

## Ashland/ Cherryland Infinity Park





Size:2.8 Acres  
Owner:  
County of Alameda  
Alameda County Flood Control  
PG&E Co.



JUL 1993





OCT 2002





SEP 2008





OCT 2009



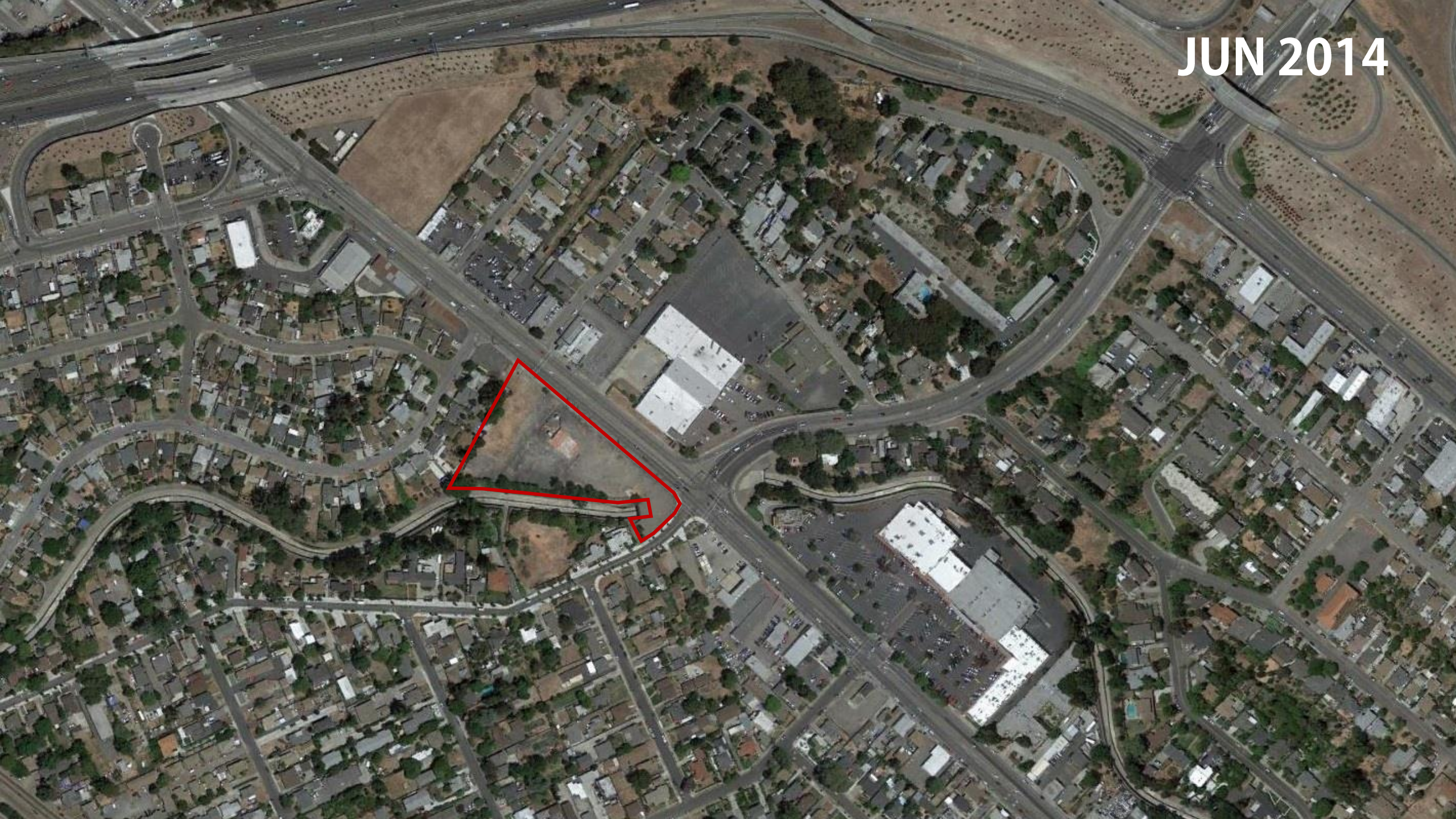


APR 2011





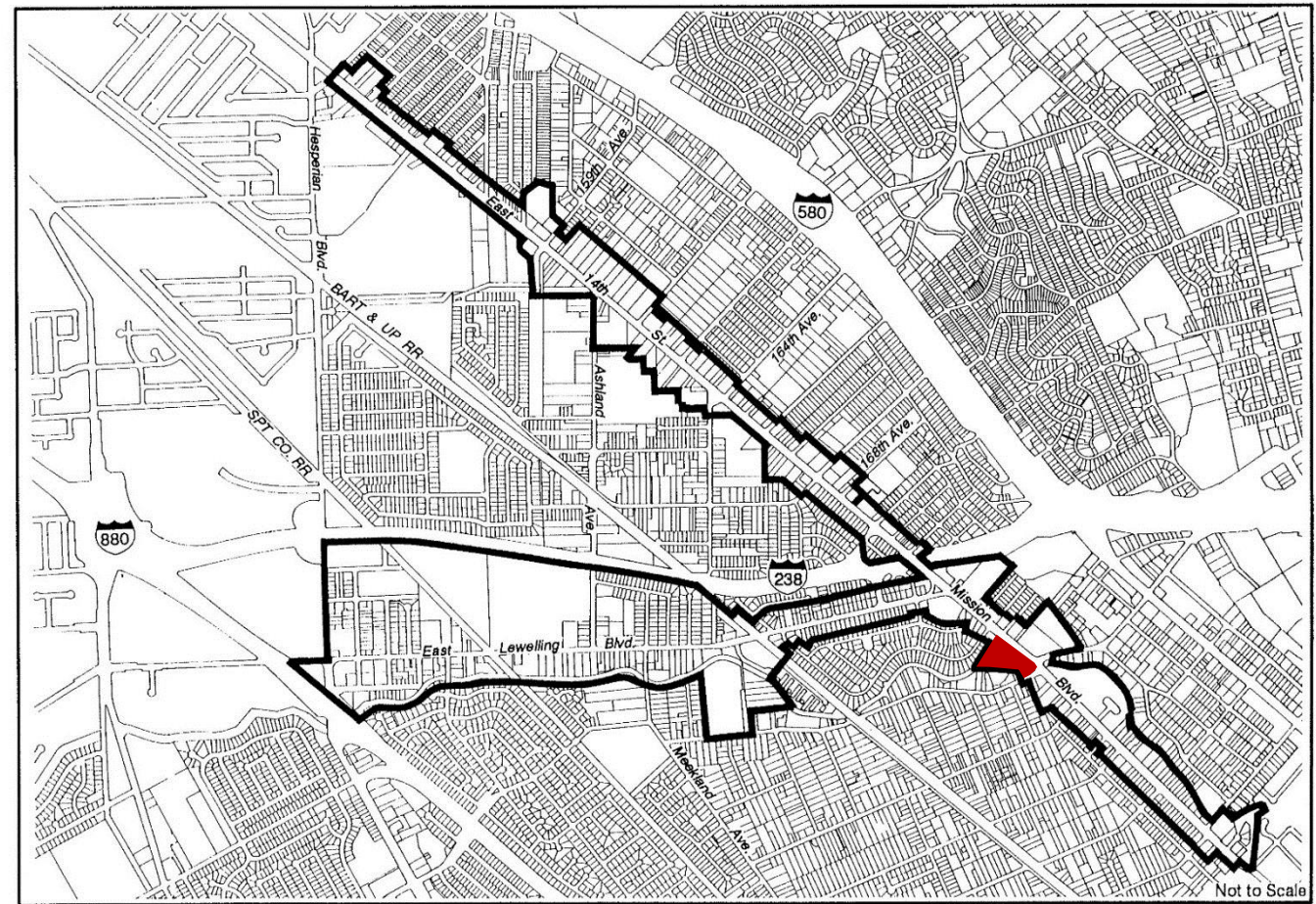
JUN 2014





## Specific Plan (1995) Goals

- Goal 1: Economic Revitalization (p.2-1)
- Goal 2: Improve physical appearance (p.2-2)
- Goal 4: Establish landscape areas and open space supportive of the public life of the community as part of the revitalization of the business districts (p.2-4)
- Goal 5: Establish landscape areas and open space supportive of the public life of the community as part of the revitalization of the business districts (p.2-6)



**SPECIFIC PLAN AREA**

ASHLAND CHERRYLAND BUSINESS DISTRICTS SPECIFIC PLAN  
Alameda County Planning Department, 1995

Figure 1.2

This site could be driver for change along Mission, but to do so it would need to bring people to the street.

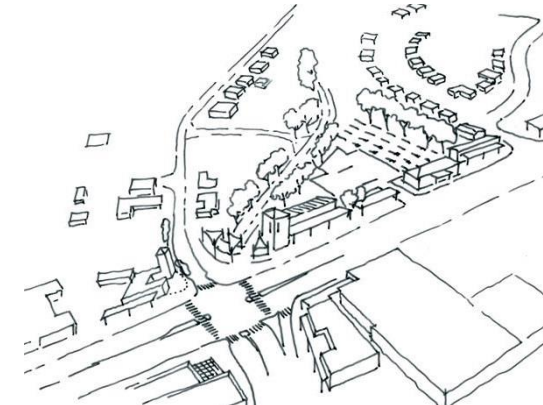
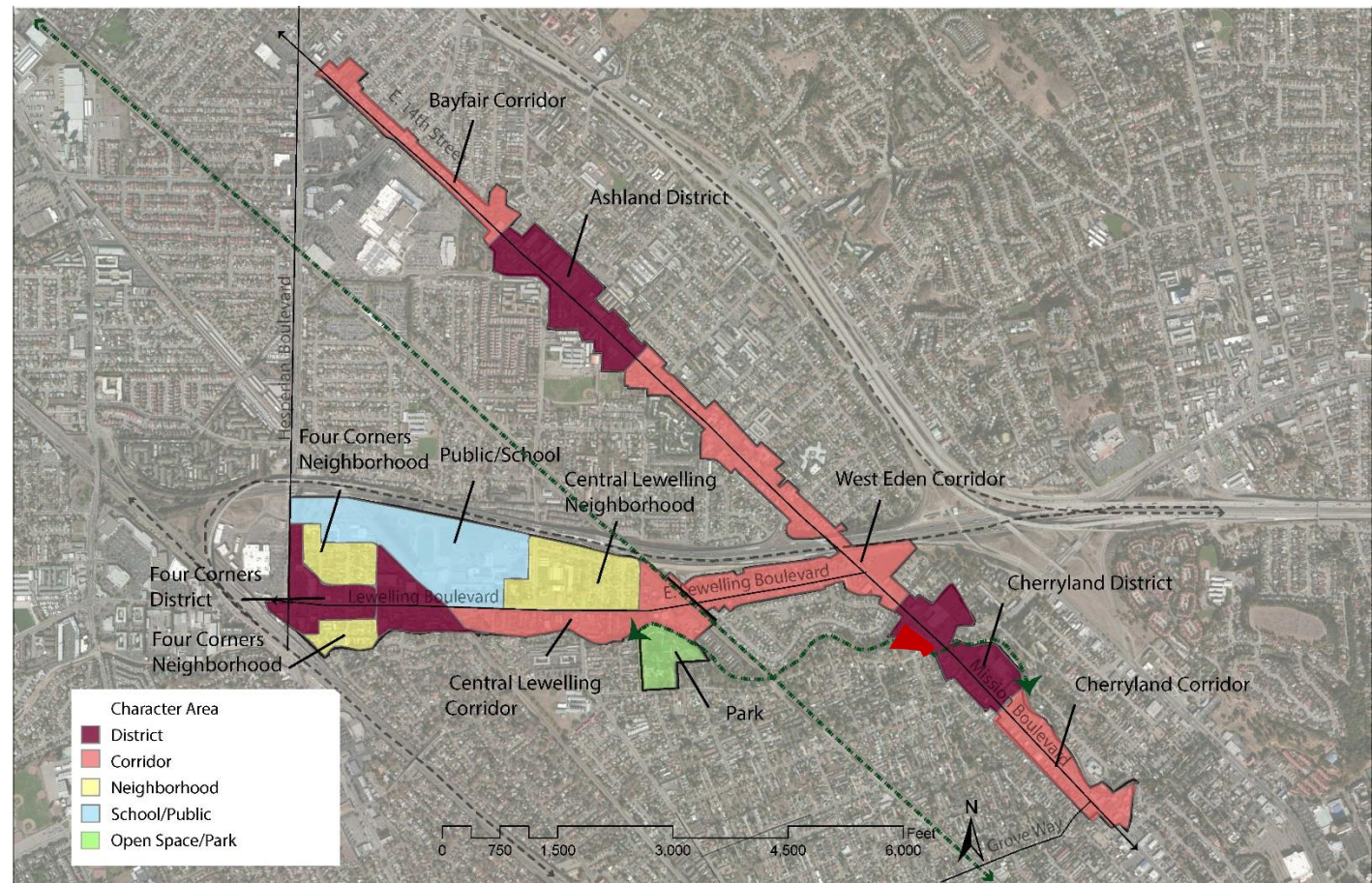


# Ongoing Specific Plan update (2014)

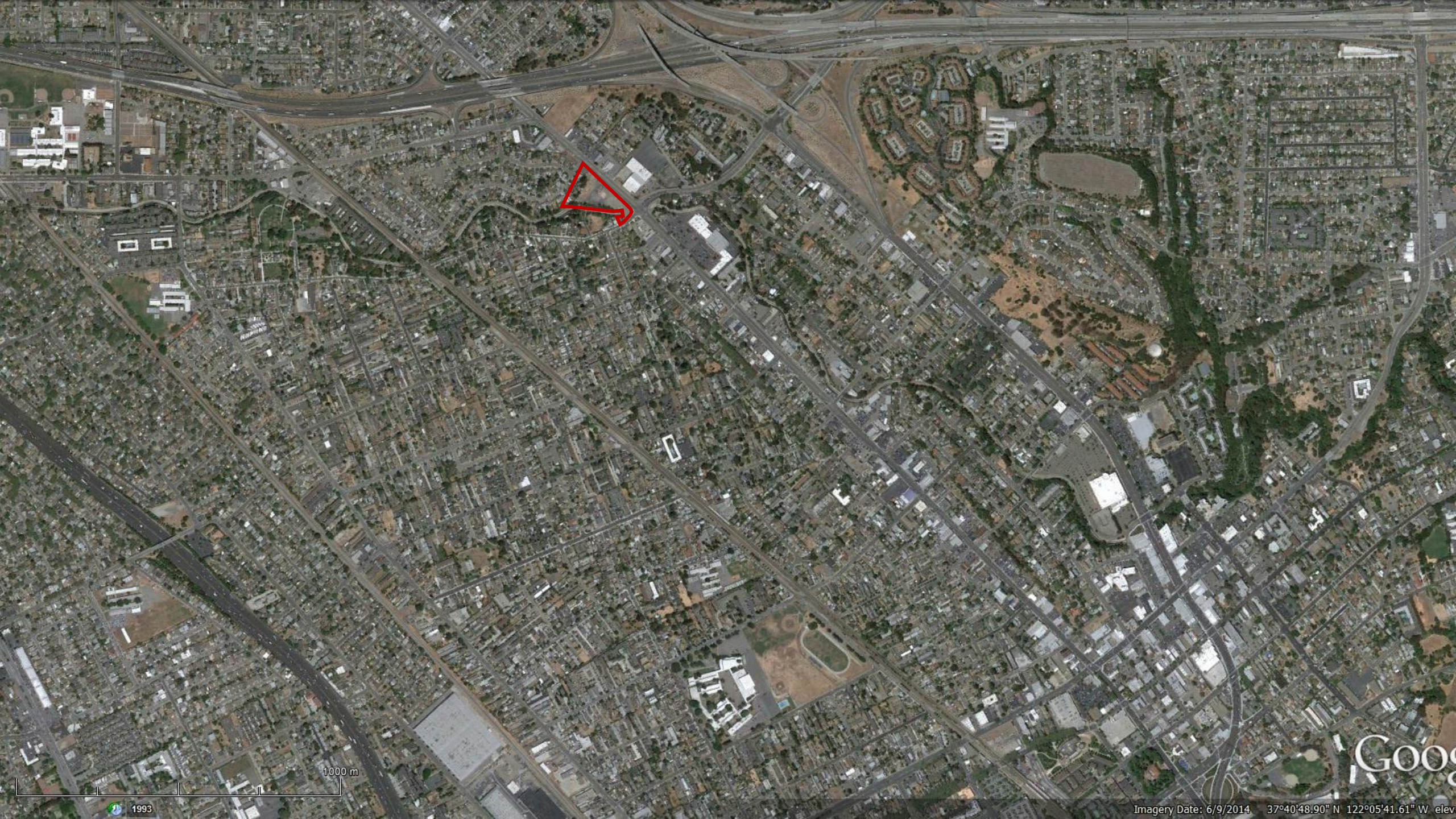
## Characteristics:

- Neighborhood center - high-quality development with pedestrian and transit orientation.
- Residential as a secondary use.
- Improvements at Creekside Center, including redevelopment.
- Design guidelines and development standards that balance different modes of transportation.
- Improve access and aesthetics of San Lorenzo Creek.
- Increased pedestrian activity at street level.
- Wide sidewalks, street furniture, tree wells, small parks, and plazas incorporated.
- Reducing visual dominance of parking with parking on the side or behind buildings.
- Height 2 to 5 stories.

This site could be driver for change along Mission, but to do so it would need to bring people to the street.

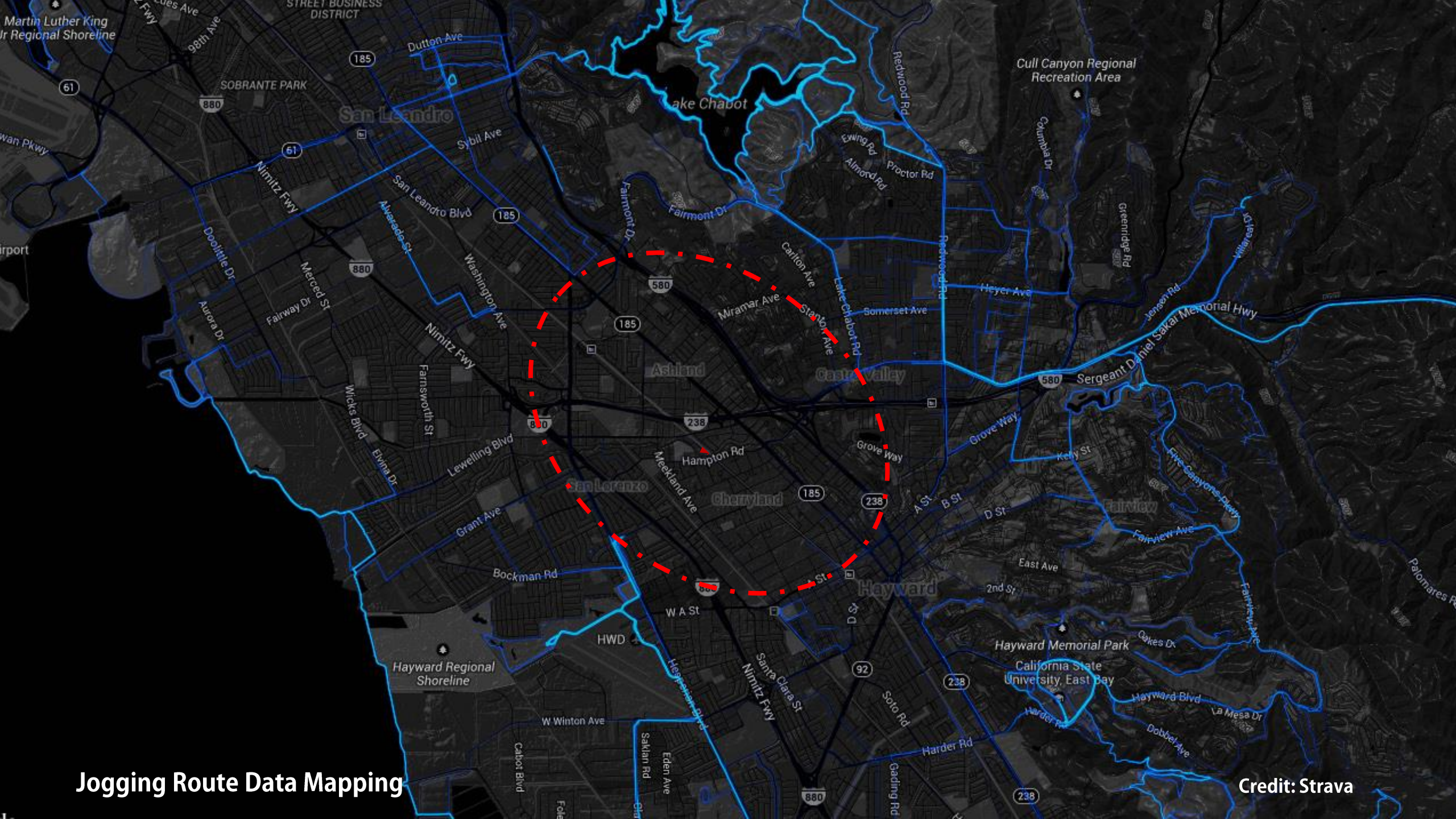






1000 m

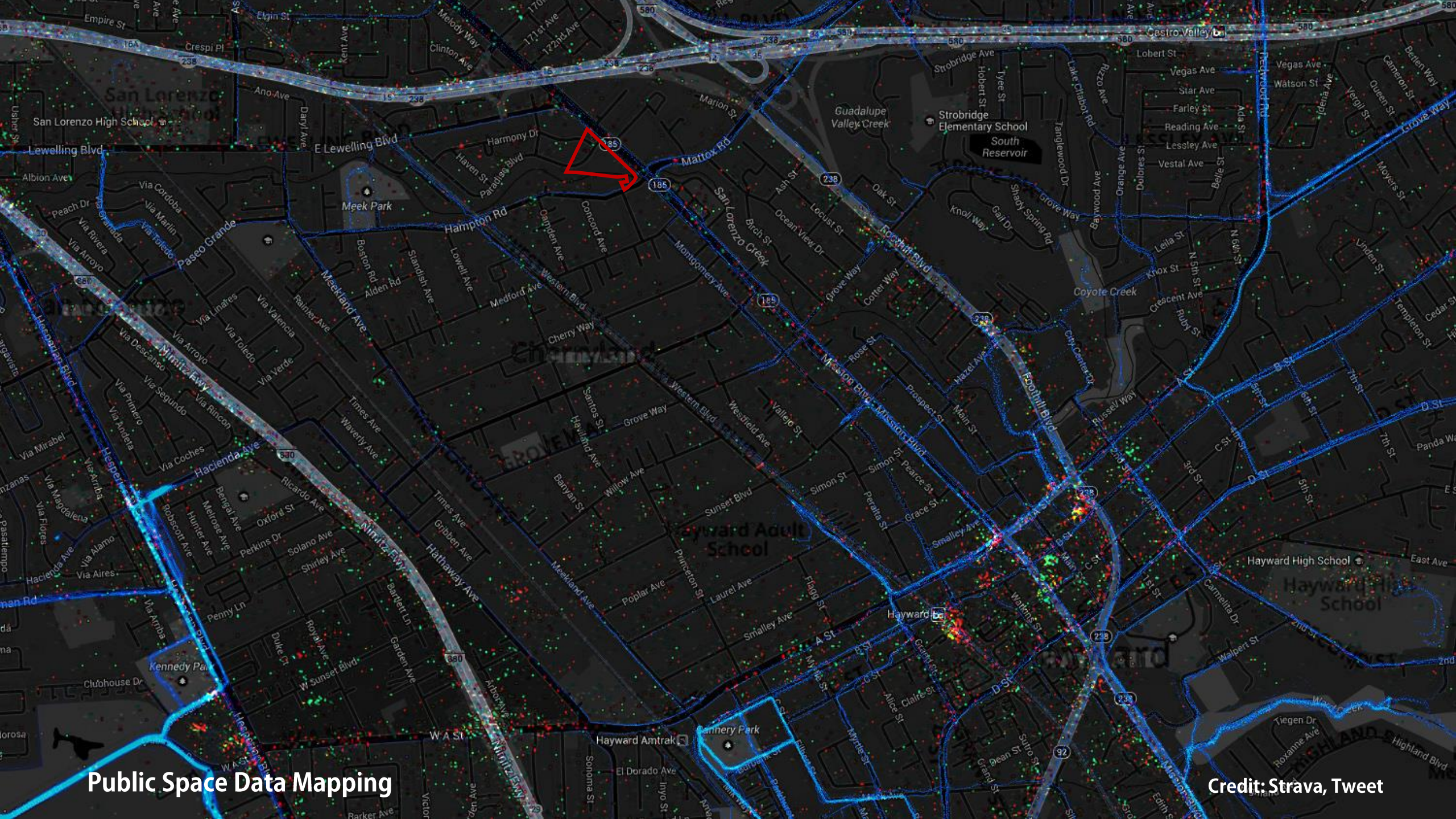




Jogging Route Data Mapping

Credit: Strava

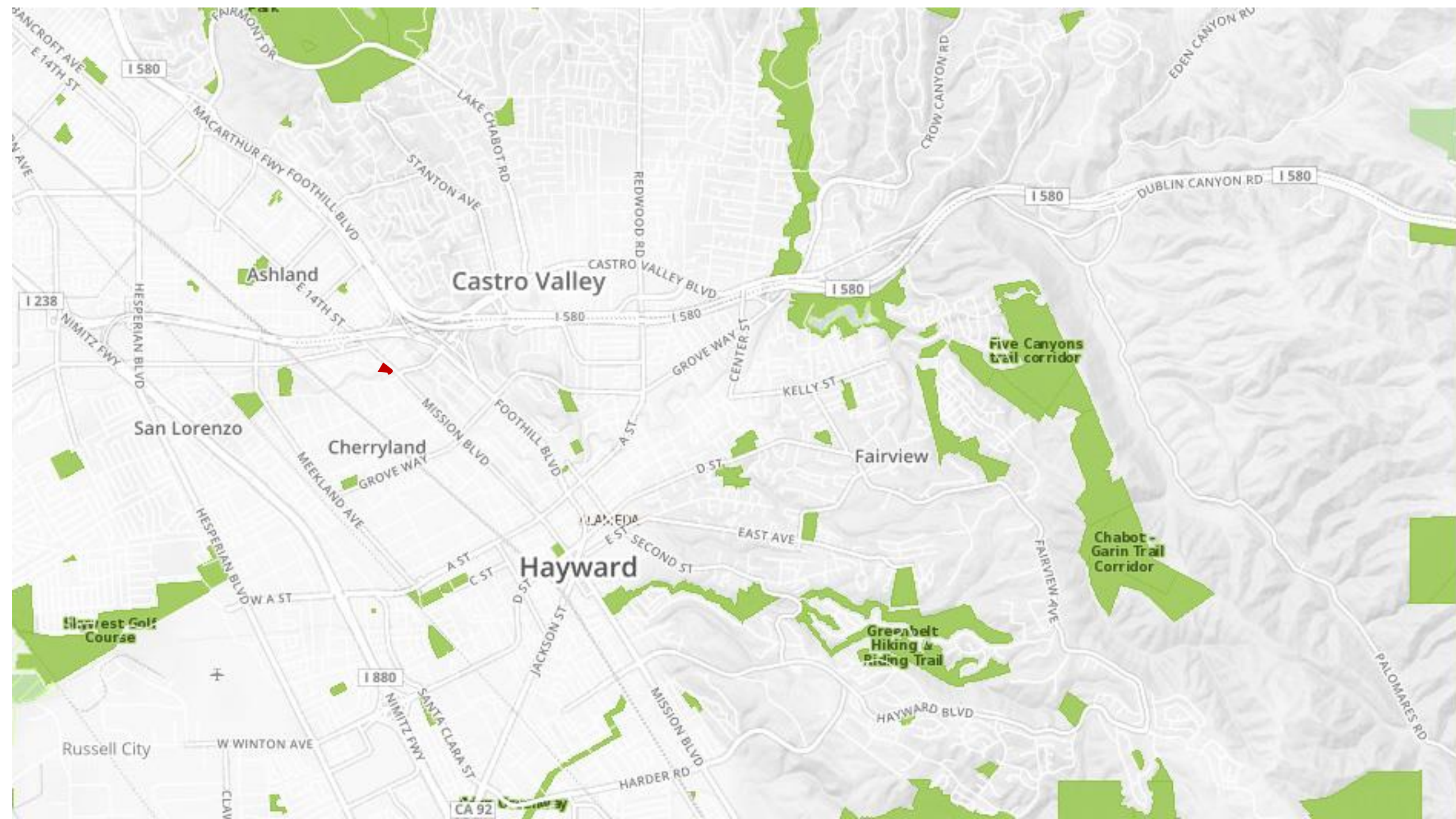




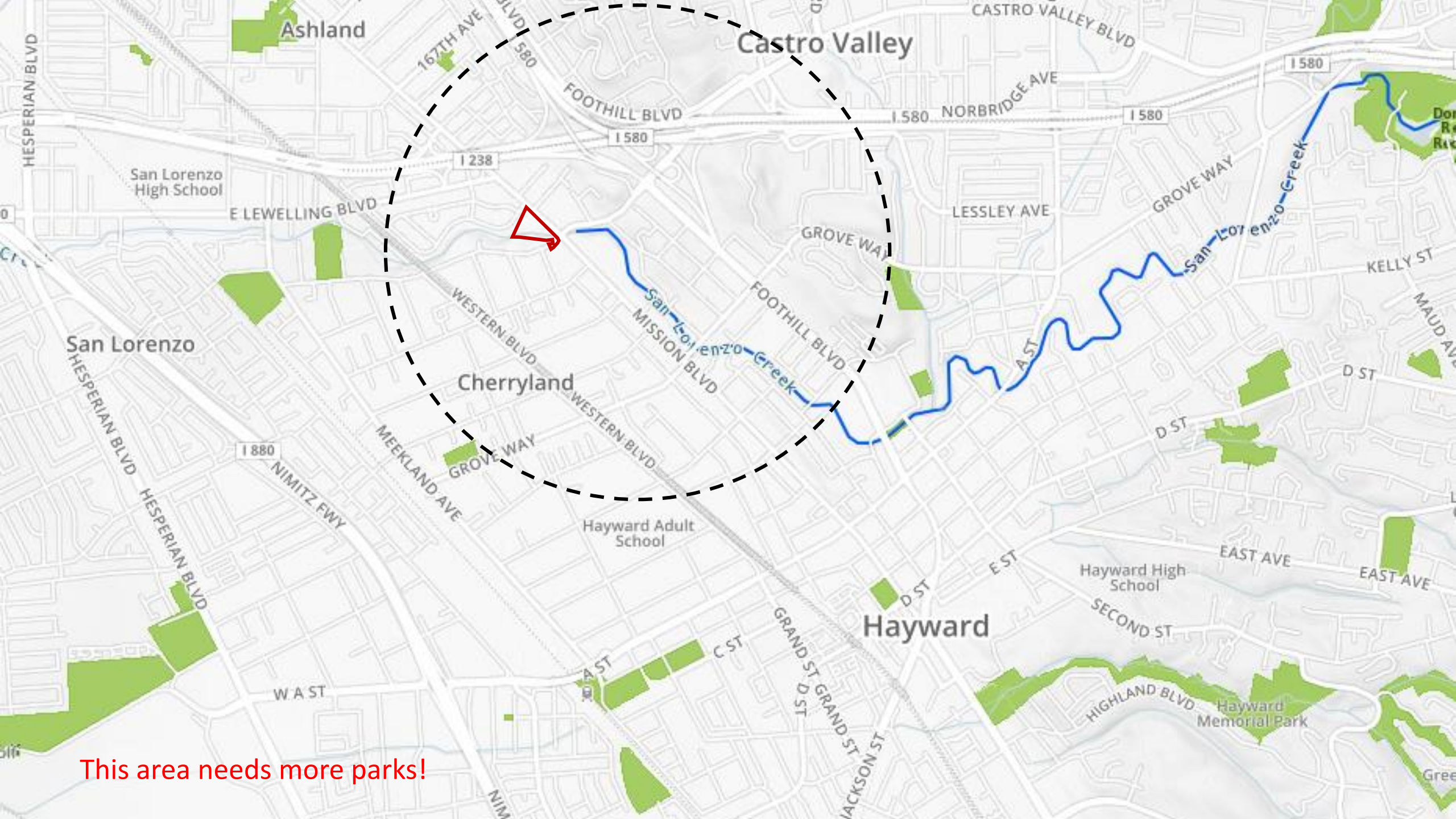
Public Space Data Mapping

Credit: Strava, Tweet









This area needs more parks!



## Traditional Retail Development



- Limited benefit only for the retailer
- Will not improve general living quality
- No linkage to local context. Not sustainable to local economy
- No local identity

## Creative development through urban parks



- Benefit to surrounding business and neighborhood
- Improve living environment
- Long-term sustainable economy driver
- Tied with local small business
- Unique destination



What does this look like?

A park for recreation and gathering



**PA-242\_004 GUTHRIE GREEN VIEW TOWARDS PAVILION:** Tulsa's new Guthrie Green demonstrates the ability of city parks to power the revitalization of neglected urban districts. The 2.6-acre high performance park forms the center of the Brady Arts District.



**PA-242\_008 EASTERN GARDENS AND SPLASH FOUNTAIN:** A favorite among kids, the eastern splash fountain allows park visitors a respite from the heat with adjacent plantings and bioswale enhancing the visual richness of the park.



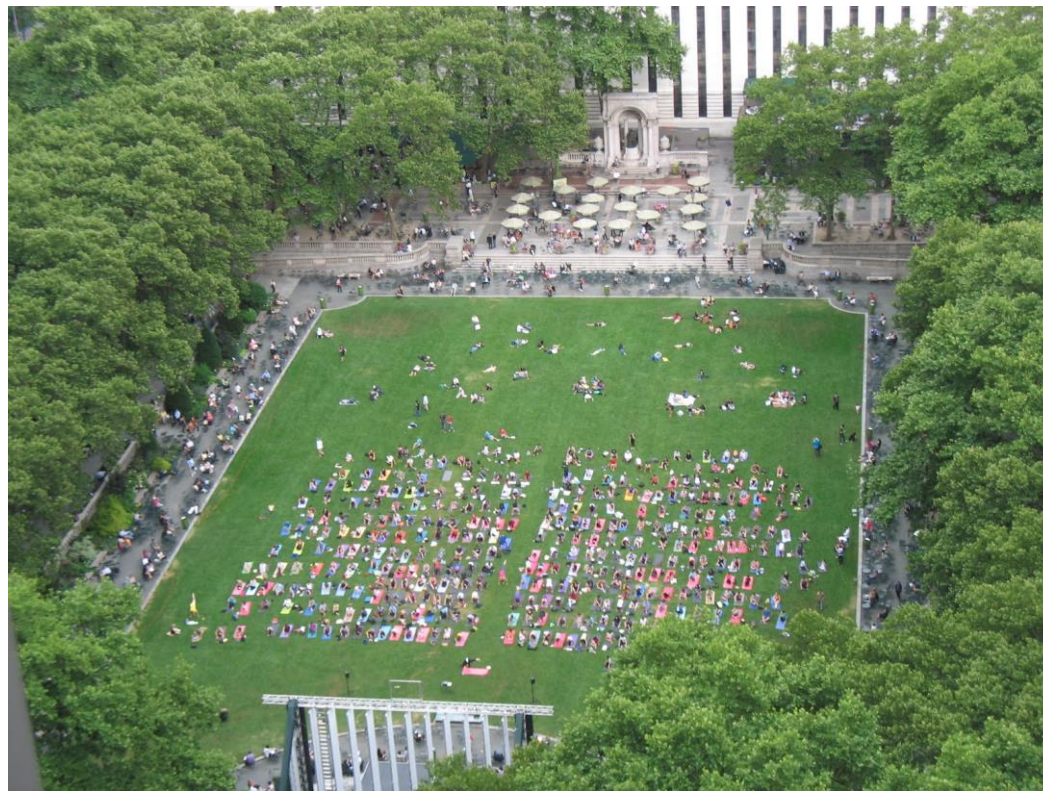
**PA-242\_014 PERFORMANCE AT GUTHRIE GREEN:** Guthrie Green brings together community members, non-profits and performing arts groups to enrich and enliven downtown Tulsa. Multiple organizations have already signed up to perform in the new park, including the Tulsa Youth Symphony seen here.

Guthrie Green, Tulsa



What does this look like?

A park that has multifunction space, places to rest, eat, and build community.



Bryant Park, New York City



What does this  
look like?

A park that builds a sense of  
collective ownership over  
shared amenities.

Lafayette Greens, Detroit





# What does this look like?

A park that draws pedestrian and cyclist visitors from the community and connects to the street.





What does this  
look like?

A park that draws visitors  
from outside the  
neighborhood.





What does this  
look like?

An actively  
programmed park.





What does this  
look like?

A resilient and  
adaptable park.





What does this  
look like?

A park that facilitates  
community interaction.





What does this  
look like?

A park that has a clear  
identity.





What does this  
look like?

A park that serves as a  
platform for events and  
markets.





# What are the ways parks contribute economic benefits?

- Increased property values
- Increased tax revenues
- Decreased medical costs through increased exercise
- Increased tourism revenue
- Improved attractiveness of communities to homebuyers and businesses
- Decreased stormwater treatment costs





# Case Study: Klyde Warren Park

Dallas, TX

5.2 acres

Build over sunken freeway

- Created 8 full-time and 5 part-time positions in maintenance and operations
- 170 temporary construction jobs
- \$312.7 million in economic development and \$12.7 million in tax revenue
- Projected 8.8% population increase in the two Census Block Groups surrounding the park by 2017



Before



After



# Case Study: Klyde Warren Park

Dallas, TX

5.2 acres

Build over sunken freeway

- Increases property value.
- 21-story 2000 McKinney Tower saw a 65% increase, from a 2008 total market value of \$32,255,970 to a projected market value of \$91,175,000 in 2013





# Case Study: Klyde Warren Park

Dallas, TX

5.2 acres

Build over sunken freeway

- Encourages social interaction beyond its boundaries
- 14,683 Facebook 'likes', 5,212 'tagged' Facebook photos at the park, 6,980 Twitter followers, and 959 Instagram followers, all in the first six months.





# Case Study: Simon and Helen Director Park

Portland, OR

0.5 acres

Former Parking Lot

- During the recession, the assessed value of the surrounding properties within a half-block radius of the Park increased by 9%
- Hosts roughly 24,000 visitors for events per year.
- Between 2010 and 2012, the park hosted 228 events and attracted over 73,000 event-specific visitors.



Before



After



# Case Study: Simon and Helen Director Park

Portland, OR

0.5 acres

Former Parking Lot

- Rentals generates an average annual gross revenue of over \$34,000.
- Creates jobs, supporting two full-time maintenance staff, an events coordinator, and numerous part-time park host positions.
- The park cafe employs five full-time equivalent (FTE) employees.
- Approximately 12 FTE total, including cafe





# Case Study: Simon and Helen Director Park

Portland, OR

0.5 acres

Former Parking Lot

- Attracts an average of 1495 people per day during summer months
- Of these visitors, 96% engaged in recreational activities, 87% of which were also social activities.
- Average daily winter visitation is 376 users.
- These figures do not include event attendance.
- On a typical summer weekday in 2013, 23% of park users entered the park's cafe, participating in 620 average daily transactions.





# Case Study: Buffalo Bayou Promenade

Houston, TX

23 acres

Former drainage ditch and median

- Provides recreational, interpretive and education opportunities for an estimated 22,500 visitors per year based on 2009 counts, not including everyday users.
- Improves the quality of life for 99% of 108 park users surveyed, primarily through increasing their physical activity, providing a place to be outdoors, and reducing mental stress.



Before



After



# Case Study: Buffalo Bayou Promenade

Houston, TX

23 acres

Former drainage ditch and median

- Increases outdoor activity for 88% of the survey respondents, by providing space for cycling, jogging/running, and other activities.





# Case Study: Buffalo Bayou Promenade

Houston, TX

23 acres

Former drainage ditch and  
median





# Case Study: Uptown Normal Circle and Streetscape

Normal, IL

1 acre

Former over-sized  
intersection

- Increased property values in the Uptown tax increment financing district by \$1.5 million (or 9%) from 2009 to 2010, a 31% increase from 2004.



Before



After



# Case Study: Uptown Normal Circle and Streetscape

Normal, IL  
1 acre  
Former over-sized  
intersection

- Generated more than \$680,000 of revenue through conferences held in Normal that featured the Uptown Redevelopment.





# Additional References Available

There are countless precedent for parks as drivers of economic development and transforming our cities. If you are interested in learning more, we can provide you primary sources, more precedent, and methodology sources for these types of studies.

<https://www.planning.org/cityparks/briefingpapers/>

## MEASURING THE ECONOMIC VALUE *of a* CITY PARK SYSTEM



THE TRUST *for* PUBLIC LAND  
CONSERVING LAND FOR PEOPLE



# What is best use for this site for Ashland Cherryland?

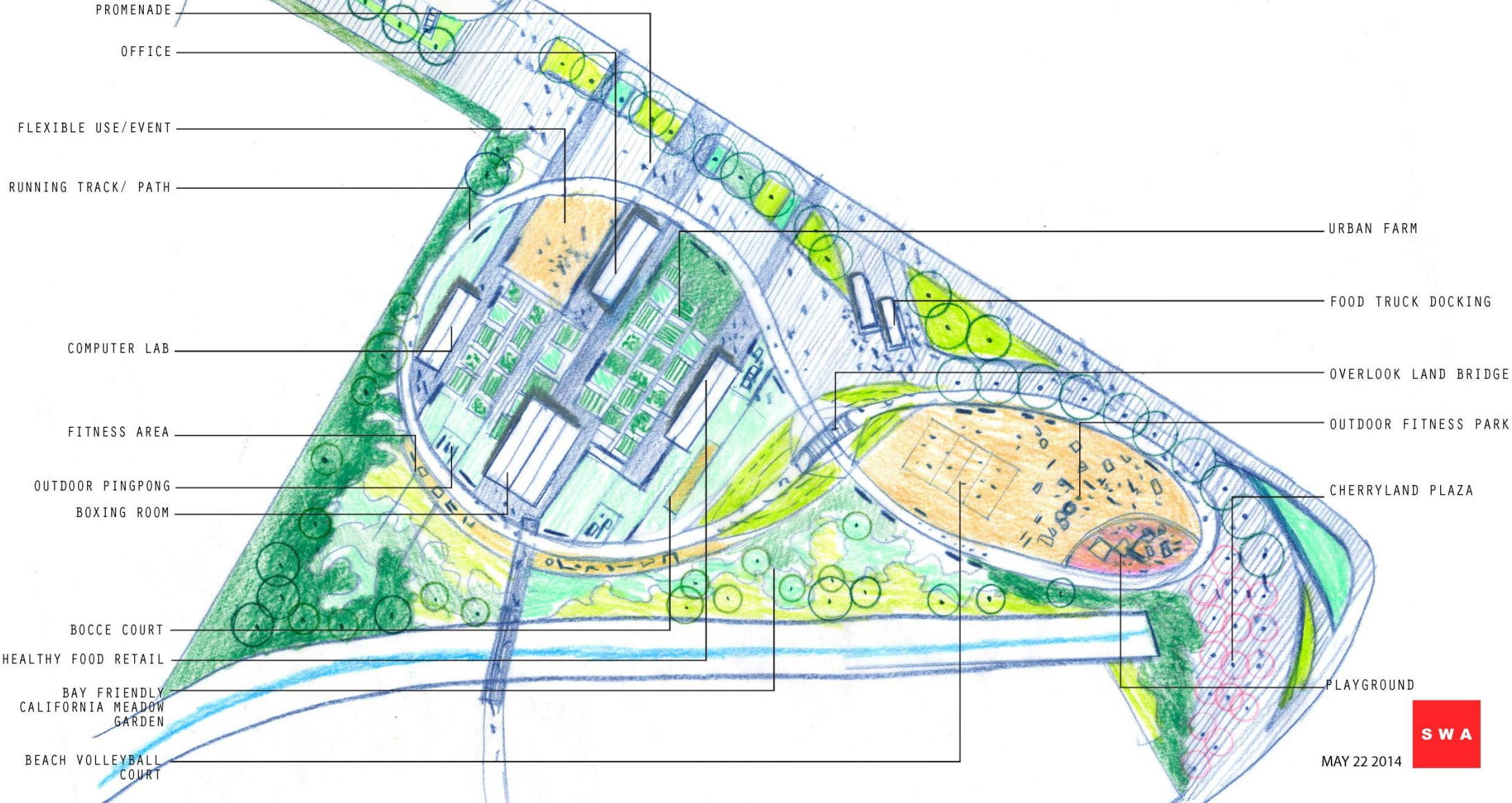
Because of the difficulty of this site to attract transformational commercial development, we believe the best use of this site would be a transformational park – a park that brings visitors to Mission Blvd. and improves the health and economic welfare of the community.





CHERRYLAND INFINITY PARK CONCEPT PLAN

SCALE: 1"=50'



MAY 22 2014















The hardest part of Park funding is operational costs. Between the Sheriff's Office, the Haryward Area Recreation and Park District, Project EAT, and community partners – this is covered for this site. In addition, capital funding is already partially achieved with the Bryne Grant.

Together, we can create a transformational park for Cherryland and Ashland, a use that will have a greater impact on the community than a convenience store or other small commercial development.



## Elements of Proposed Infinity Park (through Phase 1 and 2)

PARK ELEMENTS	Phase 1	Phase 2
Fitness and Passive Park	90,317 sq ft	--
Community Gardens	9,344 sq ft	--
Fitness Studio	1,993 sq ft	--
D-SAL & Dig Deep Farm	997 sq ft	--
ACSO	997 sq ft	--
Retail	--	498 sq ft
Cafe	--	498 sq ft
Parking	20 spaces	--

CONSTRUCTION COST	
Hard Costs & Contingency	\$2,483,704
Parking Hard Costs & Contingency	\$73,308
Soft Costs	\$255,701
Total Construction Cost	\$2,812,713



# Economic Impact Analysis of Proposed Infinity Park CONSTRUCTION

ECONOMIC IMPACT <sup>1</sup> (based on construction cost)	One-time
Output <sup>2</sup>	\$3,645,531
Earnings <sup>3</sup>	\$1,108,209
Employment (Number of jobs created)	22
<p><sup>1</sup> Using U.S. Bureau of Economic Analysis RIMS II Multiplier Data</p> <p><sup>2</sup> "Output" = Total market value of industry output (sales). It equals intermediate inputs plus value added. Gross output is not the same as gross domestic product (GDP), which only includes value added.</p> <p><sup>3</sup> "Earnings" = Compensation of employees plus the net earnings of sole proprietors and partnerships. In RIMS II, earnings exclude personal contributions to social insurance programs, such as Social Security and Medicare, and employee pension plans.</p>	



# Economic Impact Analysis of Proposed Infinity Park OPERATION

PARK ELEMENTS	How much spending will be associated with each element
D-SAL, Dig Deep Farm, Fitness Park, Community Gardens <sup>1</sup>	\$319,926
Fitness Studio <sup>2</sup>	\$49,833
ACSO <sup>3</sup>	\$1,166,084
Retail <sup>2</sup>	\$24,916
Cafe <sup>2</sup>	\$37,274
<b>TOTAL*</b>	<b>\$1,598,133</b>
<sup>1</sup> Estimated annual philanthropic contributions <sup>2</sup> Estimated earning income from memberships and sales <sup>3</sup> Estimated ACSO expenditure at Park	

ECONOMIC IMPACT <sup>1</sup>	Annually
Output <sup>2</sup>	\$3,336,497
Earnings <sup>3</sup>	\$890,145
Employment (Number of jobs supported)	23
Sales Tax (9.00% on estimated sales of \$112,000 annually)	\$10,080
<sup>1</sup> Using U.S. Bureau of Economic Analysis RIMS II Multiplier Data  <sup>2</sup> "Output" = Total market value of industry output (sales). It equals intermediate inputs plus value added. Gross output is not the same as gross domestic product (GDP), which only includes value added.  <sup>3</sup> "Earnings" = Compensation of employees plus the net earnings of sole proprietors and partnerships. In RIMS II, earnings exclude personal contributions to social insurance programs, such as Social Security and Medicare, and employee pension plans.	



# Economic Impact Analysis of Proposed Infinity Park

## COMPARATIVE ANALYSIS

ECONOMIC IMPACT <sup>1</sup> of a 7-11 Store	Annually
Output	\$1,657,710
Earnings	\$481,860
Employment (Number of jobs supported)	15
Sales Tax (9.00% on estimated sales of \$900,000 annually)	\$81,000
<p><sup>1</sup> Using U.S. Bureau of Economic Analysis RIMS II Multiplier Data to analyze a 7-11 in this location; 7-11 stores typically generate \$900K-\$1.2M annual in sales.</p> <p>There is strong competition for convenience goods in the vicinity, including the 7-11 at Fairmont and Mission blvds, and the Big Lots, 99 Cent Store, and Cigarettes Cheaper stores across Mission Blvd in Creekside Center.</p> <p>Therefore the low end of the annual sales range (\$900,000) was used in this analysis.</p>	

ECONOMIC IMPACT <sup>1</sup> of Infinity Park	Annually
Output	\$3,336,497
Earnings	\$890,145
Employment (Number of jobs supported)	23
Sales Tax (9.00% on estimated revenue of \$112,000 annually)	\$10,080
<p><sup>1</sup> Using U.S. Bureau of Economic Analysis RIMS II Multiplier Data to analyze the Infinity Park proposal at this location; there is little competition for the proposed activities at Infinity Park in the vicinity.</p> <p>This RIMS II analysis does NOT account for numerous, additional pro-social benefits such as improved health due to access to recreational and fitness facility, community pride and engagement. Also, this analysis does NOT account for revenues and economic impact from temporary/event-based uses of the Park such as a weekly food truck pop-up event or outdoor film screenings.</p>	