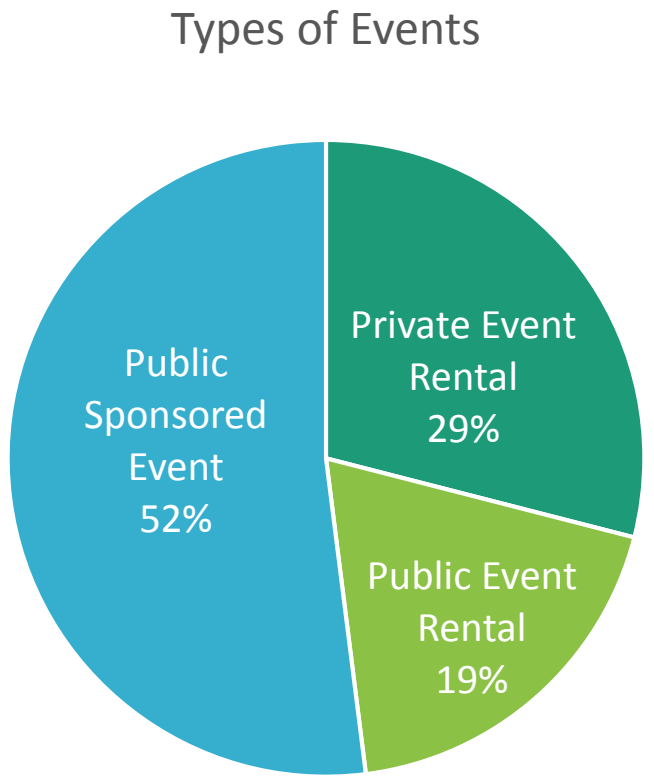


FY18 Event Overview

41 Events Held

43,422 Attendees

$75,436 Gross Revenue



BOLLING

ECONOMICS

- Property values in the area increased due to the installation of the project. The price per square foot changed from $81 to $140 on the West side (170%+) and from $46 to $92 on the North side (200%+).

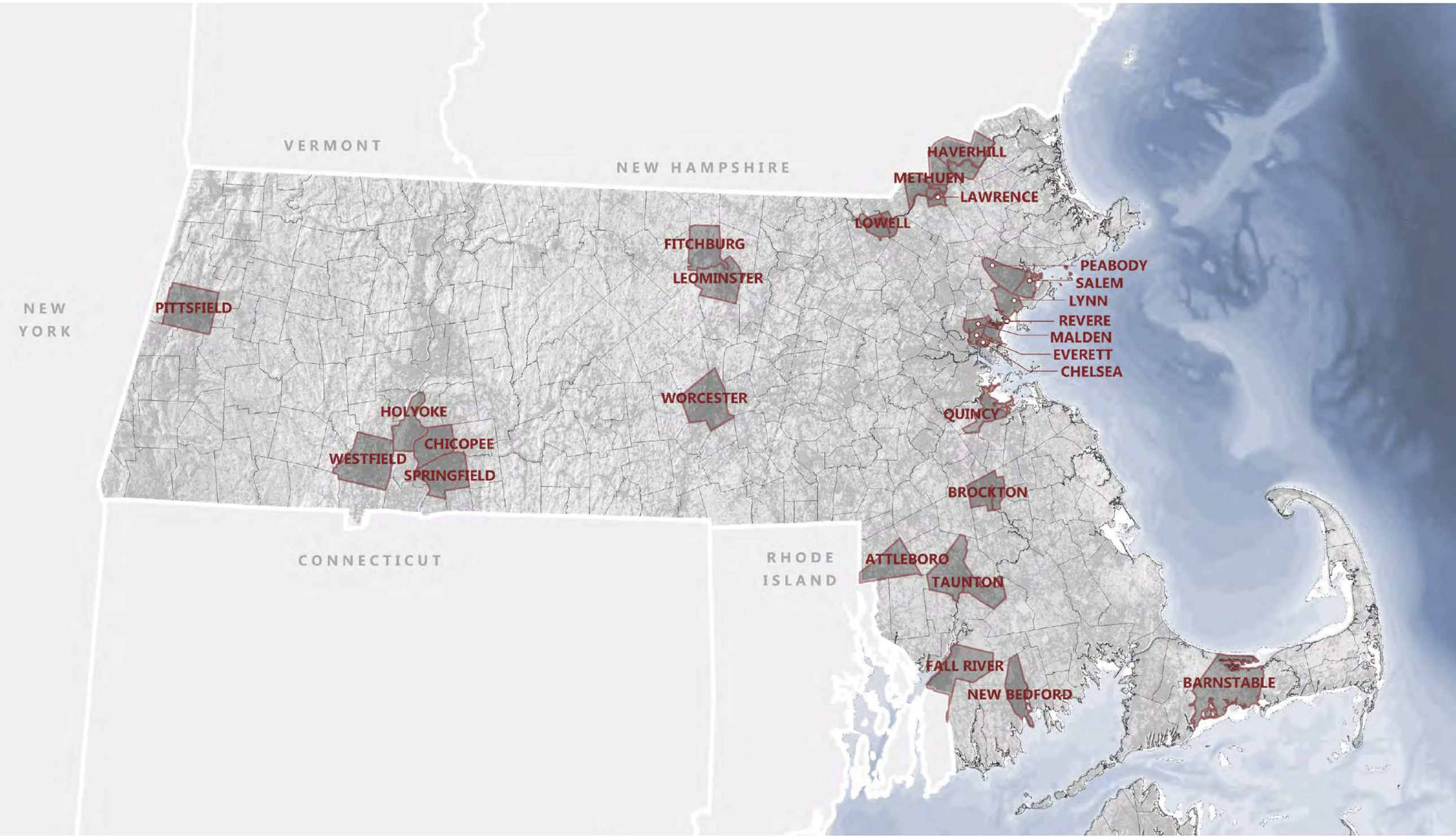
QUEQUECHAN RIVER RAIL TRAIL

FALL RIVER, MA

Imogene Hatch, RLA

Brown, Richardson + Rowe, Inc. Landscape Architects and Planners

GATEWAY CITY PARKS PROGRAM

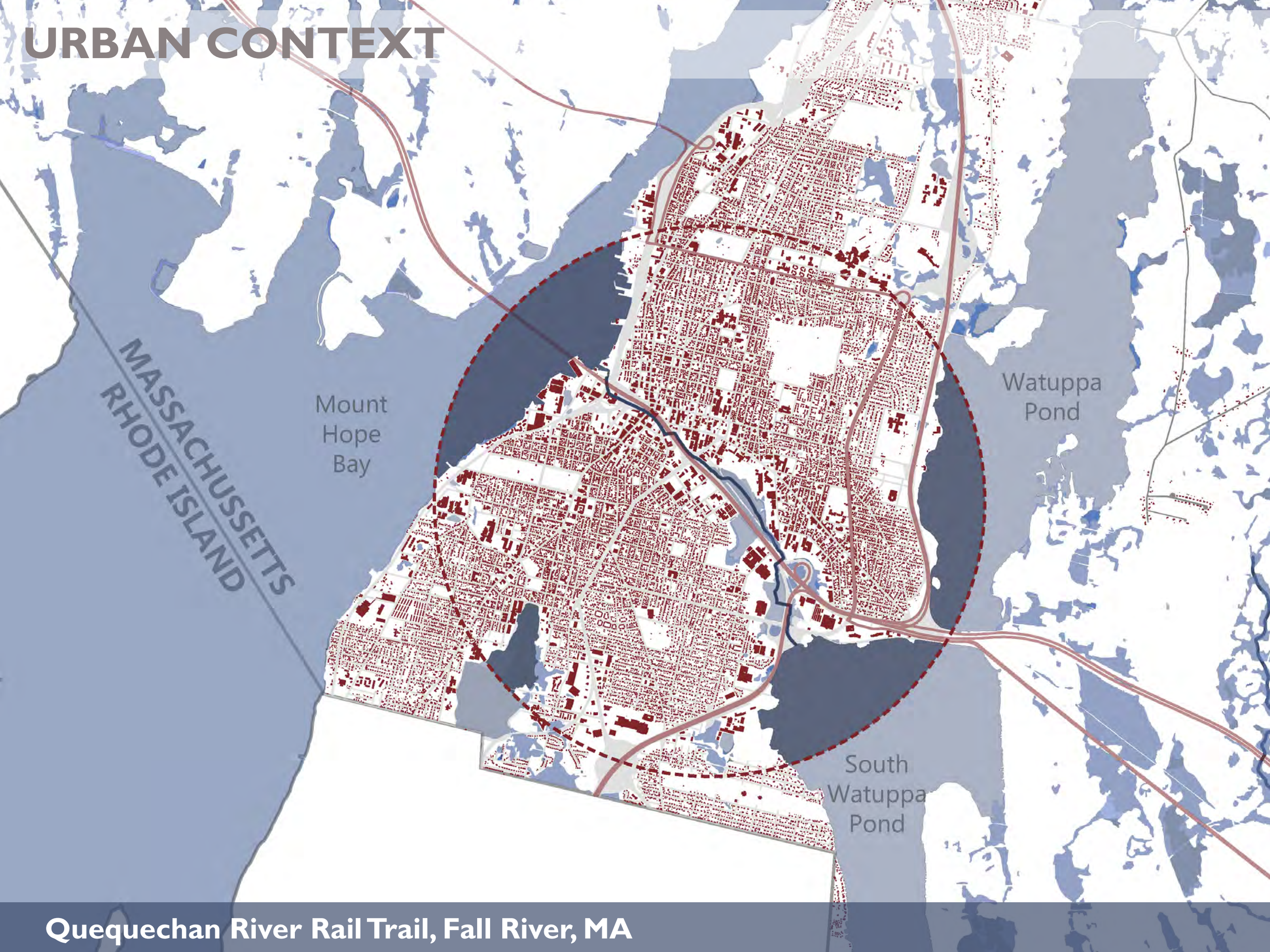


Quequechan River Rail Trail, Fall River, MA

REGIONAL CONNECTION

Quequechan River Rail Trail, Fall River, MA

URBAN CONTEXT



Quequechan River Rail Trail, Fall River, MA

QUEQUECHAN RIVER RAIL TRAIL

BRITLAND PARK

FATHER TRAVASSOS PARK

RODMAN STREET PARKLET

Quequechan River Rail Trail, Fall River, MA

PROJECT BY NUMBERS

Overall Budget	$8,000,000	Design + Construction
Funding Sources	2	MA EOEEA Gateway Cities Parks Program MassDOT
Project Duration	7 years	
Public Administrations	5	2 State, 3 Municipal
Total Project Length	1.6 miles	
Total Bridge Length	0.24 miles	Supported by 460 Structural Helical Piles
Total Project Area	15 acres	5 acres cleared + invasive species removed
Total Plants Planted	3,600	2.5 acres seeded
Timber Removed from River	500+ tons	Water quality affected by chemically treated ties
Tires Removed by Volunteers	300+	Illegal dumping throughout river corridor

EXISTING CONDITIONS

Before

After

Quequechan River Rail Trail, Fall River, MA

EXISTING CONDITIONS

Before

After

Quequechan River Rail Trail, Fall River, MA

DEMOGRAPHICS + HEALTH IMPACTS

WITHIN A ONE MILE RADIUS OF THE TRAIL

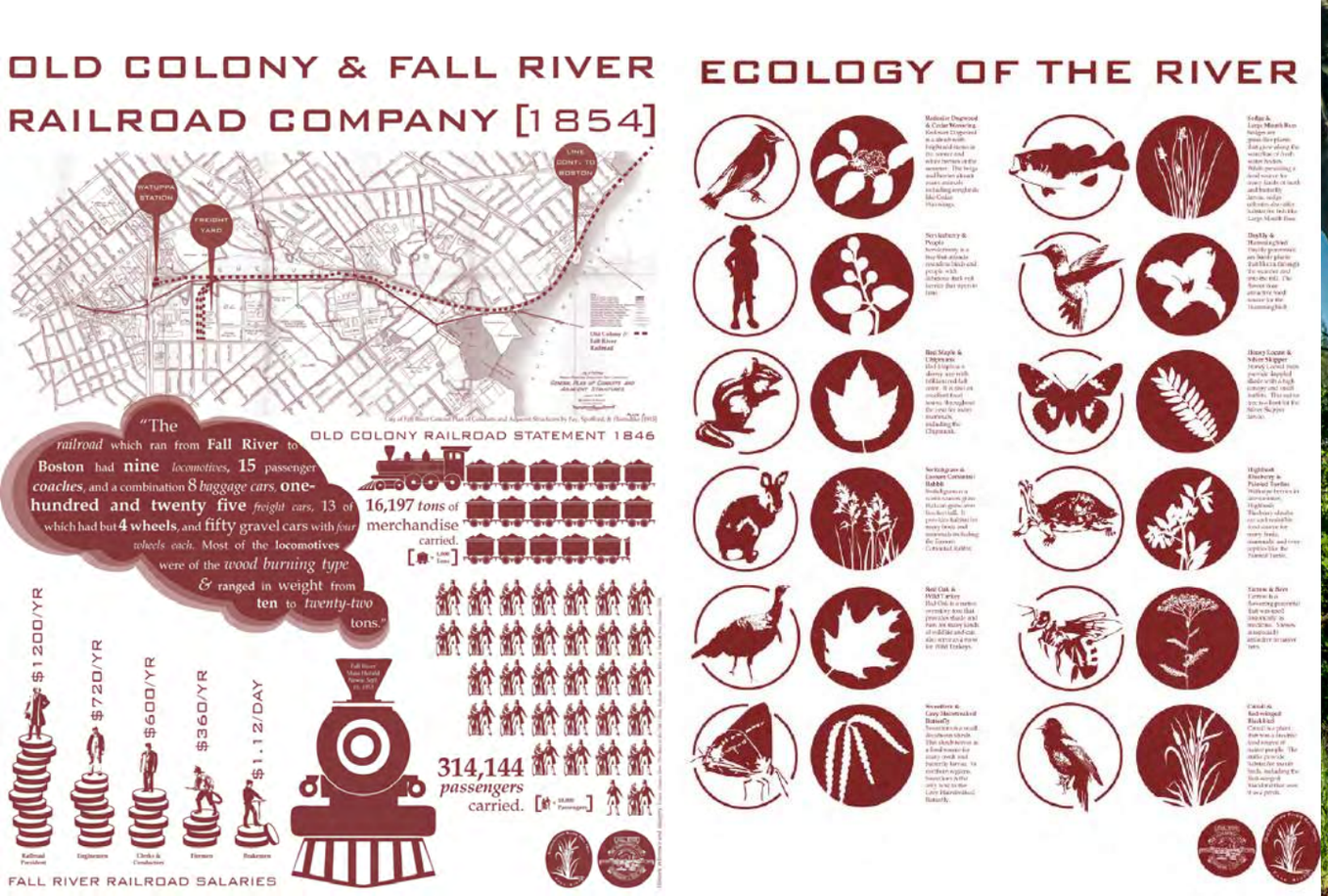
Population	44,022 (49% Total Population)
Households	19,758
Median Age	36.7
Median Household Income	$41,369
Population Density	5,823/m2

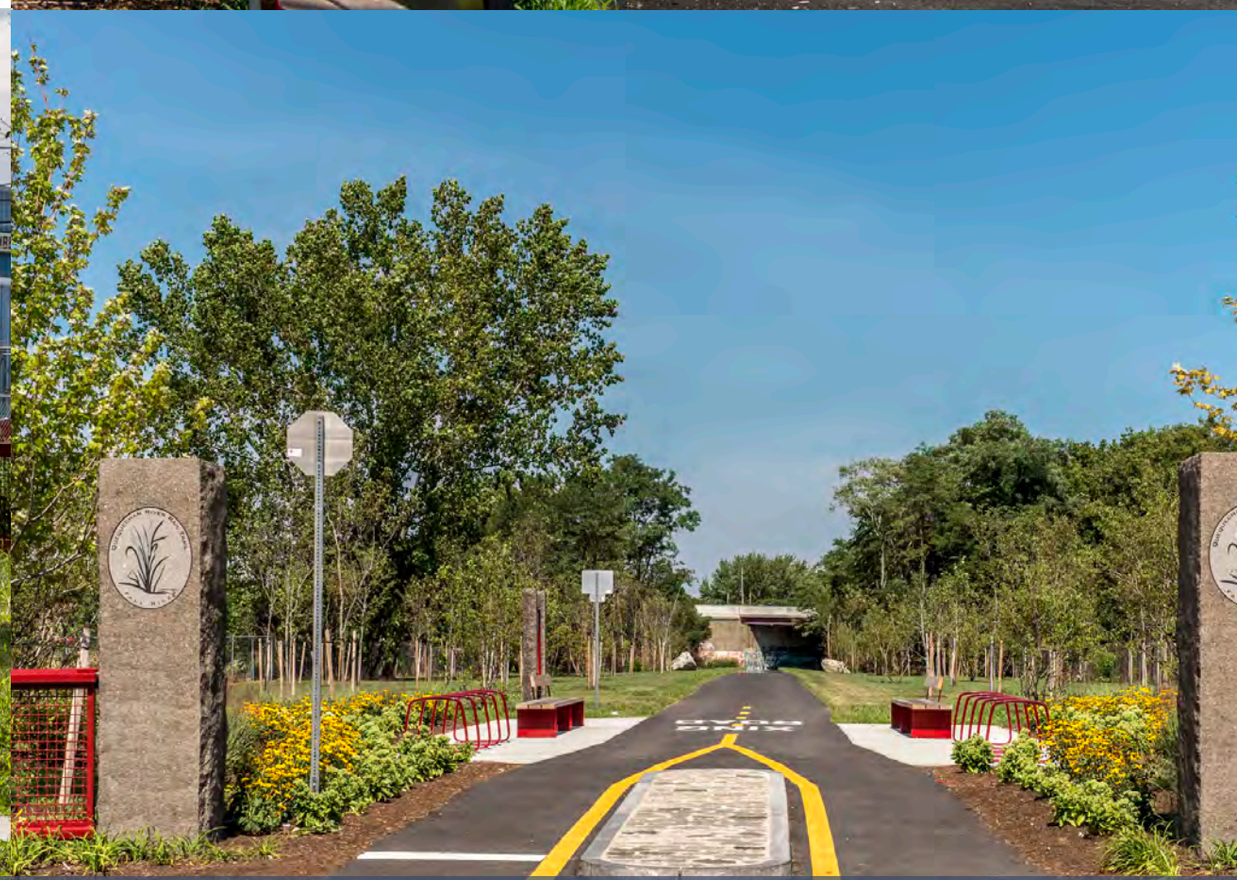
FALL RIVER

Unemployment	11.6%
% Below Poverty	21.4%
% Adults Overweight	63%
% Smokers	26%

62% walking more since the trail opened
42% exercised 2 or 3 times a week more often than before
87% use the trail for exercise
15% use the trail for everyday grocery shopping or commuting
95% say natural beauty motivates them to get outside more often

Quequechan River Rail Trail, Fall River, MA





Quequechan River Rail Trail, Fall River, MA

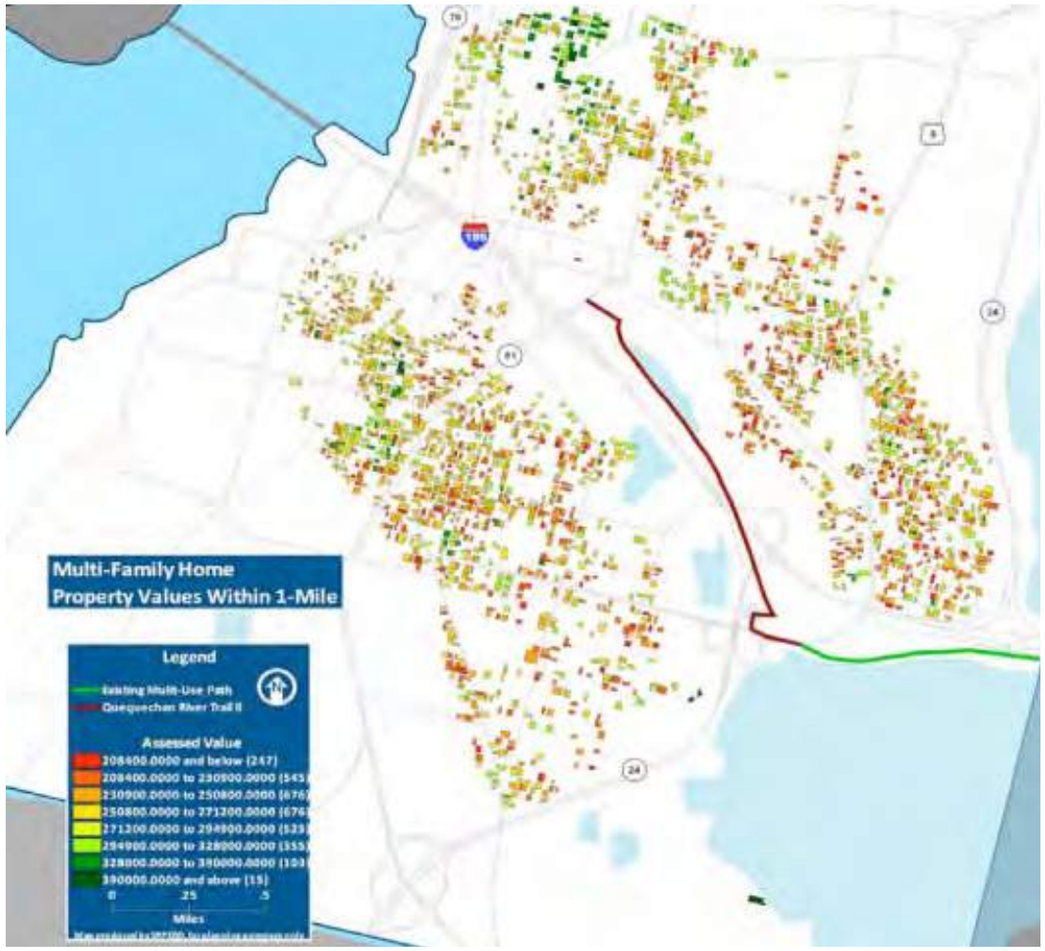
REAL ESTATE + LOCAL ECONOMICS

WITHIN A ONE MILE RADIUS OF THE TRAIL

Total Housing Units	22,242
% Owner Occupied	30.1%
% Renter Occupied	68.9%

FALL RIVER

Mean Single Family Home	$215,632
Mean 2+3 Family Home	$256,903
Dominant employment sectors	healthcare + manufacturing



Massachussetts Real Estate Study (Penna 2006) cites:
Homes close to rail trails sell at +1.2% of the list price than other homes in the same.
The same study finds that these same homes sold on average 21.1 days faster.

Quequechan River Rail Trail, Fall River, MA

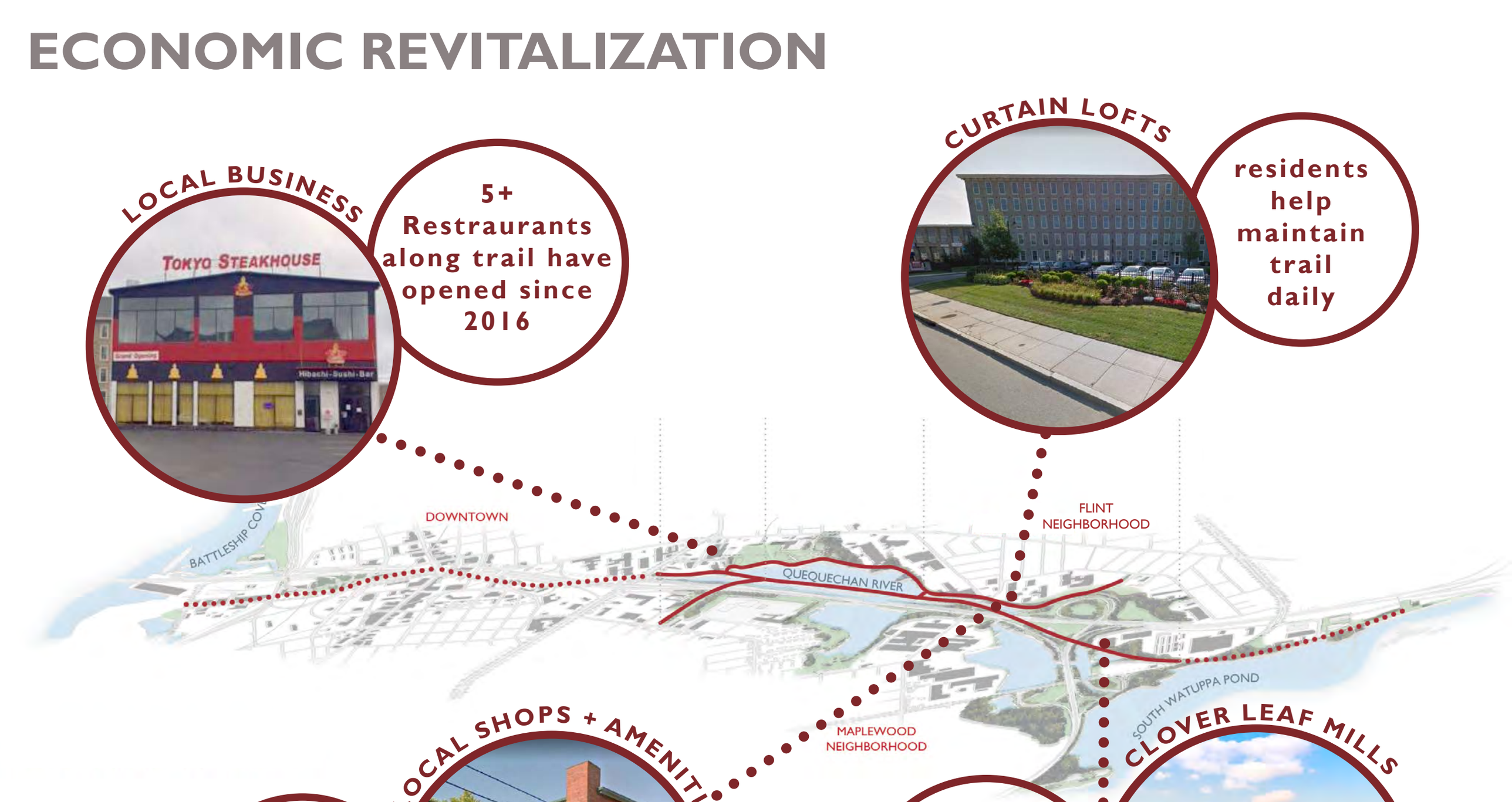
ECONOMIC REVITALIZATION

LOCAL BUSINESS

5+ Restraurants along trail have opened since 2016

CURTAIN LOFTS

residents help maintain trail daily



LOCAL SHOPS + AMENITIES

Businesses advertise trail as ammenity

Local office workers use trail during lunch

CLOVER LEAF MILLS

Quequechan River Rail Trail, Fall River, MA

Programming on the QRRT

Friends of the Quequechan River Rail Trail was formed in 2016

Quequechan River Rail Trail, Fall River, MA

VALUED PARTNERSHIPS

Massachusetts Executive Office of Energy + Environmental Affairs
Kurt Gaertner, *Land, Policy and Planning Director*

Massachusetts Department of Transportation, District 5

The City of Fall River
Byron Holmes, *Former City Engineer*
Bill Kenney, *Former City Planner*
Julie Kelly, *Mass in Motion*

Stantec, *Formerly Fay, Spofford + Thorndike*

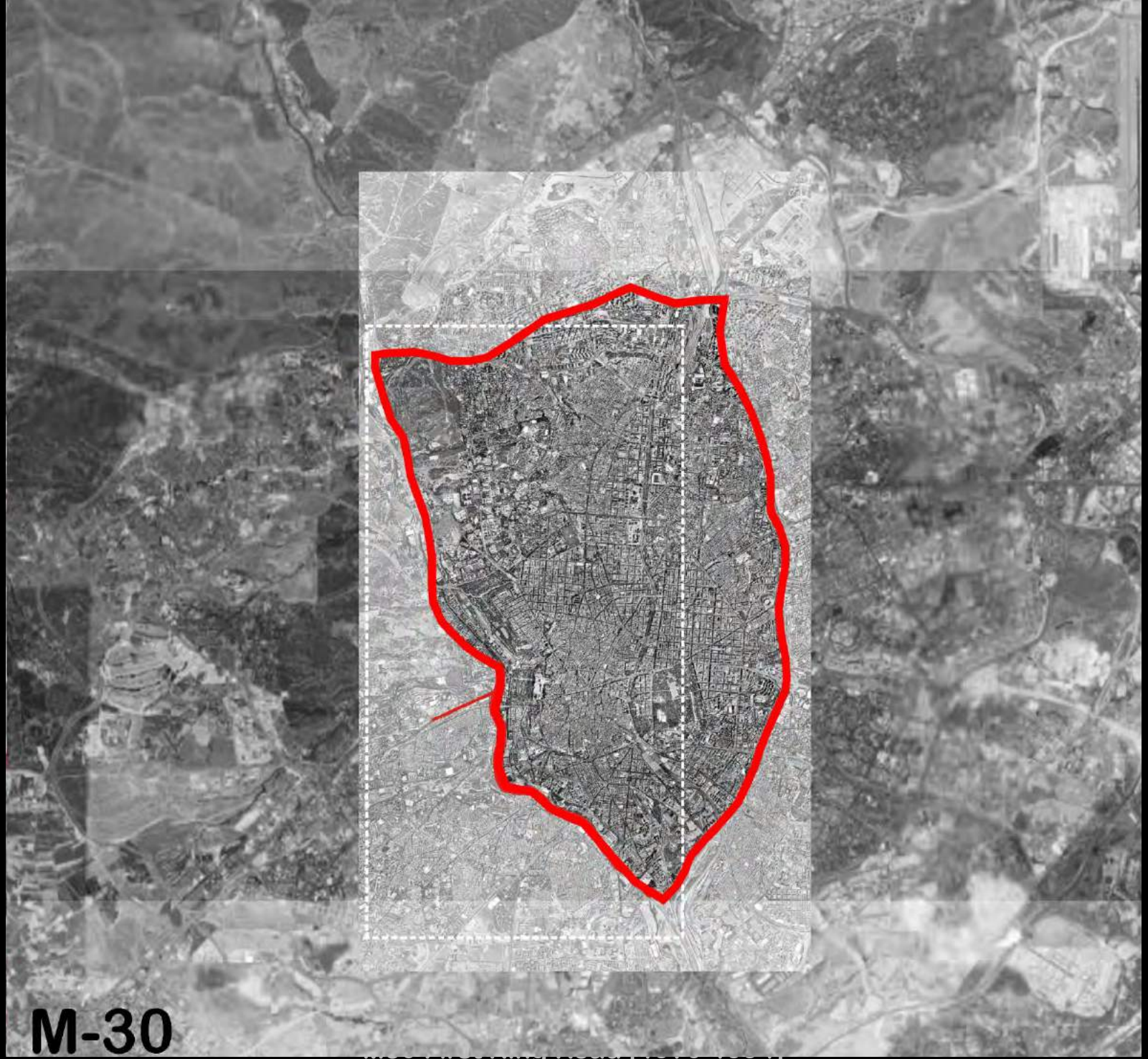
Quequechan River Rail Trail, Fall River, MA

madrid río

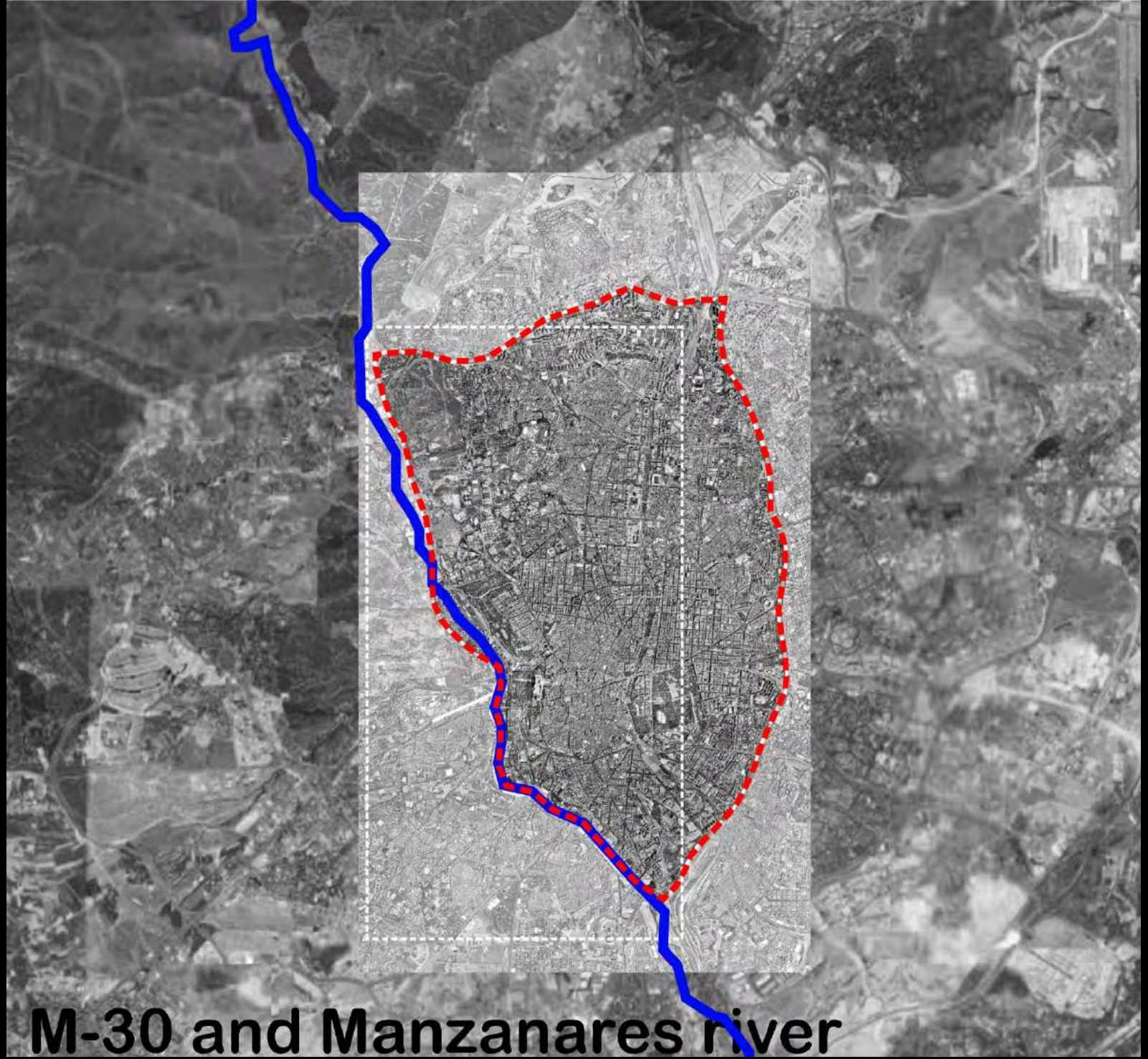
ginés garrido [director]
burgos & garrido | porras la casta | rubio & álvarez-sala | west8

Urban Land Institute Fall Meeting
October, 11nd 2018. Boston

Madrid Río from the North [2012]


M-30

M30 Motorway [2002]


M-30 and Manzanares river

river Manzanares [2003]

M30 Inside Tunnels Works [2005]

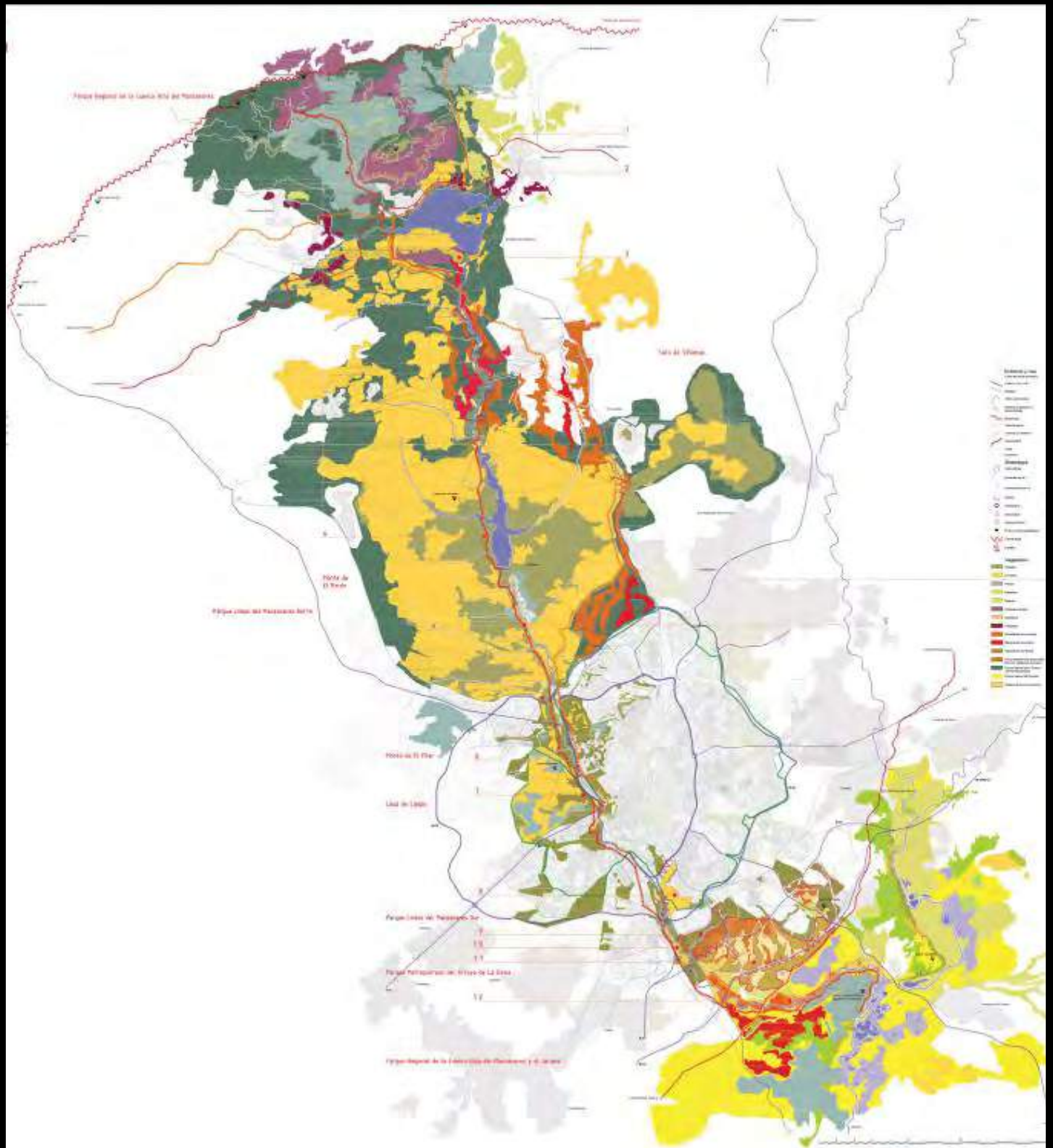
The Mayor, Alberto Ruiz Gallardón, at the Openning [May 7th 2007]

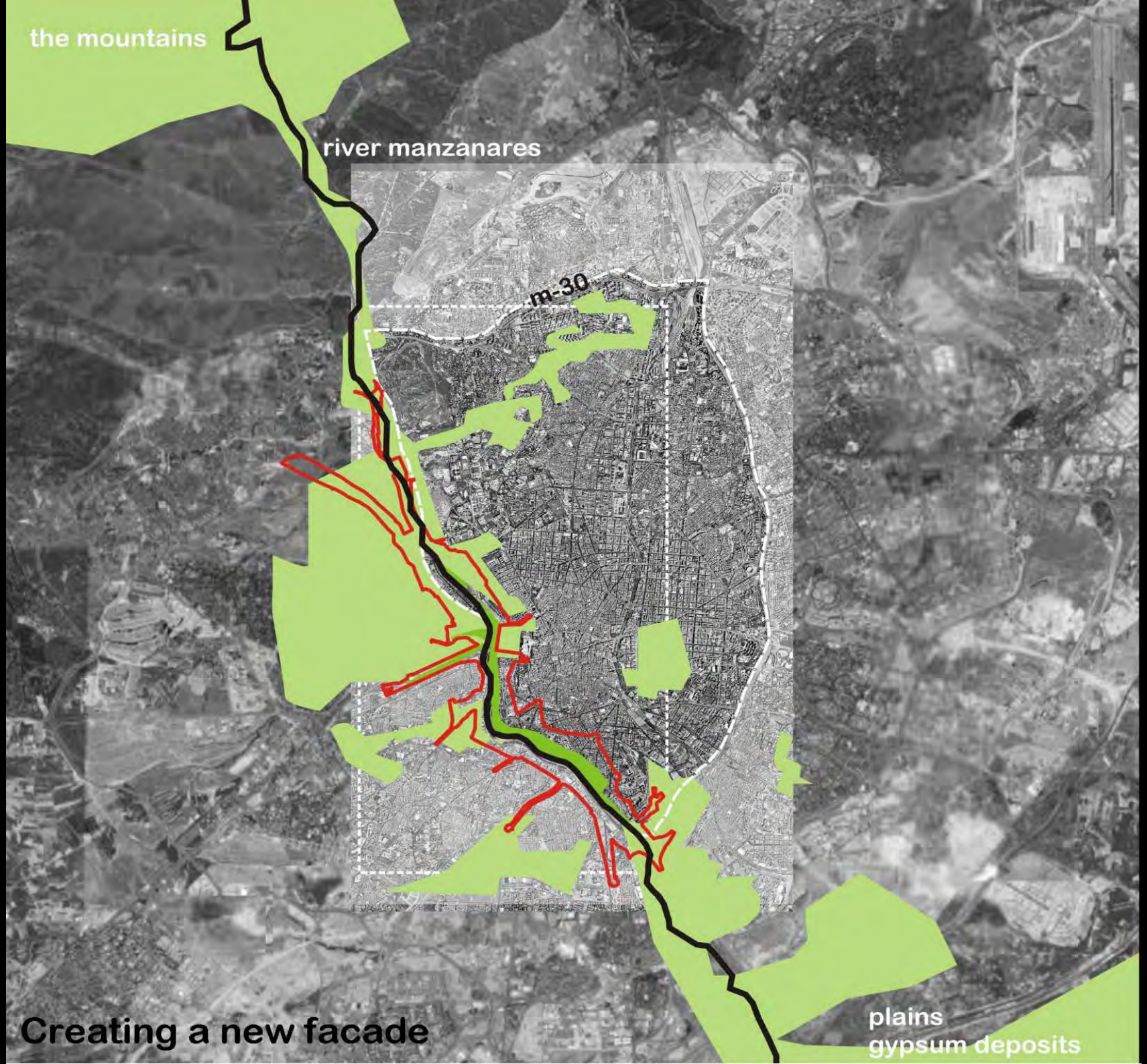
M30 Works and the Royal Palace from the North [2007]

M30 Works. looking at the South [2007]

the mountains
river manzanares
m-30
plains
gypsum deposits

the mountains
river manzanares
m-30
plains
gypsum deposits





Creating a new facade

Sierras [7,400 ft]

Mediterranean Forest [3,300 ft]

Plains [1,500 ft]

the mountains
river manzanares
m-30
plains
gypsum deposits

the mountains
river manzanares
m-30
2%▶120M€
€
2%▶120M€
Investing in the river
plains
gypsum deposits

Shell-bridge

Y-bridge

Matadero from the North

Madrid Río

Ginés Garrido [Director]

burgos & garrido | porras la casta | rubio & álvarez-sala | west8

Ricardo Lara
Linear Park
City of Lynwood

October 11, 2018

Prepared by Bruno M Naulls Sr., PMP

City of LYNWOOD California

Where is Lynwood, CA???

SOUTH GATE
SOUTH GATE
WILLOWBROOK
NOT TO SCALE
City of
LYNWOOD
CITY OF LYNWOOD
CALIFORNIA
COMPTON
PARAMOUNT

Prop 84 Funding

Total Project Funding $5,538,552

- **Prop 84 Grant** **$4,949,597**
- **City Contribution** **$ 588,955**

Park Facts

5 Block Park

1. **Dog walk Block**
2. **Adult Fitness Block**
3. **Kids Fitness/Play Block**
4. **Community Garden Block**
5. **Nature Trail Block**

- **5.25 acres**
- **Approximately 1 mile long**

Model of Change

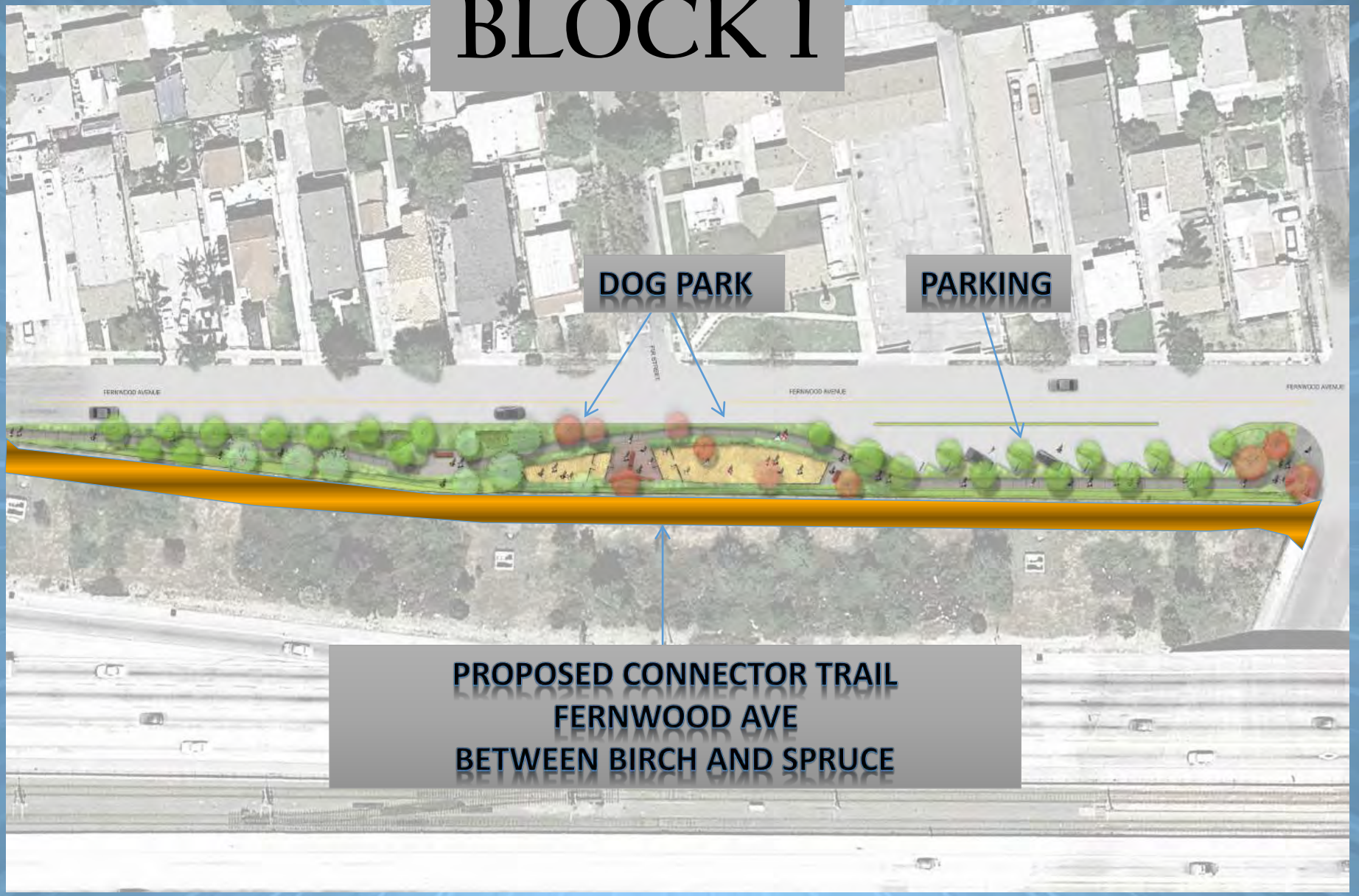
Before

An Amenity for All

Ricardo Lara Park in Lynwood, CA: Site Plan

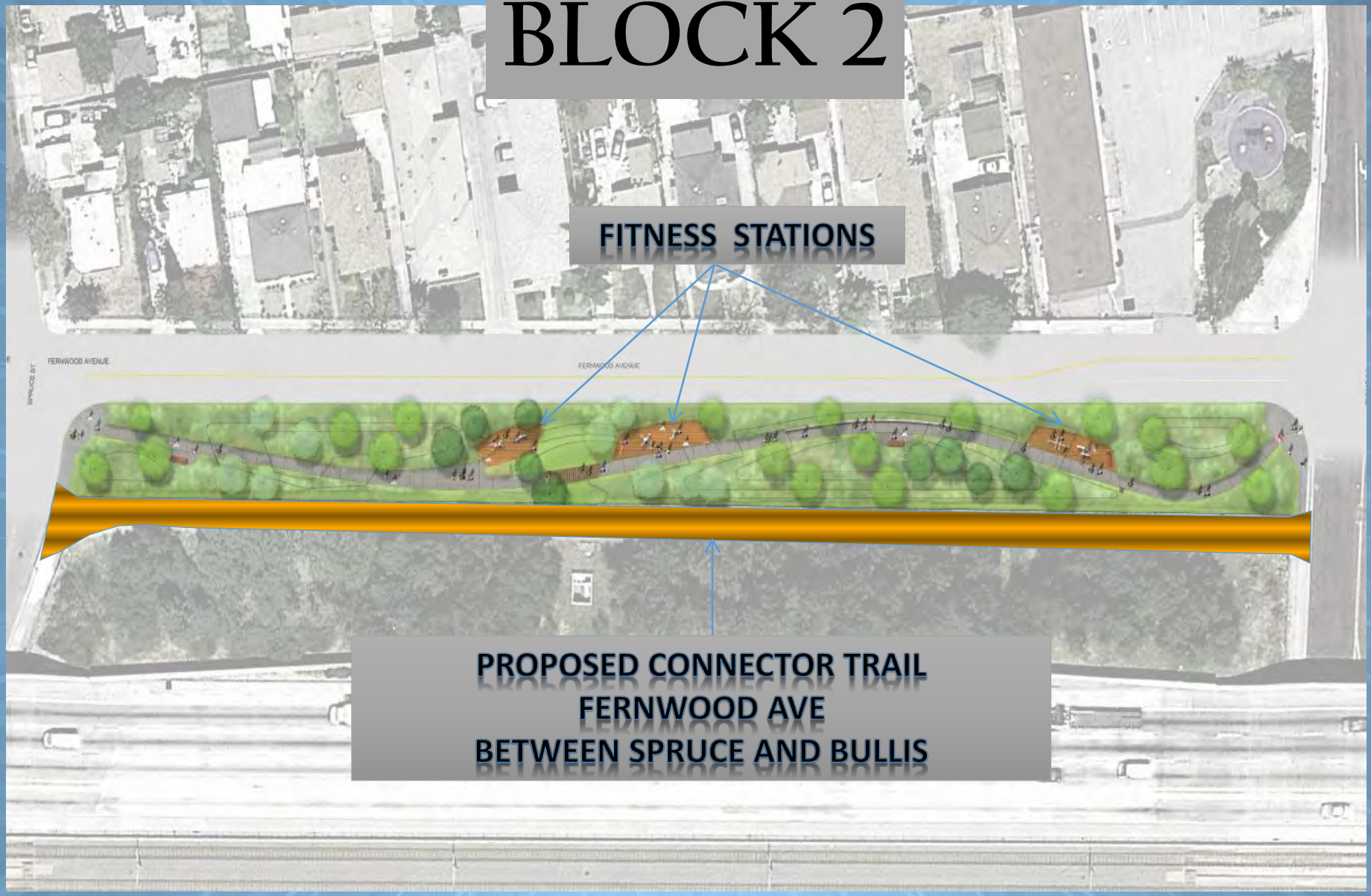
N

BLOCK 1


DOG PARK
PARKING
PROPOSED CONNECTOR TRAIL
FERNWOOD AVE
BETWEEN BIRCH AND SPRUCE

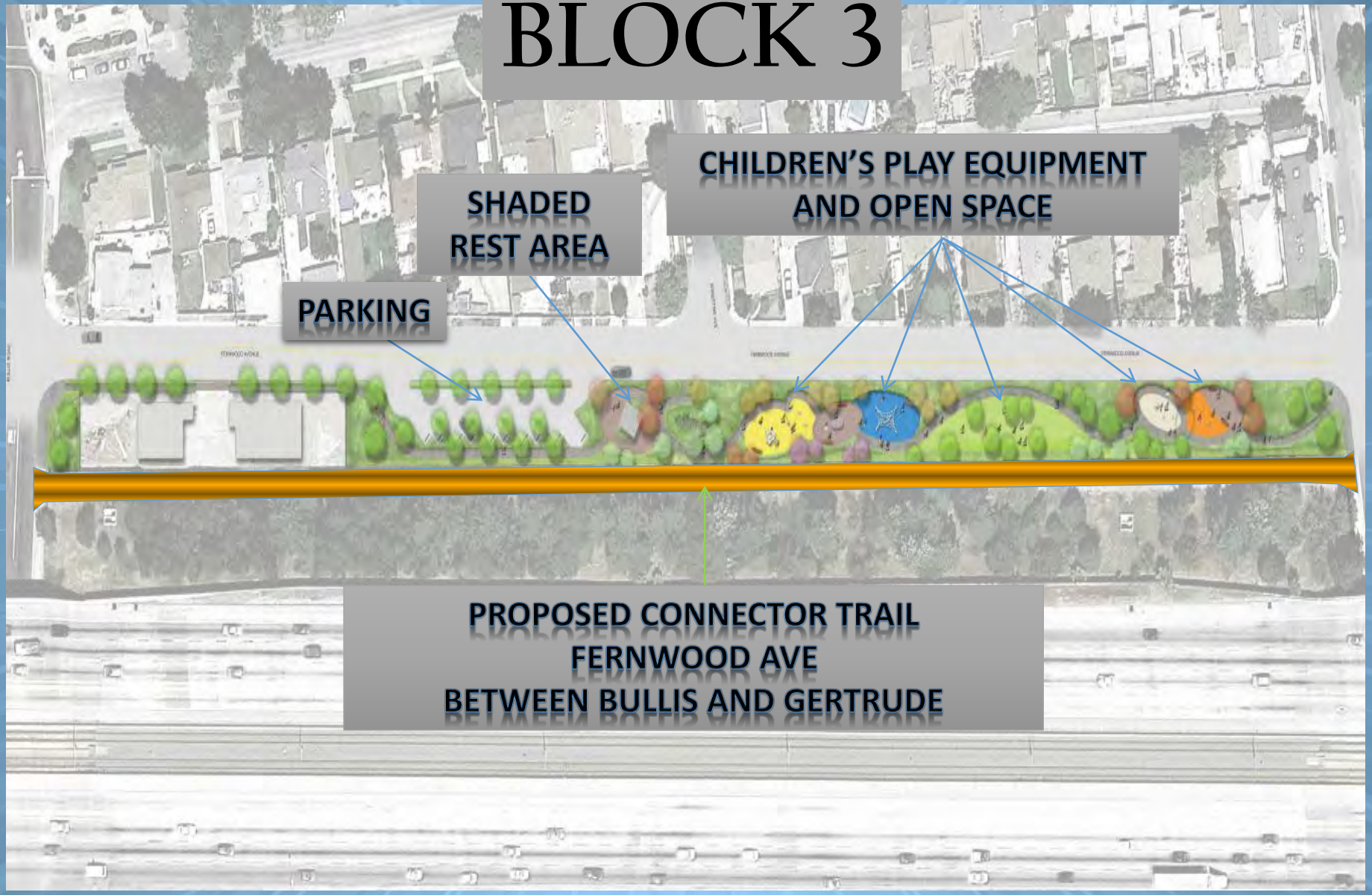
Dog Park

BLOCK 2


FITNESS STATIONS
FERNWOOD AVENUE
PROPOSED CONNECTOR TRAIL
FERNWOOD AVE
BETWEEN SPRUCE AND BULLIS

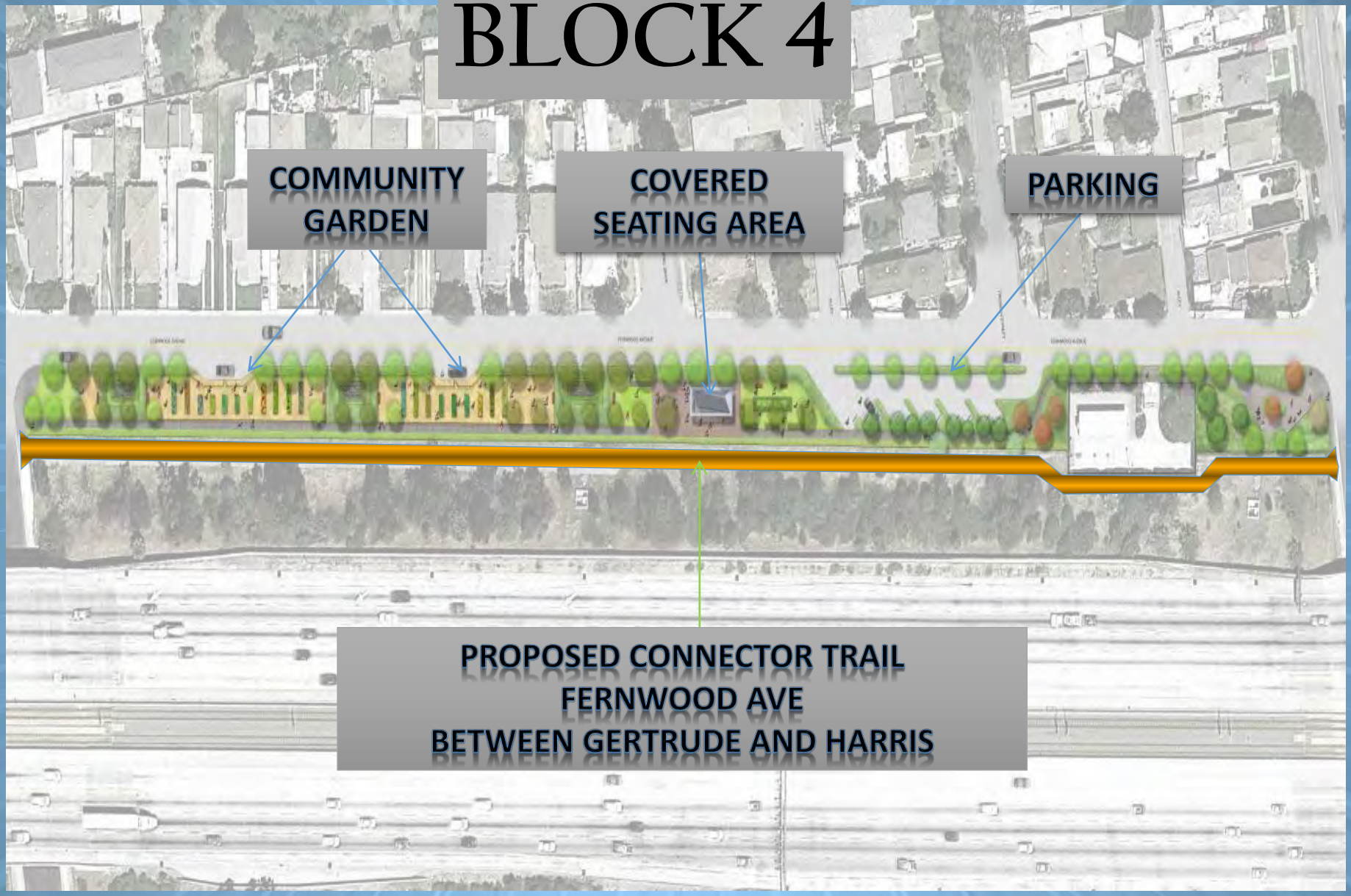
Community Health

BLOCK 3


CHILDREN'S PLAY EQUIPMENT
AND OPEN SPACE
SHADED
REST AREA
PARKING
PROPOSED CONNECTOR TRAIL
FERNWOOD AVE
BETWEEN BULLIS AND GERTRUDE

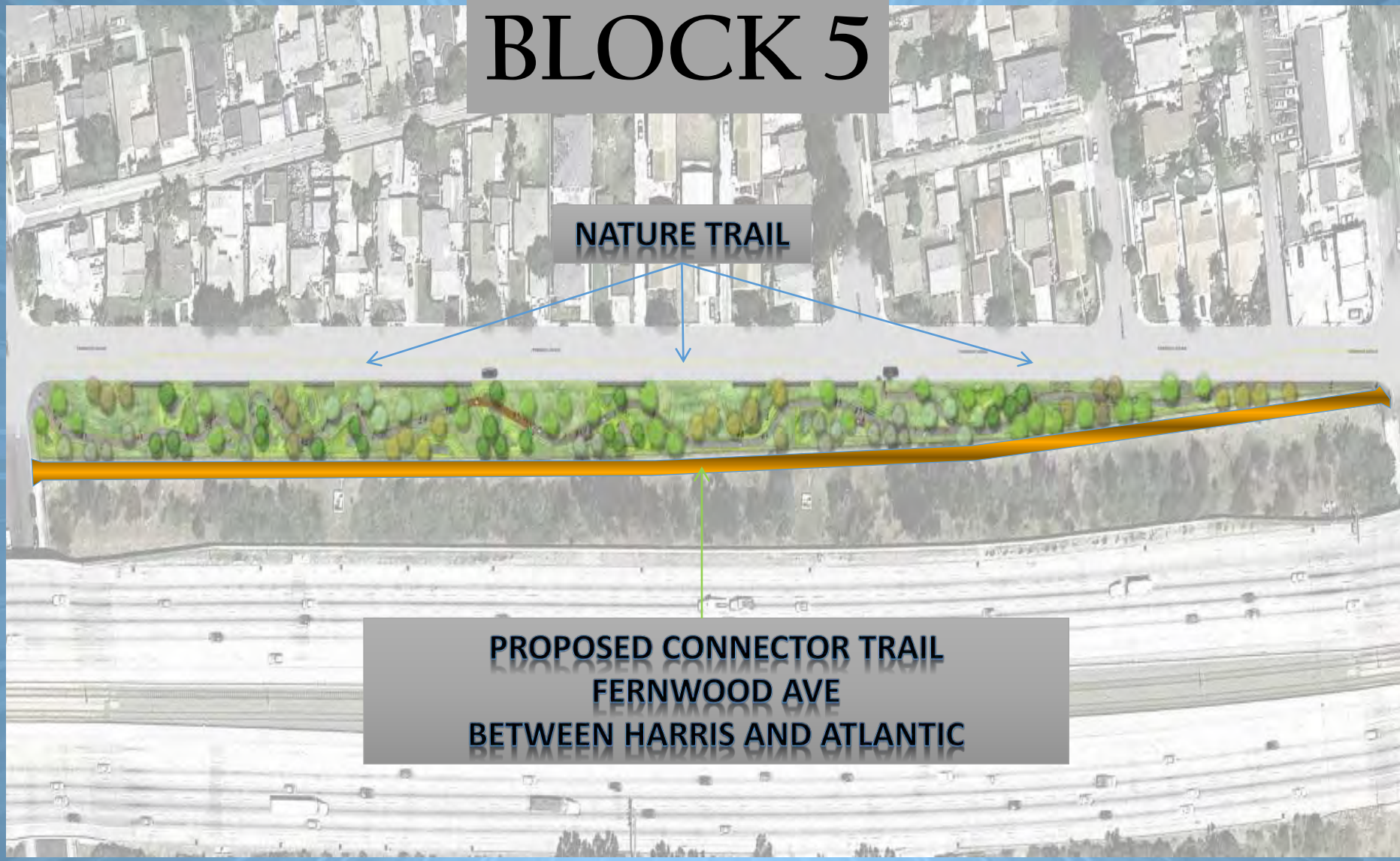
Safe Structures

BLOCK 4


COMMUNITY GARDEN
COVERED SEATING AREA
PARKING
PROPOSED CONNECTOR TRAIL
FERNWOOD AVE
BETWEEN GERTRUDE AND HARRIS

Gardening

BLOCK 5

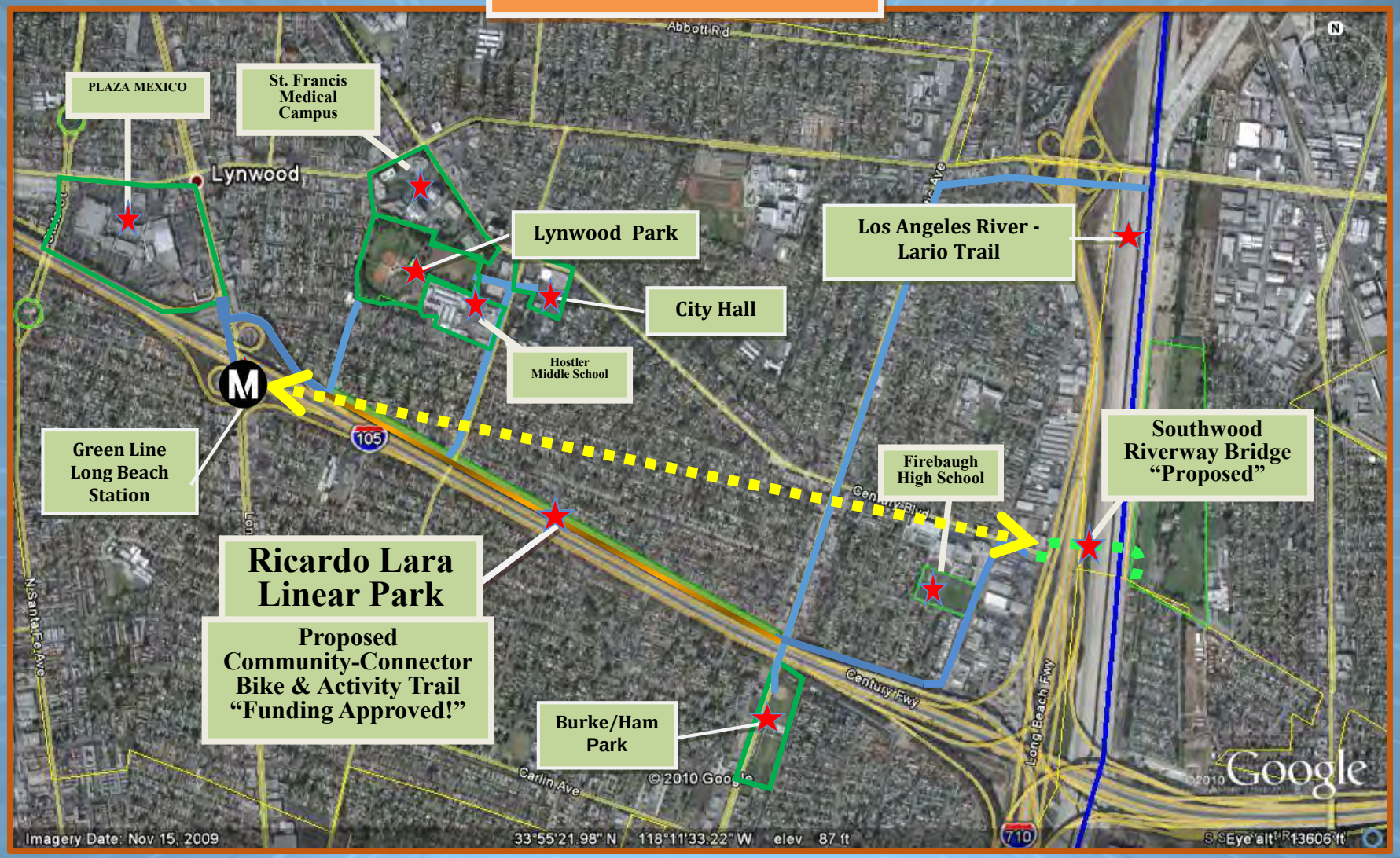

NATURE TRAIL
PROPOSED CONNECTOR TRAIL
FERNWOOD AVE
BETWEEN HARRIS AND ATLANTIC

Walking

Biking

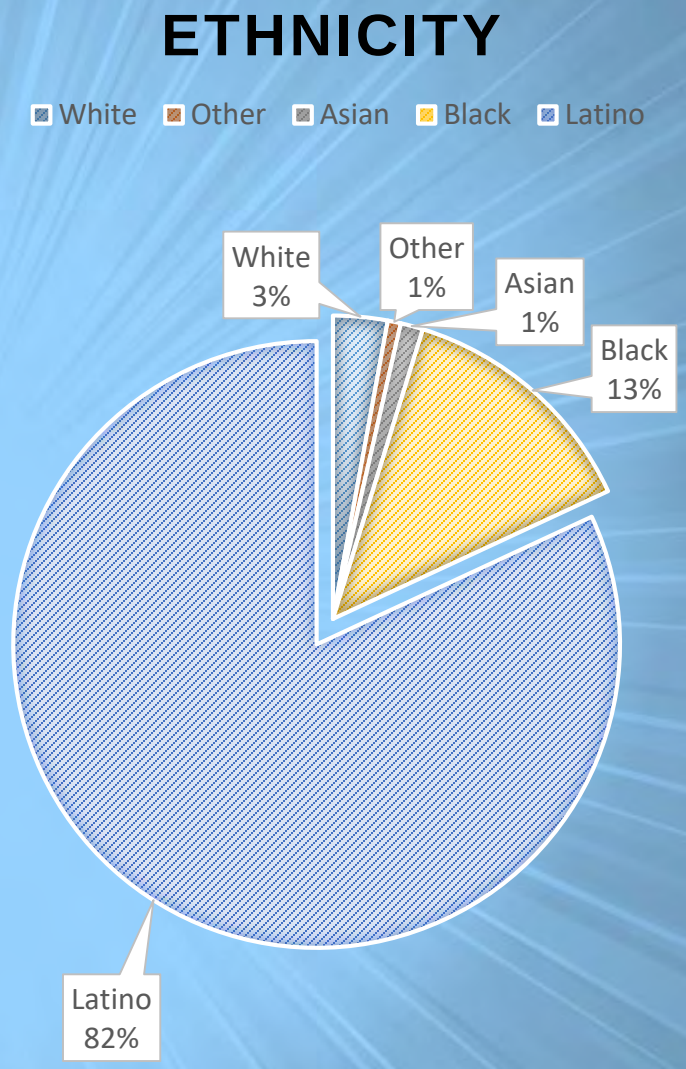
The Bike Trail Commeth

CONNECTIVITY OBJECTIVE



Density and Ethnicity

- **Population: 71,233**
- **Area: 4.9 Square Miles**
- **Density: 14,537 people per square mile**
- **One of the highest densities for the county**



Real Estate Data for Lynwood

Lynwood market trends indicate an increase of $18,500 (5%) in median home sales over the past year. The average price per square foot for this same period rose to $370, up from $338.

Median Sales Price in Lynwood

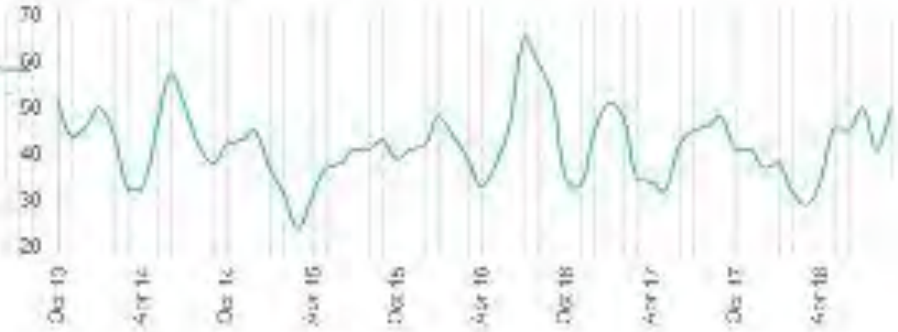
☐ 1 Br ☐ 2 Br ☐ 3 Br ☐ 4 Br ☑ All properties

1 yr | 5 yr | Max

Median Sales Price

All properties

Number of Sales



All properties

Lynwood Real Estate Property *Data*

Median Home Values

- October 2013 $275K or $215/sqft
- October 2015 $330K or $285/sqft
- April 2018 $428.5K or $370/sqft

In Just 5 Years…

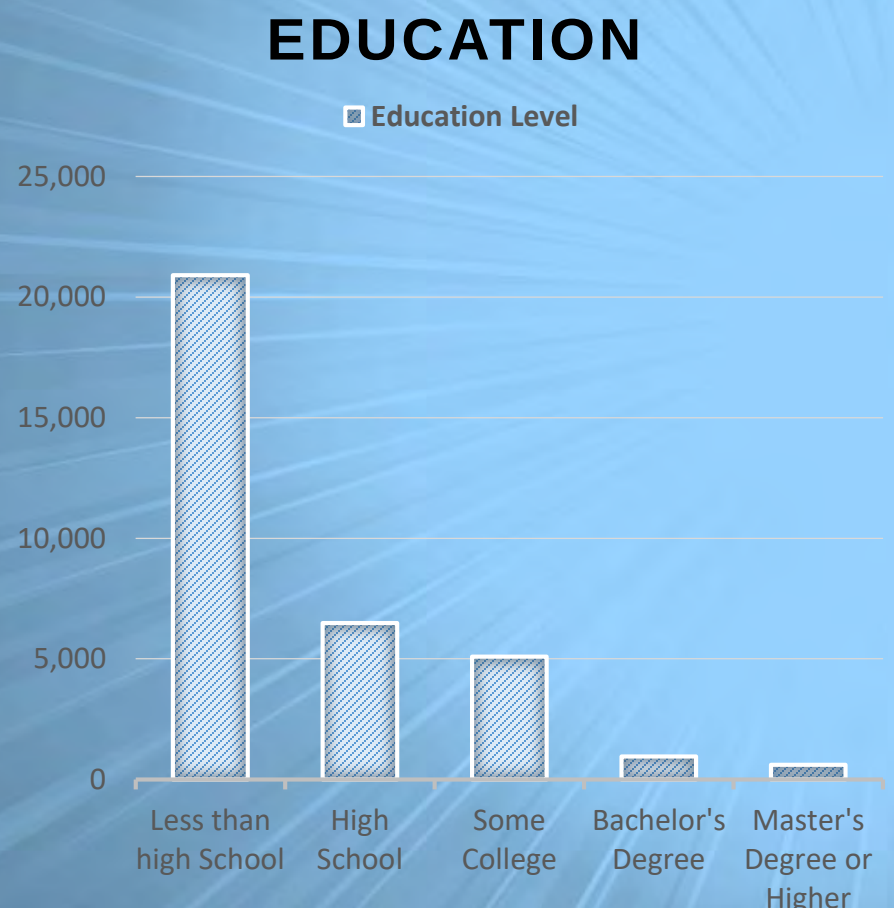
- $153,500 increase in equity
- 56% increase in value

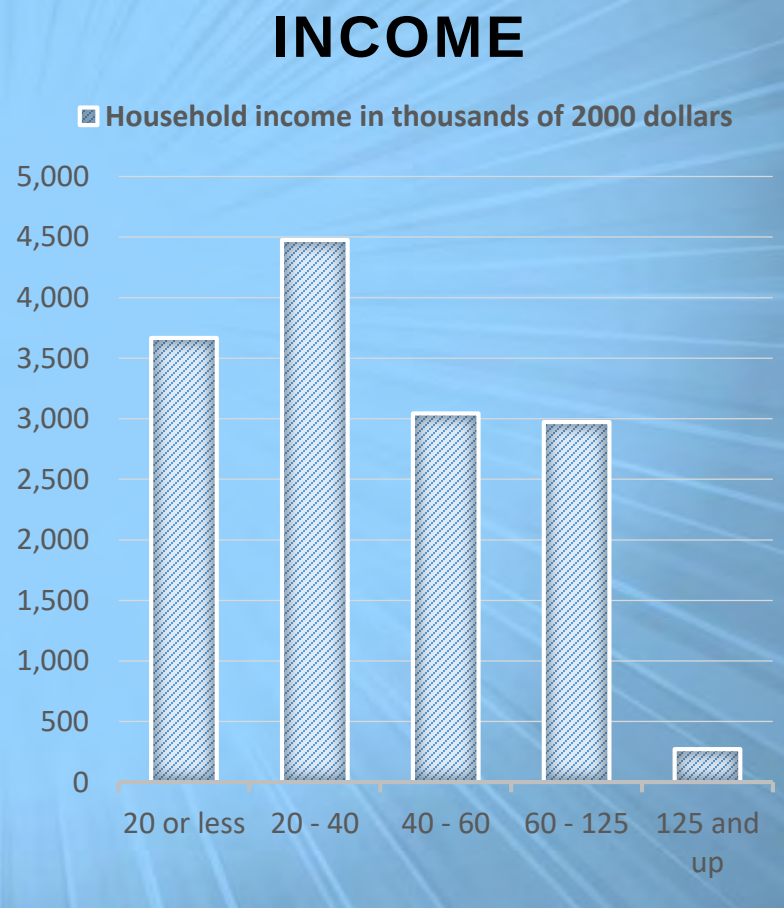
Snowball Effect

- $5 Million Grant for Burke Ham Park Community Center
- $2.85 Million Grant for Bike Trail
- $2.3 Million Grant for Sidewalk/Pedestrian Improvements
- LLARRP Completing Connectivity
- Additional Lighting Approved ($150k City funds)
- Fernwood Avenue Improvements & Re-striping
- Gentrification???

Education & Income

- **4.5% of residents 25 and older have a four-year degree**
- **$43,848 median household income 24.3% live below the poverty line**





Impact On Lynwood Residents

"Keep your mortgage payment at **28%** of your gross monthly income or lower.

Lynwood - **$428,500 Medial Home Value**
$43,848 Median Annual Household Income
$3,654 Monthly Household Income

California Payroll Calculator

Gross Income	**$3,654.00**
Federal	$397.67
Fica	$226.54
Medicare	$52.98
State	$49.77
SDI	$36.54
Net Monthly Pay	**$2,890.50**
Mortgage Payment	**$2,188.21 (59.88%)**
28% of gross Income	**$1023.12**

Thank You!

City of LYNWOOD California