



## Summary of public outreach for the Orange County Great Park, 2004-2010

- An online poll with 3,380 respondents commented on the work of seven firms competing to be Master Designer (September 2005). Specific features that were most popular with the public were:
  - 30-acre lake
  - Museum district
  - Great Park canyon
  - Natural landscape
  - Habitat park
  - Long garden village (set along a part of the former runways)
  - Active recreating areas
  - Millennium memorial
  - Sports park
  - And sports park and shade roof
  
- In open-ended responses that summarized the Strongest Features, they were:
  - Picnic and leisure area in a forested environment
  - Lake with a boardwalk
  - Great Lake
  - Nature landscape featuring trail systems
  - Fields, gardens, orchards and wetlands
  - A lawn park with a pedestrian boulevard bordered by a reflecting pool
  - Museum district with reuse of four hangars
  - Great Park canyon
  
- Summer surveys from 2009 and 2010 asked visitors to rank programs and exhibits. Among the highest-ranked:
  - Friday dances and Saturday concerts
  - Balloon rides
  - Kids Rock
  
- A December 2007 survey by Lake Research Partners reached 424 people at a Great Park open house and another 1,539 online. Key findings leaned toward facilities and amenities that were not otherwise generally available in parks or by commercial vendors.
  - Top sports and recreation attractions were hiking, walking and running trails
  - Top festivals and events attractions were outdoor performances and a farmers market



- Top cultural, social and historical attractions were outdoor music performance space, botanical garden and amphitheater
- Top ecological and educational attractions were a wildlife observation area and living park center/nature educational center
  
- A Community Visioning Report came out of information gathered in May and June 2005. Here are details:

June 18, 2005: At a Great Park Corporation event held at Chapman University, more than 200 people representing several constituencies met to assist in drafting conceptual designs for the future Great Park.

Besides the Chapman University Stakeholders' Conference, information was gathered in May and June 2005 in two other ways:

- Nine focus groups/planning sessions involved 133 community and organization leaders. These included seniors, environmentalists, sports and recreation enthusiasts, multicultural groups, educators, veterans, social service providers, arts and cultural organizations, and business representatives.
  
- A countywide public opinion survey that included 600 interviews. (Information to prepare the questionnaires for this survey, via telephone and the Internet, was developed during the stakeholders' visioning process.)

The result was a Great Park Corporation Community Visioning Report, at more than 200 pages, that was released in July 2005. The most concise summation may be this: Amid a growing Orange County, the Great Park provides an opportunity for increased open space, sports and cultural amenities. "Actively used, passively enjoyed."

The Executive Summary highlighted the principles of conceptual design:

- Think globally, act locally (attract the international visitor but pay attention to the needs of a growing county)
- There is strong support for a mix of active and passive uses (lakes and gardens, hiking and bikeways to be combined with sports fields and playgrounds)
- No single theme should determine the Great Park (it is large enough to feature different themes – town square; history and heritage; honor our veterans)
- The Great Park should be a place for arts and culture (from outdoor arts and sculpture to traditional museums)
- Keep it open day and night (evening activities, particularly outdoor concerts)
- Green is good, but keep it accessible (sustainable design, easy access)
- Don't compete with Disneyland



- Give it time to grow (should be flexible to accommodate changing needs and tastes)

Also, ICTV recorded symposia held on three occasions in 2004 in the Council Chamber. These were hosted by the Great Park Corporation and featured park experts asking the public about how the Great Park might be developed.

In summary, those three presentations included this information:

- Dr. Hamid Shirvani, Provost and Executive Vice President at Chapman University, on Symposium No. 1 on May 27, 2004; he is an architect and urban planner.
  - What kind of 'house' does the public want from a design standpoint, which will explain what kind of park will emerge. He discussed design concepts ranging from Central Park to European classical design to New Urbanism.
- Professor Alexander Garvin, adjunct at Yale, at Symposium No. 2 on June 24, 2004; he is vice president for planning, design and development for the Lower Manhattan Development Corp.
  - His theme was Central Park. He asks of a new park: Who does it serve? Who will use it? How to meet their needs?
  - Keys to a successful long-term major park are location, market, design, and operations/maintenance.
  - The public needs to engage and there needs to be continuing interaction.
  - Most important element is public support. Create a model for the 22<sup>nd</sup> century.
- Niall Kirkwood, Professor of Landscape Architecture at Harvard Design School, at Symposium No. 3 on July 22, 2004; his specialty is research on cleaning up sites to make them usable.
  - He extols "a vision of place" through the lens of planning. The theme should be community, place, site and time.
  - Parks involve planning, economics, politics, engineering, stakeholders, communication, processes and strategies.
  - Build a park that looks forward, for your children and grandchildren.
  - In helping plan the future Park Ayalon in Tel Aviv, lessons learned were: broadening constituency; will take 20-30 years as a place and an idea; leadership is key at all stages; look for commonalities found in other parks; think of adaptive reuse (hangar, runways).