

ORANGE COUNTY GREAT PARK
Program Evaluation Summary

12/2007 DRAFT

PROGRAM EVALUATION SUMMARY

PROGRAM EVALUATION SUMMARY

Created by

The Great Park DESIGN STUDIO

On behalf of

The City of Irvine

The Orange County Great Park Corporation

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THE PROCESS

Overview

The Program Selection Process and the Results are summarized in this booklet for review by the Board of Directors. The Program Selection Process was created by the Great Park Design Team specifically for the Great Park.

Programming, as a term used by designers, describes the process in which uses, activities or elements are selected to be included in a proposed project or place. Programs are the uses, activities or elements. In this case, we are selecting programs that may be included in the Great Park.

The introduction of the Program Evaluation Summary describes why we are evaluating programs now; an overview of the evaluation process; and, the recommendations. The ultimate result of selecting programs for the Park is to take the idea of programs and begin to turn the programs into built elements for people to use within the Great Park.

This list of suggested programs are a result of the community outreach process over the last several years. The recommendations from individuals, community groups, and members of the board of directors are manifested in this list.

The evaluation process is based on the values in the Program Selection Vision Statement and Guiding Principles. On September 29th, the Great Park Board of Directors approved the Program Selection Vision Statement, Guiding Principles and Framework which follow on the next few pages. These items collectively have guided the evaluation process.

Upon categorizing the list of programs, the team researched the programs to gain a better understanding what was being considered for inclusion in the park. The research papers are in-house working documents that helped the design team develop conceptual ideas for the proposed park programs.

The descriptions that are included in this document, the Program Evaluation Summaries, are excerpts from the research papers to describe the programs under consideration.

This Program Evaluation Summary focuses on the results of 'Step One: Does It Work?' of the Program Selection Process. The first step evaluates proposed programs based on value criteria related to the Vision Statement and the Guiding Principles.

It is necessary to establish program priorities at this time to complete the Schematic Design phase of work.

PROGRAM EVALUATION SUMMARY

Program Concepts

The program concepts were compiled and categorized into four groups based on the proposed use. These four categories correspond to the underlying structure and vision of the Great Park. The four categories are:

- Cultural + Social
- Ecological, Interpretive + Educational
- Operational
- Sports + Recreation

In this process, we are not vetting specific proposals, but we have made a concerted effort to include all of the concepts of the proposals we have received. Refer to the list of programs evaluated to date that follows.

I. CULTURAL + SOCIAL

Multicultural Center
 Center for Community Organizations
 Tea House
 Arts Incubator
 Amphitheater
 Environmental Art / Installation Art
 Outdoor Performance Spaces
 Military History
 Great Park Visitors' Center
 Library
 Museum(s)
 Specialty Museums
 Cinematic Theater
 Botanical Garden
 Nature Discovery Gardens
 California Native Garden
 Multicultural Gardens
 Home Gardens
 Children's Discovery Garden
 Vineyards/Industry Focus
 Event Spaces
 Interactive Workshop Space
 Botanic Garden Visitors' Center + Store
 Conference Center
 Café
 Restaurant
 Skybar
 Butterfly House
 Field-to-Fork Agriculture
 Community Supported Agriculture (CSA)
 Heritage Agriculture

Program Concepts (continued)

2. ECOLOGICAL, INTERPRETIVE + EDUCATIONAL

Living Park Center: Citizen Scientist / Research Center + Visitor's Center / Education / Nature Center, Residency Program
Wildlife Observation
Community Gardens
Edible Landscape
Aviary / Hummingbird Haven

3. OPERATIONAL

Park Transportation: Bicycle Stations (rentals)
Events + Festivals (Permitting + Operations)

4. SPORTS + RECREATIONAL

Field House / Gymnasium / Community Center
Trails: Hiking / Walking / Bike / Running
Equestrian Trails + Rest Stop
Basketball Courts
Tennis Courts
Frontenis
Softball Diamonds
Youth Baseball Diamonds
Playgrounds: Tot Lot / Children / Youth
Soccer Fields (Pick up Fields)
Paddle Boats + Rowboats
Lawn Bowling
Bocce Courts
Skateboarding (Skate Park / Street Skate)
Exercise Circuit
Cross Country Course
Bike Criterium Course
Bike Trials Course
Sand Volleyball Courts
Badminton Courts
Ice Skating Rink (Temporary)
Geo-caching
Horseshoe Pitches
Casting Pond
Aquatic Center: Olympic / Wading / Diving Pools
Water Park
Wave Pool
Day Camp
Swimming Lagoon
Climbing: Rock Climbing + Ropes Course + Zip Line
Meditation Gardens: Tai Chi / Yoga / Reflexology Path
Chess Tables
Star Gazing Rooms
Camping Sites for Small Groups
Nature Trails, Canyon + Bird Watching
Bark Parks
Special Attractions: Miniature Railroad, Carousel, Model Boat Basin + Others

PROGRAM EVALUATION SUMMARY

What is being evaluated:

District + Framework Elements are not being examined in this evaluation process. These elements were established and approved in the Master Plan and have been further developed over the last year and a half.

This stage of the evaluation does not address specific program proposals. Rather, it examines program concepts - for example, the program of a skate park is being evaluated for fit within the Great Park rather than a specific design for a skate park.

More than one hundred ideas have come forward from a variety of sources, including stakeholder meetings, public outreach efforts, presentations to the Board, and from the Great Park Design Studio to name a few.

District + Framework Elements

- Trabuco Entry
- Bosque
- Fields + Meadows
- Sports Park
- Balloon
- Aircraft Museum
- Veteran's Memorial
- Timeline / Linear Ramble
- Palm Parade
- Orchard Parking
- Cultural Terrace
- Lake
- Botanical Garden
- Lower Canyon
- Agua Chinon
- Wildlife Corridor
- Promenade of Senses
- Upper Canyon
- Ancillary Uses
 - Maintenance
 - Administration
 - Restrooms

ORANGE COUNTY GREAT PARK: Vision Statement for Program Selection

The Orange County Great Park will be the first great metropolitan park of the 21st Century, reflecting extraordinary innovation and creativity.

The Great Park will demonstrate the commitment of Orange County and the Southern California community to enhance quality of life; encourage social interaction; provide recreational opportunities; promote diversity; improve health and well-being; and honor the spirit of the place and its history.

New standards for economic and environmental stewardship will be implemented throughout the design, construction, and operation of the Park, making it a living laboratory for sustainable development. The Great Park will be a place where human activity and the natural world are in harmony.

The Great Park will create a bond between and among the diverse cultures of Orange County, bringing people together through shared experiences in public spaces.

The Orange County Great Park will be a true oasis in the heart of Orange County, a place where children will be fascinated and adults will rediscover the joys of childhood.

Adopted September 27, 2007

PROGRAM EVALUATION SUMMARY

**ORANGE COUNTY GREAT PARK:
Guiding Principles for Selection of Programs****1. Advances the concept of a public place and civic engagement**

- Offers a truly public place with activities/opportunities relevant to people who live, work and visit Orange County.
- Creates a place that welcomes all people and is accessible to everyone.
- Fosters social and community service and contributes to the health, education and welfare of Orange County.

2. Advances the unique character of the Great Park

- Integrates with the overall park design.
- Compliments and adds value to existing resources in the area.
- Emphasizes connections to surrounding areas.
- Honors the history of the site.

3. Promotes personal, regional and global health

- Plans for diverse and exciting natural environments.
- Reduces vehicular traffic and increases use of transit, walking and bicycling.
- Implements specific programs for renewable energy technologies and environmental sustainability.

4. Ensures financial sustainability

- Identifies sources of funds for construction and ongoing operations.
- Utilizes a financial model that is adaptable to changing circumstances.

5. Concept and implementation is contemporary and forward-looking

- Advances the very idea of what a 21st Century public park can be.
- Integrates varied opportunities for education, to learn and explore.
- Utilizes advanced and innovative design, construction, programming and management.
- Fosters excitement, wonder, fun and discovery for visitors to the park.

Adopted September 27, 2007

Program Selection Framework

STEP ONE

The Program Evaluation Summaries in this document focus on the results of 'Step One: Does It Work?' of the Program Selection Process. The first step evaluates proposed programs based on value criteria related to the Vision Statement and the Guiding Principles.

STEP TWO

With Board approval of the programs recommended in Step One, the Design Studio will undertake 'Step 2: How Will It Work?' This step includes a study of economic, environmental, planning and regulatory factors.

STEP THREE

'Step Three: Where Is It Located?' is a design process looking at the compatibility of programs within the park districts created during the Master Plan phase.

Refer to the 'Program Selection Framework' exhibit.

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Approved September 27, 2007 (Modification*)

GREAT PARK: PROGRAMS SELECTION FRAMEWORK

PROPOSED USE	CRITERIA	EVALUATION by INDICATORS	RECOMMENDATION
<p>STEP ONE: DOES IT WORK?</p>	<p>DESIGN VALUE HEALTH VALUE CULTURAL VALUE COMMUNITY SERVICE VALUE RECREATION VALUE EDUCATIONAL VALUE ENVIRONMENTAL* VALUE</p>	<p>Design Value Indicators Health Value Indicators Cultural Value Indicators Community Service Value Indicators Recreation Value Indicators Educational Value Indicators Environmental* Value Indicators</p>	<p>RECOMMENDED PARK PROGRAMS</p>
<p>STEP TWO: HOW WILL IT WORK?</p>	<p>CAPITAL COST COST / BENEFIT OPERATIONS COST LOCATION AREA TRAFFIC / PARKING EIR</p>	<p>Construction Potential Revenue Usage Community Access Maintenance Operational Model Major/Minor Modification to MP? City of Irvine General Plan Amendment? City of Irvine Zoning Code Amendment? Does it fit into the Comprehensive MP? North Irvine Transportation Mitigation Plan? Additional Parking Required from MP? Does it trigger an Amendment?</p>	
<p>STEP THREE: WHERE IS IT LOCATED?</p>	<p>CANYON PARK FIELDS & MEMORIAL PARK HABITAT PARK</p>	<p>Use compatible with the Canyon Park? Use compatible with adjacent uses? Use compatible with the Fields & Memorial Park? Use compatible with adjacent uses? Use compatible with the Habitat Park? Use compatible with adjacent uses?</p>	

Evaluation Process

The Great Park Design Team started the evaluation process to gain an understanding about the programs proposed for the park. The description information for the proposed programs included in this summary is based on the research performed by the team.

Each program was assessed with regards to the core values of the Great Park listed below. The values were derived from the Park Program Selection Vision Statement and Guiding Principles. These values serve as the backbone of the criteria developed specifically to rate proposed programs. The ultimate goal is for these values to be reflected in the design of the park.

The values are divided into seven categories which include:

- Community Service Value
- Cultural Value
- Design Value
- Educational Value
- Environmental Value
- Health Value
- Recreational Value

Each team member involved in the vetting process considered value indicators within the context of their individual area of expertise. They evaluated each program, ranking their values in one of the seven indicator categories on the next few pages.

PROGRAM EVALUATION SUMMARY

Community Service Value Indicators**Sense of community:**

- Fosters a sense of community and encourages civic engagement and participation.

Engaging and welcoming:

- Creates a place for all people to feel engaged and welcome.

Environmental responsibility:

- Includes programs to enhance environmental responsibility.

Learning through doing:

- Integrates varied opportunities for education, to learn and explore through doing.

Catalyst:

- Catalyst to bring people together.

Participation:

- Encourages participation of potential park users of all ages, socio-economic groups, races, religions and physical abilities.

Volunteer Opportunities:

- Improves broader community life through opportunities for public involvement.

Service:

- Offers resources, services and programs that are relevant to diverse audiences.

Cultural Value Indicators

Quality Content:

- Offers high-quality cultural experiences that educate and inspire visitors, and elevate the stature of the Great Park.

Popular Appeal on a Regional Level:

- Offers content or activities that are broadly accessible and popular in order to compete effectively for people's time.

Serves Diverse Communities:

- Offers content that is relevant, inspires curiosity for diverse cultural expression and engages diverse audiences by culture, ethnicity, socio-economic group, gender and age while accessible to all people.

Meets a Cultural Need in Orange County:

- Provides what is missing or adds to what is already available; does not duplicate or cannibalize existing resources.

Appropriateness to the Great Park:

- Proposed program and facility capitalizes on and encourages engagement with the environment of the Great Park.
- Fits with the themes and key park elements of the Master Plan.

Appropriateness to Orange County:

- Proposed program and facility reflects and is appropriate to the local cultural environment.
- Remains relevant and/or can evolve over time with changing needs of the community.
- Reflects a forward-looking vision rather than replicating the past or relying on outdated models.

Advances the concept of a public place:

- Reflects the local culture and history.

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Design Value Indicators**Advances the concept of a public place and civic engagement:**

- Offers a truly public place with activities/ opportunities relevant to people who live, work and visit Orange County.
- Creates a place that welcomes all people and is accessible to everyone.

Advances the unique character of the Great Park:

- Integrates with the overall park design concept(s).
- Complements and adds value to existing resources in the area.
- Emphasizes connections to surrounding areas.
- Honors the history of the site.

Promotes personal, regional and global health:

- Plans for diverse and exciting natural environments.
- Reduces vehicular traffic and increases use of transit, walking and bicycling.
- Promotes environmental sustainability.

Financial sustainability:

- Contributes to possibility for source of on-going revenue stream.

Concept and implementation is contemporary and forward-looking:

- Advances the very idea of what a 21st Century public park can be.
- Integrates varied opportunities for education, to learn and explore.
- Utilizes innovative design and best practices.
- Fosters excitement, wonder, fun and discovery for visitors to the Park.
- Space requirements are feasible and appropriate to the Great Park.

Fits in the Park:

- Use is compatible with the overall design and vision for the Great Park.

Educational Value Indicators

Excitement, wonder, fun and discovery:

- Fosters excitement, wonder, fun and discovery for visitors to the park.

Opportunities for education:

- Integrates varied opportunities for education, to learn and explore.
- Provides programming that can be integrated with the curriculum of local schools.
- Education on the history of the site and Orange County.

Accessibility:

- Welcomes all people and is accessible and affordable to everyone.

Curiosity, excitement and inquisitiveness:

- Plans for education that builds curiosity, excitement and inquisitiveness.

Education on renewable energy and sustainability:

- Implements specific programs to educate the public about renewable energy technologies and environmental sustainability.

Participation in natural habitats:

- Prepares youth and adults to participate fully in natural habitats and history.

Innovation and standards:

- Promotes innovative educational programming.

Self-directed learning:

- Allows opportunity for self-directed learning and exploration.

Varied learning style:

- Provides opportunities for varied learning styles and methods.

Life long learning:

- Gives adults opportunities to re-educate themselves in response to community changes.

Long term sustainability goals:

- Inspires the greater community to advance long term sustainability goals.

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Environmental Value Indicators**Connection to Nature:**

- Brings nature, recreational and environmental education opportunities into the greater Orange County area.

Land:

- Remediate contaminated areas and develop healthy, living soil.

Air Quality:

- Improves air quality of both internal and external environments.

Water:

- Protects and conserves both natural and potable water resources.

Energy:

- Reduces the use of fossil fuels and emissions of greenhouse gases.
- Produces energy to make the Park self-sustaining.
- Reduces traffic and increase use of transit, walking and bicycling.

Materials:

- Minimizes the impact and use of construction materials.

Waste:

- Minimizes the generation of waste.
- Promotes the innovative treatment of waste.

Health Value Indicators

Social & Community Service:

- Fosters social and community service and contributes to the health, education and welfare of Orange County.

Body, mind and spirit:

- Promotes the integration of body, mind and spirit.

Physical fitness:

- Increases physical fitness and active movement for multiple population groups.

Nutrition:

- Likelihood to increase nutrition for multiple population groups.

Healthy lifestyles:

- Promotes healthy lifestyles through land use configuration and education.

Global health:

- Promotes global health to support long-term health goals.

Mental health and well-being:

- Increases opportunities to maintain or improve mental health and well-being.

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Recreation Value Indicators**Public place:**

- Offers a truly public place with activities and opportunities relevant to people who live, work and visit Orange County and contributes to health, education and welfare.

Mountain to Sea:

- Provides connections to the regional recreational systems.

Excitement, wonder, fun:

- Fosters excitement, wonder, fun and discovery for visitors to the park.

Regional recreation:

- Fulfills regional recreational need for play and physical fitness.

Innovative:

- Utilizes innovative programming and management.

Diverse natural environments:

- Access to diverse and exciting natural environments.

Sustainable activities:

- Increases use of transit, walking and bicycling.

Programmed & self-facilitated activities:

- Provides programmed recreational experience.
- Provides self-facilitated recreational experience.

Accessible and affordable:

- Provides accessible and affordable recreational activities and venues.

Range of appeal:

- Provides recreational experiences that appeal to the demographic range of potential park users in terms of culture, age and gender.

Evaluation Results

Each evaluator assigned a rating based on the connection between the proposed park program and the value indicator. The ratings are as follows:

Very Strong Connection	
Strong Connection	
Connection	
Some Connection	
Little or No Connection	

Results from each indicator category were summarized and the team convened to review and discuss the program evaluation results. Specific factors were examined by the group which included whether the program was an organized or self-directed activity; local or regional attraction; the intensity of the program use; the age of those likely to use the program; the gender of those likely to use the program; whether the program was a family activity; and whether the activity related to a specific ethnicity of culture. This filter and perspective gave additional insight into the balance and mix of programs.

These ratings enabled the team to group the overall program recommendations into three groups:

- 1 Programs that are recommended for Schematic Design
- 2 Programs recommended for Schematic Design that require further study or proposals
- 3 Programs not recommended for Schematic Design

Defining programs helps direct what the Design Studio will draw in Schematic Design and will identify significant elements required to support the programs such as the engineered infrastructure.

The Recommended Programs for Schematic Design includes a mixture of sports, recreational activities, and cultural activities. If approved by the Board of Directors, these programs will proceed to the second step of the evaluation process.

Many of the programs on the 'Recommended Program that Require Further Study or Proposals' list include buildings. It will not be possible to proceed to Steps Two and Three for items on this list without first knowing more about the program. However, the general location of many of the programs on this list can be shown in Schematic Design as a "bubble" as a placeholder if approved.

The public was invited to an Open House to review potential park programs on December 1-2, 2007. The Open House provided the public with an opportunity to learn more about the evaluation process and to discuss potential Park programs with Design Studio members.

A survey questionnaire developed by Dr. Robert Meadow, a partner in the Washington, D.C. based polling firm of Lake Research Partners, allowed Open House visitors to rate proposed Park programs. An online survey was also created to allow those who could not attend the event to participate in program analysis.

The results of the Open House and online surveys will be presented to the Board by Dr. Meadow on December 13.

