

NYC Active Design: Promoting Active Play & Recreation



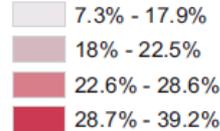
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March 6, 2012

Obesity Epidemic

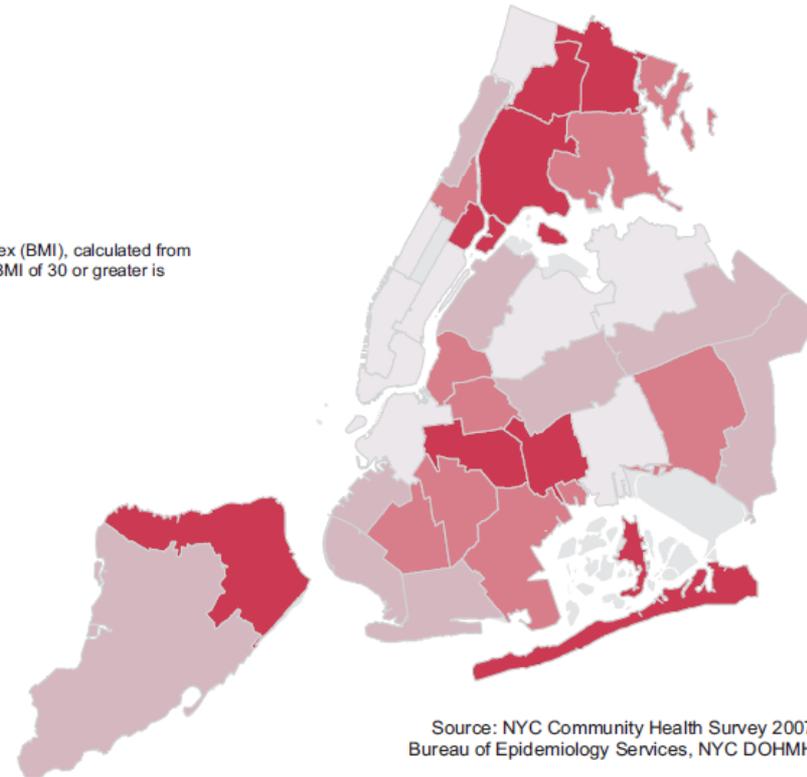
- Nearly 60% of NYC adults are overweight or obese
- ~40% of NYC elementary and middle school children are overweight or obese.
- 42% of NYC 2-4 year old children in Head Start are overweight or obese.
- Children without access to parks or playgrounds have a 20% higher risk of being overweight than those with access.

Obesity



*Percentages are age adjusted.

Obesity is based on Body Mass Index (BMI), calculated from self-reported weight and height. A BMI of 30 or greater is classified as obese.

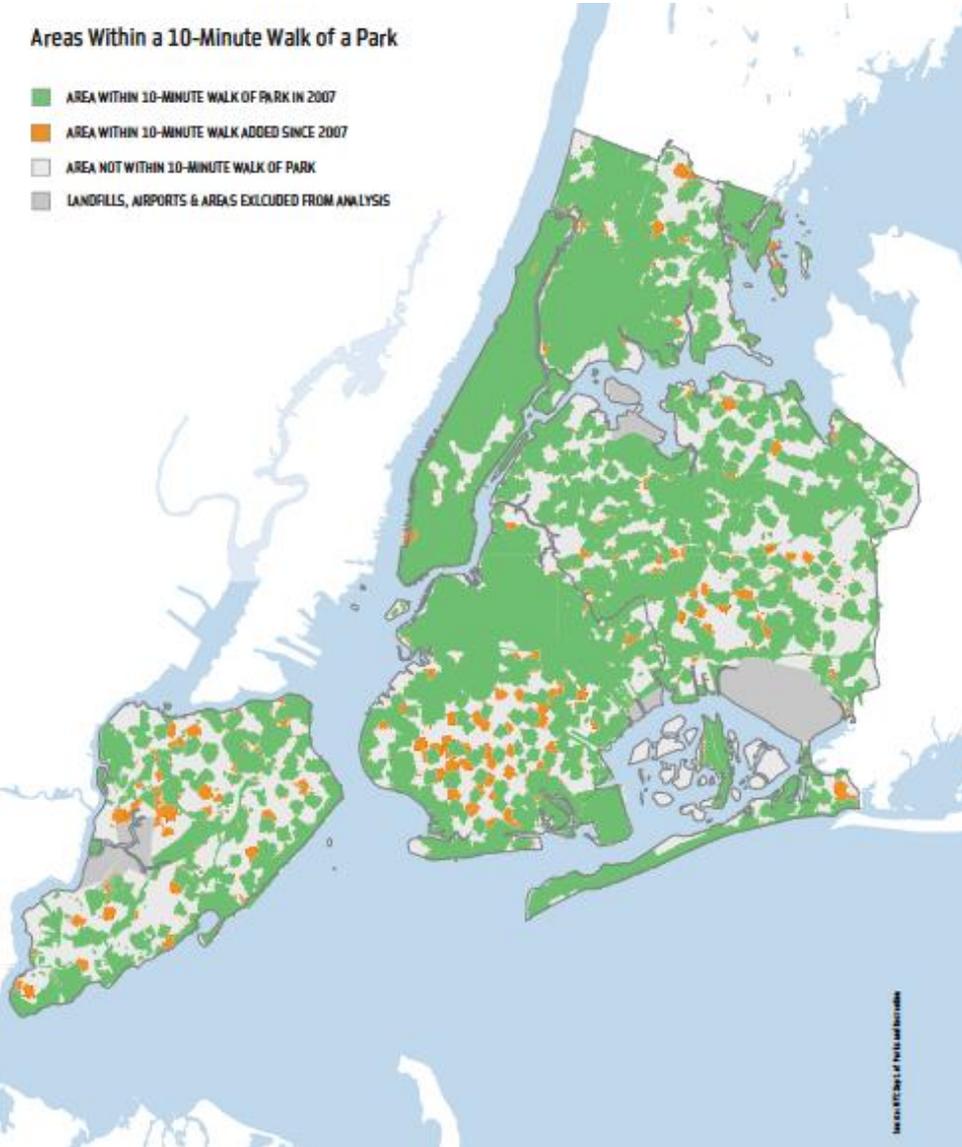


Source: NYC Community Health Survey 2007
Bureau of Epidemiology Services, NYC DOHMH

PlaNYC 2030: Parks and Public Space Goals

Areas Within a 10-Minute Walk of a Park

- AREA WITHIN 10-MINUTE WALK OF PARK IN 2007
- AREA WITHIN 10-MINUTE WALK ADDED SINCE 2007
- AREA NOT WITHIN 10-MINUTE WALK OF PARK
- LANDFILLS, AIRPORTS & AREAS EXCLUDED FROM ANALYSIS



**Ensure all
New Yorkers
live within a
10-minute
walk of a park**

NYC strategies to encourage greater levels of active play and recreation

1. Repurposing the existing public realm, especially streets

→ Plaza Program, Summer Streets, Playstreets

2. Making improvements to existing park and recreation spaces

→ Schoolyards to Playgrounds, Mini-grants for Children's Playspaces

3. Programming

→ ShapeUp NYC

4. Building new park & recreation spaces

5. Increase active recreation spaces in new & existing buildings



Repurposing the existing public realm: Plaza Program



Broadway Plaza Project

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NEW YORK CITY


Repurposing the existing public realm: Summer Streets

SUMMER STREETS PROGRAMMING MAP



- Start / End of Route
- Rest Stop
- Summer Streets Route
- Subway Stations

- UPTOWN REST STOP:**
 - Soil to Fun Fair
 - Green on the Go Tour
 - Enter to win a Bicycle
 - Free Bike Repair
 - Look and Be Seen
 - Live Entertainment
- MIDTOWN REST STOP:**
 - City Picnic featuring Cowatta, Organic Valley, Honest Tea, Chao Bella, GoGo-squasZ & Stonyfield Farm
 - Healthy Living Cook-Off (August 6th only)
 - DOT Share the Street & Free Helmet Fittings
 - Bike Repair courtesy of 5 Borough Bike Club
- ASTOR PLACE REST STOP:**
 - Health and Fitness Zone
 - All natural juice and snack bars
- SOHO REST STOP:**
 - REI Adventure Zone
 - Free Bike Repair
- FOLEY SQUARE REST STOP:**
 - Sand Boxes & a professional 10 ton Sand Sculpture
 - Free Play Zone
 - Fun Zone
 - StoryCarn StoryStations
 - Learn to Ride classes courtesy of Bike New York
 - Junior Tennis clinics courtesy of National Junior Tennis League
 - Self-Portrait booth courtesy of DOT's Urban Art Program
 - Live Entertainment

- FREE PROGRAMMING KEY:**
- Free Bike Rental courtesy of BIKES NEW YORK
 - Free Bicycle Repair courtesy of 5 BOROUGHS BIKE CLUB
 - Free Bike Valet program courtesy of DOT
 - Foursquare Check In



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Repurposing the existing public realm: Summer Streets

Evaluation:

- Average amount of physical activity from distances walked, ran, biked on route:
**>40 minutes of vigorous physical activity, or
>70 minutes of moderate physical activity**
- **24% of people were those who didn't meet PA Recs**
- **87% of participants got to event by active modes**



Repurposing the existing public realm: Playstreets Program

- A street block closed to cars weekly to daily.
- **Active play space** for children and families.
- **PlaNYC goals:** Open 15 Playstreets each year where they are needed most and provide 40 schools with access to a Playstreet.



NYC Parks



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Repurposing the existing public realm: Playstreets Program Roles



Provide technical assistance to community groups and schools



ID schools in need of PA space; Schools plan & implement School Playstreets



Review and approve Playstreets street closure applications



Organize Police Athletic League Playstreets; Approve other Playstreets



Outreach to community groups for sponsorship and programming; Provide programming at some Playstreets

Non-profit partners

Outreach, advocacy, and promotion for Playstreets

Community groups

Propose, organize, market, and program Playstreets

ACTIVE DESIGN

Repurposing the existing public realm: Jackson Heights Playstreet

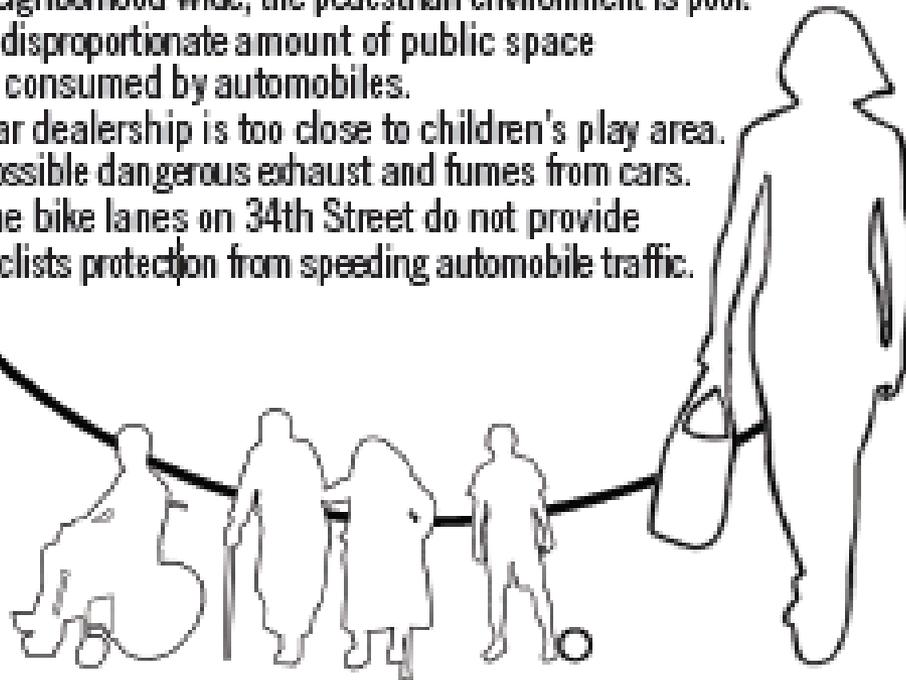
JACKSON HEIGHTS NEIGHBORHOOD MAP



Repurposing the existing public realm: Jackson Heights Playstreet

WHERE ARE OPPORTUNITIES FOR IMPROVEMENT?

- ① Neighbors lack public spaces to gather.
- ② Park and playground is routinely overcrowded, that there is often not enough room for all users.
- ③ Greenmarket lacks enough space to accommodate crowds and vendors. 34th Avenue sidewalk is impassable on Green Market days.
- ④ Neighborhood-wide, the pedestrian environment is poor. A disproportionate amount of public space is consumed by automobiles.
- ⑤ Car dealership is too close to children's play area. Possible dangerous exhaust and fumes from cars.
- ⑥ The bike lanes on 34th Street do not provide cyclists protection from speeding automobile traffic.



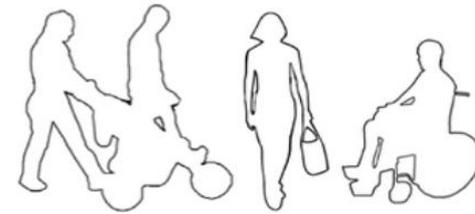
78th Street PLAY STREET

CAR FREE between Northern Blvd & 34th Ave



Join the fun!

Sundays 6am-8pm
July 13th-Nov 16th



*COMMUNITY * EXERCISE * SAFETY *
for more info: www.jhgreen.org



Repurposing the existing public realm: Playstreets Program Evaluation

**Percentage of respondents who attended a Playstreet previously:
80.5%**

**Average number of visits this year among respondents who
attended previously:**

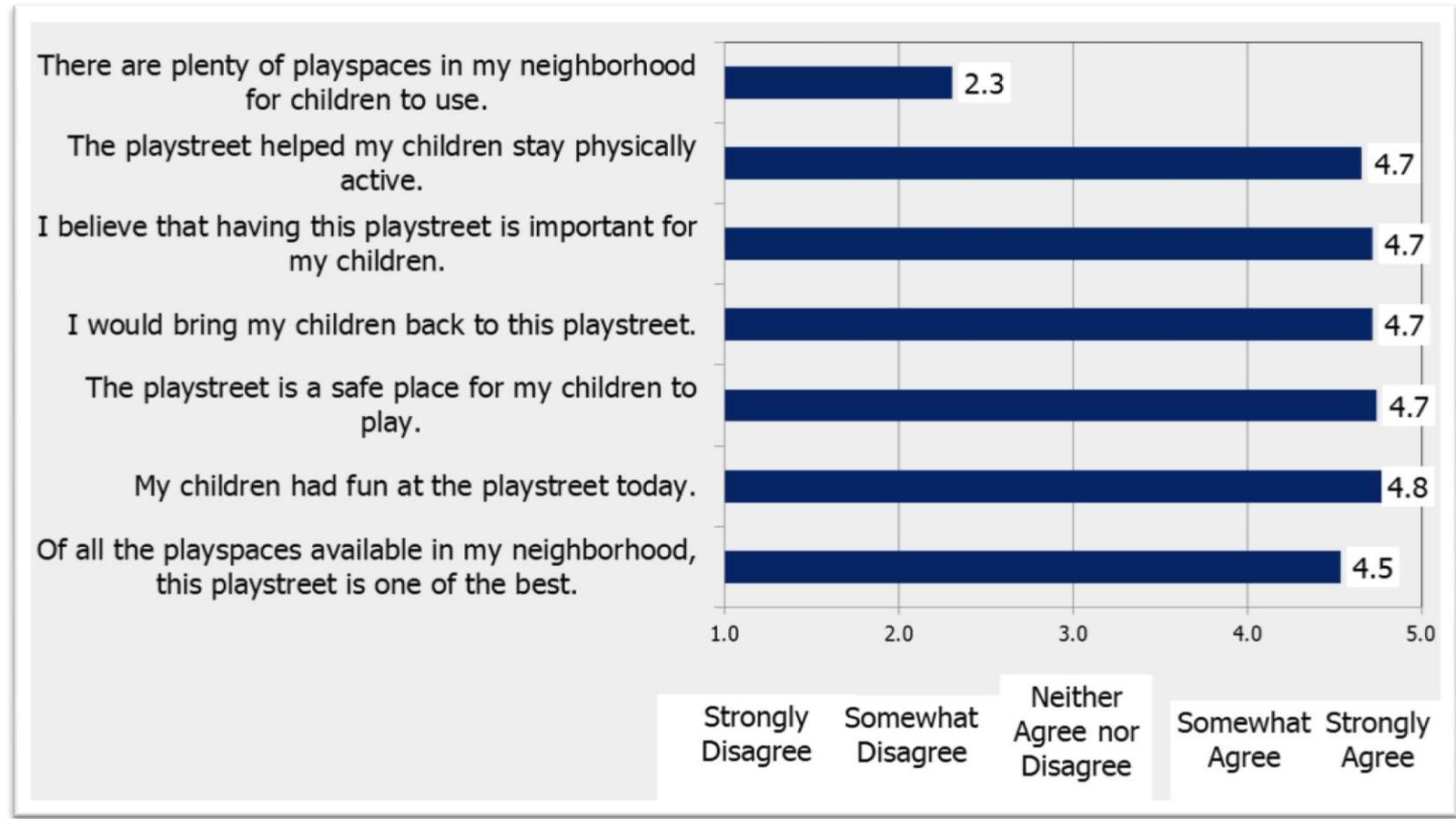
Playstreet 1:	13 visits (Range: 1 – 30)
Playstreet 2:	5 visits (Range: 2.5 – 7)

Most likely activity if children had not come to the Playstreet:

TV or other inside activity:	52%
Outdoor activity:	38%
Indoor or outdoor activity equally likely:	10%

Average length of time children stayed at the Playstreet: ~1.5 Hrs

Repurposing the existing public realm: Playstreets Parent Ratings



Repurposing the existing public realm: Playstreets Lessons Learned

- **Partnerships are critical.**
- **Collaborate with programming partners** that offer structured play some of the time.
- Have **activities or games that involve ALL children ALL the time.**
- Provide **structured and unstructured activity** for children.
- **Get children active when in line-ups** for structured activities.
- Provide **equipment that allows children to play freely.**

Improvements to existing park and recreation spaces: Schoolyards to Playgrounds

- 258 NYC schoolyards to open to the public by 2013. (207 open so far)
- The playgrounds are opened after school, on weekends, and during school breaks.
- Capital improvements in 189 of the playgrounds, including play equipment, painted sports surfaces, trees and benches.



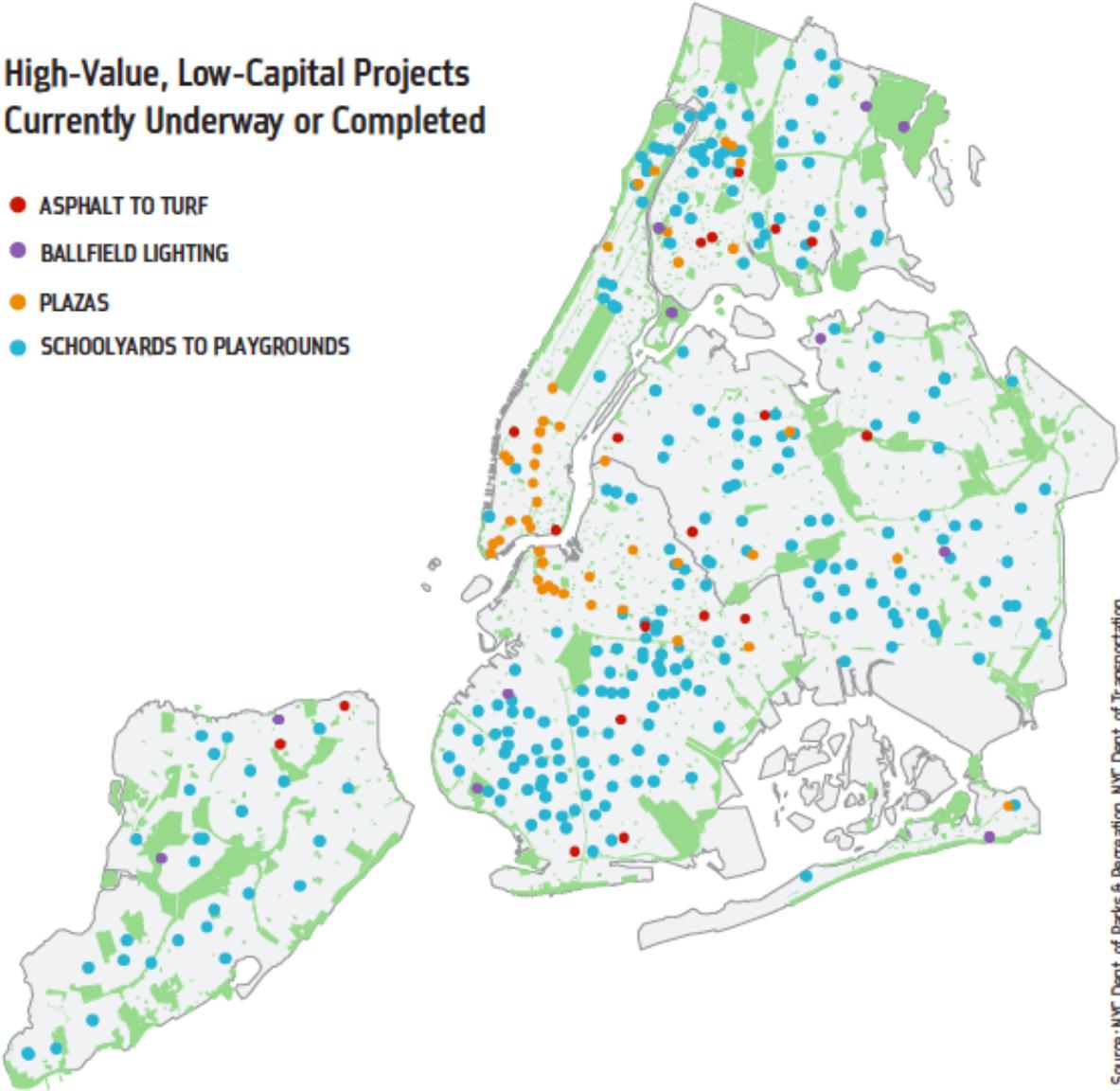
More info at:

<http://www.nycgovparks.org/greening/planyc/schoolyards>

Improvements to existing park and recreation spaces in NYC

High-Value, Low-Capital Projects Currently Underway or Completed

- ASPHALT TO TURF
- BALLFIELD LIGHTING
- PLAZAS
- SCHOOLYARDS TO PLAYGROUNDS



Source: NYC Dept. of Parks & Recreation, NYC Dept. of Transportation

Improvements to existing park and recreation spaces: Mini-grants for Children's Playspaces

Playstreets Mini-grants

Structural Improvement Mini-grants

- \$3,500 mini-grants awarded to 18 schools to pay for structural improvement including play structures, paint, stencils, etc. to create or improve active recreation spaces for children



Active Play and Recreation Programming: ShapeUp NYC

Search for Shape Up NYC Programs

Not that far from

Zip

Search

Bronx

Brooklyn

Manhattan

Queens

Staten Island

Location	Program	Day	Time	Details
Owen Dolen Recreation Center	Shape Up NYC: Zumba	Tuesday	7:00 p.m.-8:00 p.m.	Details
		Thursday	7:00 p.m.-8:00 p.m.	
St. James Recreation Center	Shape Up NYC: Physniques	Monday	6:00 p.m.-8:00 p.m.	Details
		Tuesday	11:00 a.m.-12:00 p.m.	



IT'S NOT FITNESS. **IT'S LIFE.**



More info at:
<http://www.nycgovparks.org/programs/recreation/shape-up-nyc>

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Active Play and Recreation Programming: Walk NYC & BeFit NYC



Empire 
BLUECROSS BLUESHIELD



BeFitNYC

More info at:

<http://www.nycgovparks.org/programs/recreation/walk-nyc>

<http://www.nycgovparks.org/befitnyc>

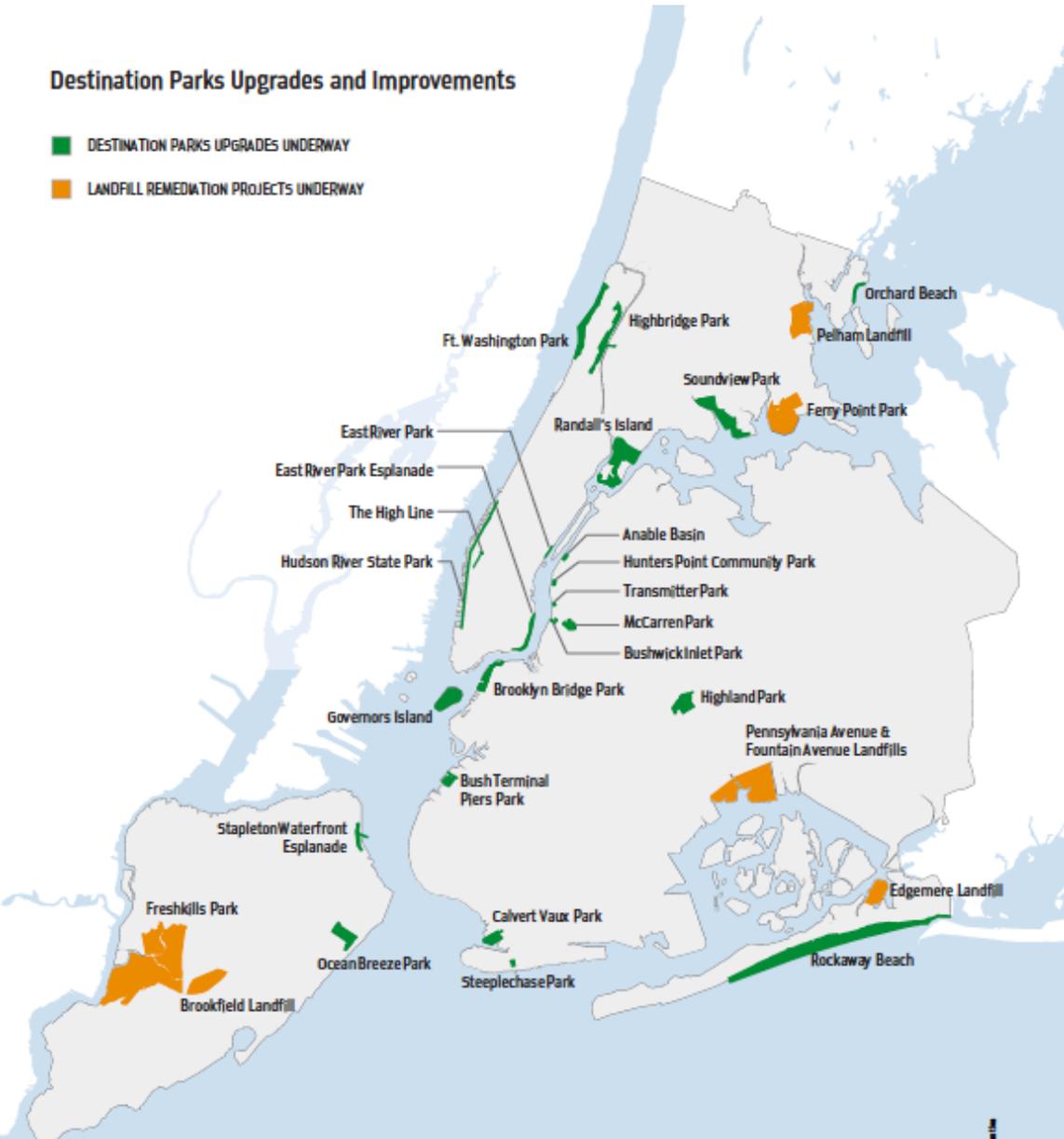
Join BeFitNYC on Facebook to:

- Find fitness activities in NYC
- Invite family and friends to get fit with you.
- Start a fitness group in your area

Building new park & recreation spaces

Destination Parks Upgrades and Improvements

- DESTINATION PARKS UPGRADES UNDERWAY
- LANDFILL REMEDIATION PROJECTS UNDERWAY



Freshkills Park



Develop the first public access areas overlooking Main Creek

East River Park Esplanade



Complete construction of 8.5 acres of East River Esplanade Park South, featuring water uses, educational uses, and café

Building new park & recreation spaces

BEFORE



HIGH
LINE



Building new park & recreation spaces: NYC Waterfront Plan



Cyclists relax at Brooklyn Bridge Park in Brooklyn

Building new park & recreation spaces: Community and School Gardens



- 1,000 Community Gardens in NYC
- 80% grow food
- 70 School Gardens in Grow to Learn NYC
- PlaNYC goal: 150 registered school gardens in NYC

Improving active recreation in new & existing buildings: LEED Physical Activity Innovation Credit

Intent: Improve the health of building users through physical activity while synergistically reducing environmental impacts

Requirements: Projects achieve strategies across Physical Activity Categories:

Active Recreation

Active Transportation

Active Vertical Circulation:

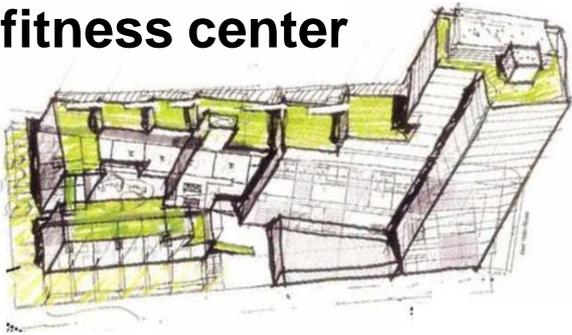
Visibility, Location, Functionality, Design & Aesthetics

Active Recreation Facilities:

- On-site dedicated exercise space
- Space for on-site exercise classes
- Exercise equipment for employee workstations
- Employee manual of exercises that can be performed at their desk
- Indoor children's play space
- Outdoor children's play space
- Co-locate children & adult active spaces together
- On-site, soil-based, community garden area
- On-site walking trails
- Map of publicly accessible trails around site

Improving active recreation in new & existing buildings: LEED Physical Activity Innovation Credit

Via Verde (Bronx, NY): **Community roof gardens & fitness center**



Affordable Housing projects



The Melody (Bronx, NY): **Indoor and outdoor fitness centers**



Improving active recreation in new & existing buildings: Schools, Worksites, and Other Buildings

**Gymnatoriums in schools:
Create additional physical
activity space**



The Emerald Garden



Nature Path

NO MAYBE YES



Exercise Room or Gym in building

Exercise class space

Walking trails & Open Space

Dedicated Community Garden Space

Outdoor active public facilities

Onsite playground or children's play space - indoor

Onsite playground outdoor

Within walking distance of a public school

ADULTS

CHILDREN

Lucile Packard
Children's
Hospital (Palo
Alto, CA):
**Active
Recreation
Spaces**