

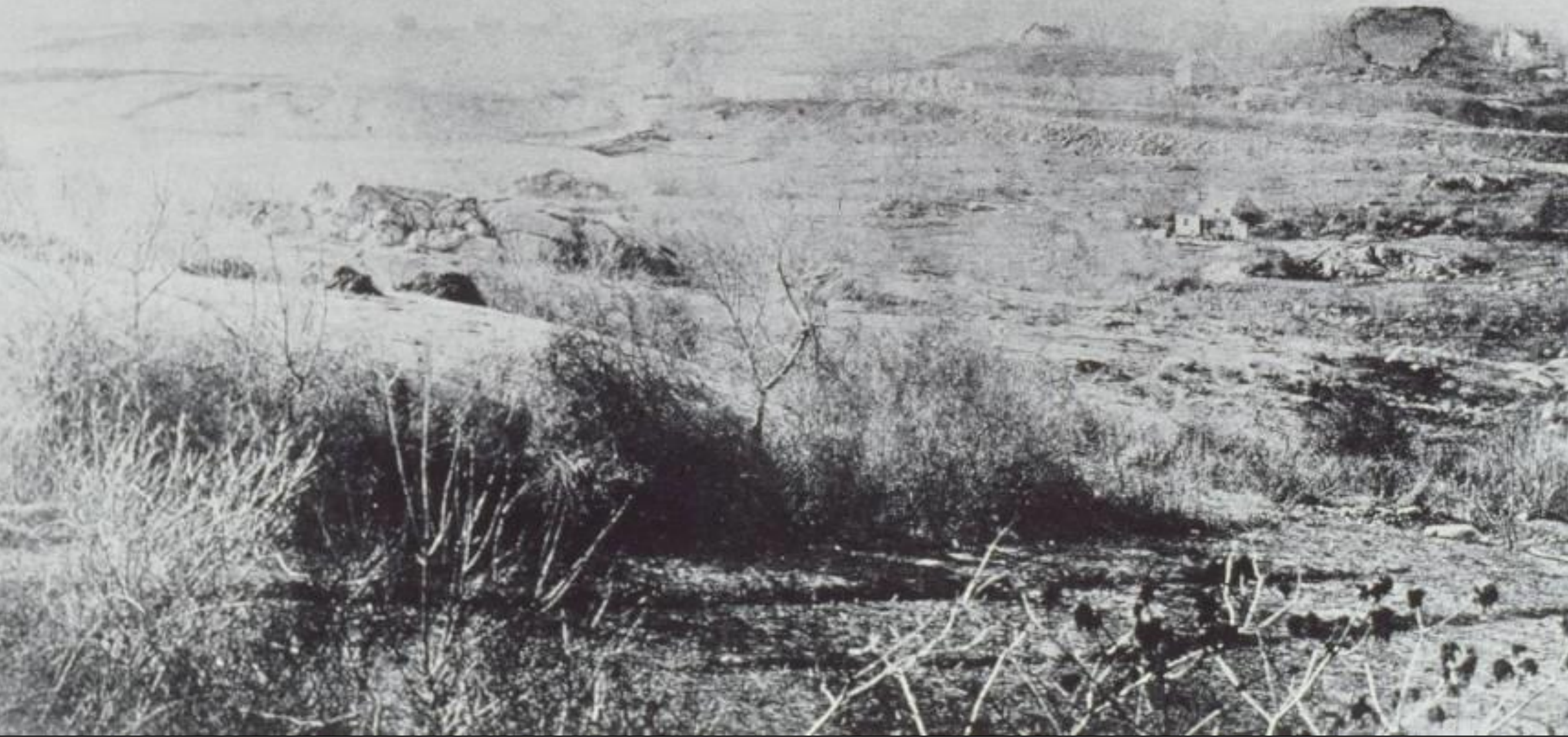
Institute for Urban Parks

Central Park Conservancy

Public-Private Partnerships: The Central Park Conservancy Experience

September 10, 2015

Central Park, 1857



An aerial photograph of Central Park in New York City. The image shows the park's layout with its winding paths, green spaces, and several bodies of water. The Hudson River is visible in the upper left corner. The surrounding city of New York is visible on all sides of the park. Overlaid on the image are two text labels: 'Upper Reservoir, 1864' at the top and 'Lower Reservoir, 1842' at the bottom, connected by a vertical ellipsis. The text is in a bold, white, sans-serif font.

**Upper Reservoir,
1864**

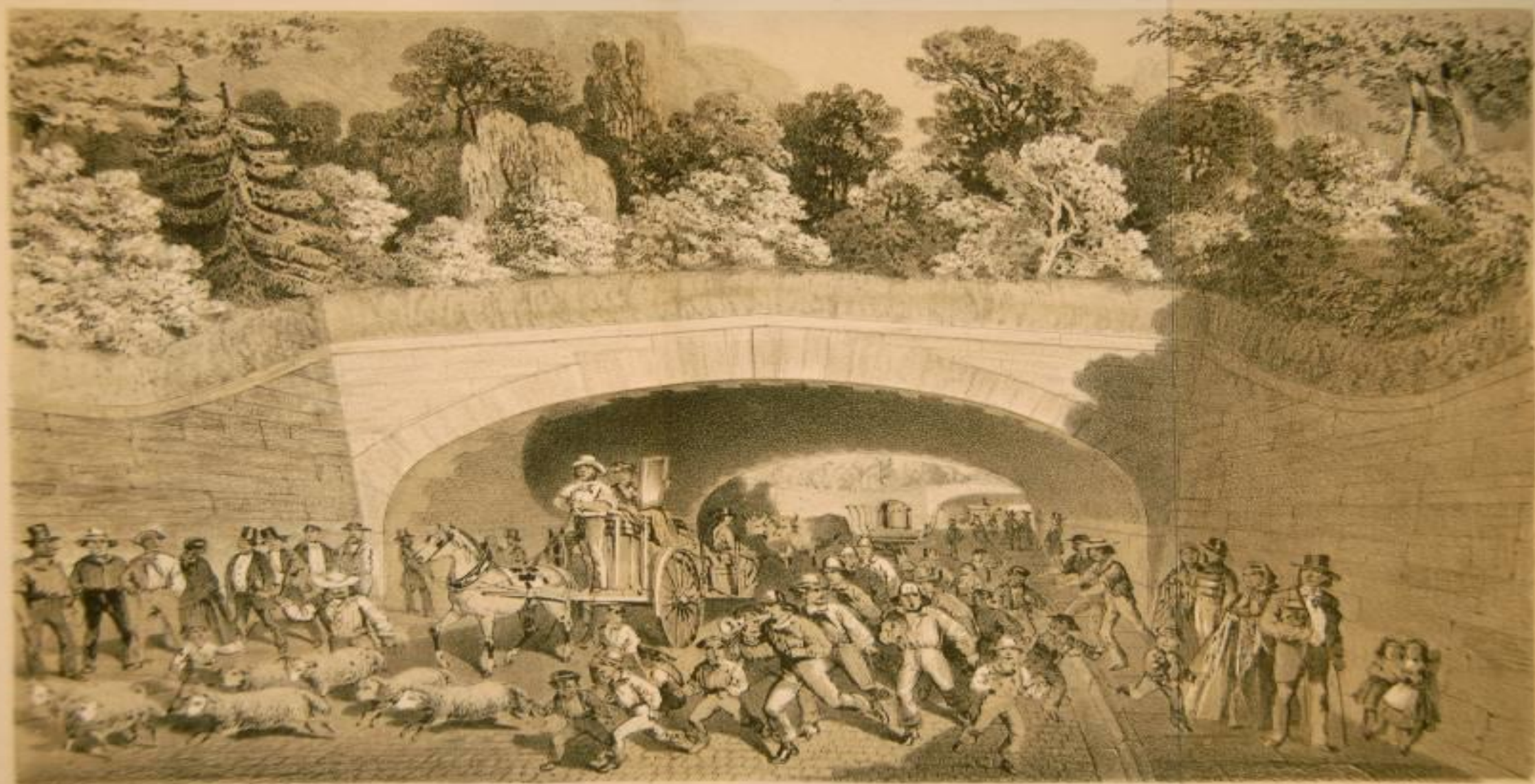
⋮

⋮

**Lower Reservoir,
1842**



Greensward Plan, 1858
by Olmsted and Vaux



W. H. WOOD, ARCHT. BY J. H. WOOD, ENGRAVER.

BRIDGES, VALLEY & WILSON, LITH. & ENGRAVERS, N.Y.









SWAN BOATS - CENTRAL PARK, N. Y.



North Meadow, 1875

The Cycle of Decline and Restore

The Mall, 1890s





The Mall, 1900



The Mall, 1930s



The Mall – 1980s

Central Park in 1980

The Great Lawn turned into a dust bowl, vandalism closed Belvedere Castle, beer cans filled the Pond, graffiti marred Bethesda Terrace, and no one entered the Park after sunset.

↓ 42%

DECREASE IN CITY
PARKS EMPLOYEES

↓ 60%

DECREASE IN CITY
PARKS DEPT.
APPROPRIATION

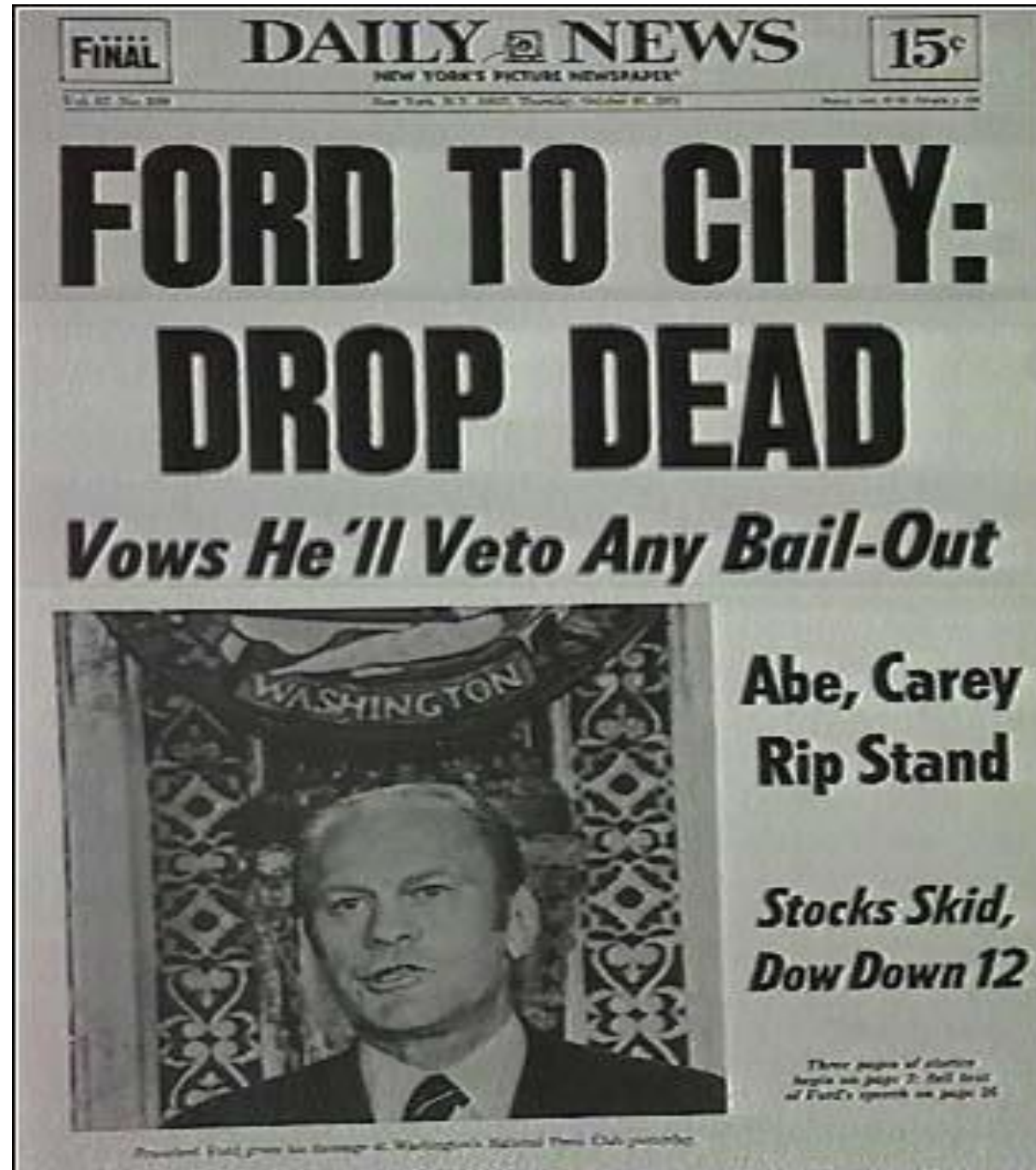
↓ 80%

DECREASE IN CITY
PARKS DEPT. CAPITAL
BUDGET



Source: *The Park and the People: A History of Central Park*.
Roy Rosenzweig & Elizabeth Blackmar. 1998.

NYC Fiscal Crisis







SMACK → 1
SYSTEM







The Savas Report





Central Park Conservancy, 1980

Park-wide Studies:

- › History and Archives
- › Circulation: Drives, Paths and Bridle Trail
- › Vegetation
- › Wildlife
- › Structures
- › Topography, Soils
- › Hydrology
- › Use
- › Management



Rebuilding
Central Park
A Management and
Restoration Plan



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graph BT; A[Commissioner NYC Parks & Recreation] <--> B[Board of Trustees Central Park Conservancy]; B <--> C[President & CEO, Central Park Conservancy, and Central Park Administrator]; C <--> D[Central Park Conservancy, NYC Parks Dept. staff];
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Commissioner
NYC Parks & Recreation

Board of Trustees
Central Park Conservancy

President & CEO, Central Park
Conservancy, and Central Park
Administrator

Central Park Conservancy,
NYC Parks Dept. staff



Contract with the City, 1998

2013 Contract Highlights

- 10-Year Term
- Formalizes the work we do to help other parks
- City contributes 25% of annual funding



The Transformation of Central Park 1980-2015



Park Lighting



Benches







Sheep Meadow



Restored, 1980

Belvedere Castle



Restored, 1983



Conservatory Garden



Restored, 1983



Bethesda Terrace





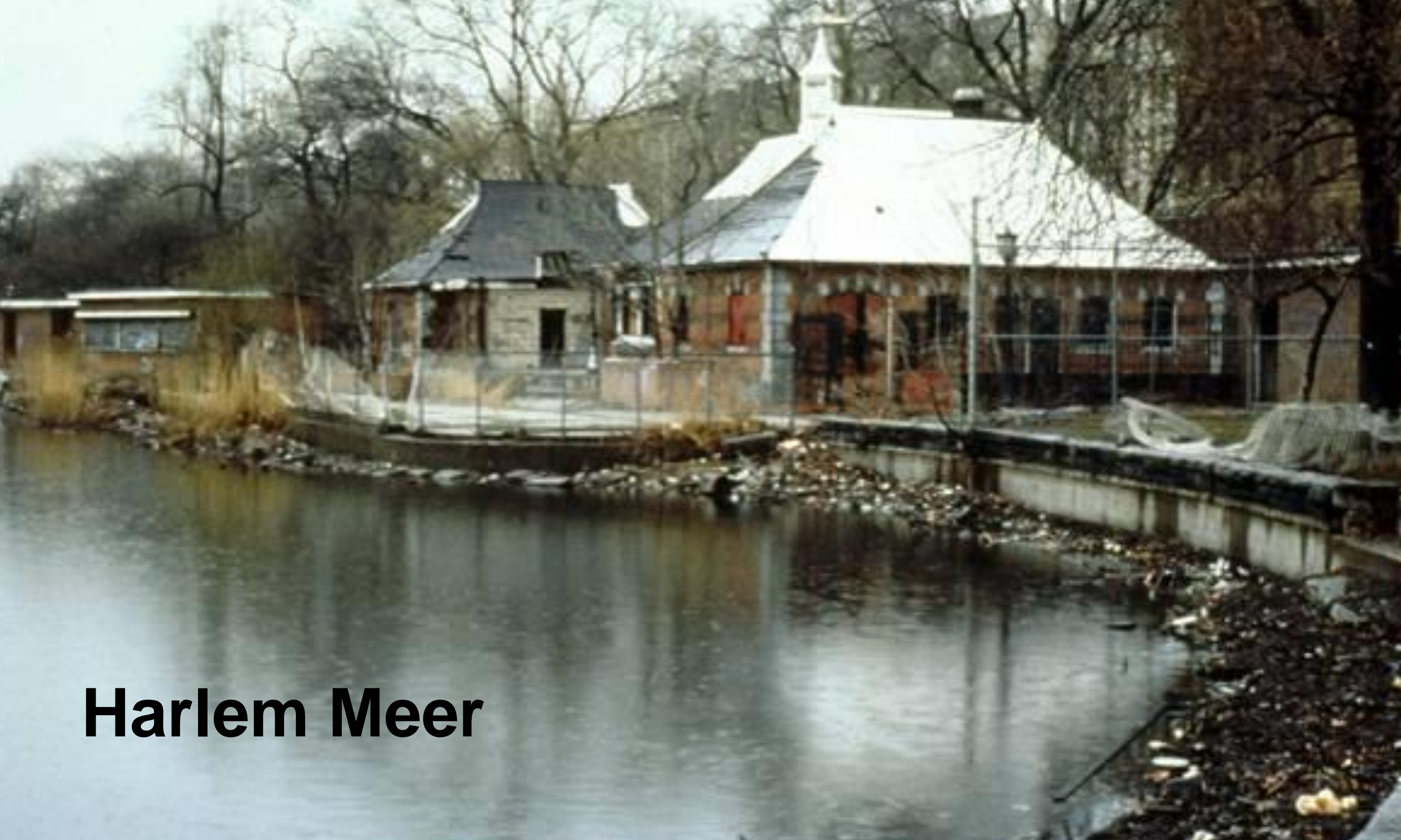
Restored, 1987

The Ravine





Restored, 1992



Harlem Meer



Harlem Meer and Dana Discovery Center Restored 1993

Great Lawn





Restored, 1997



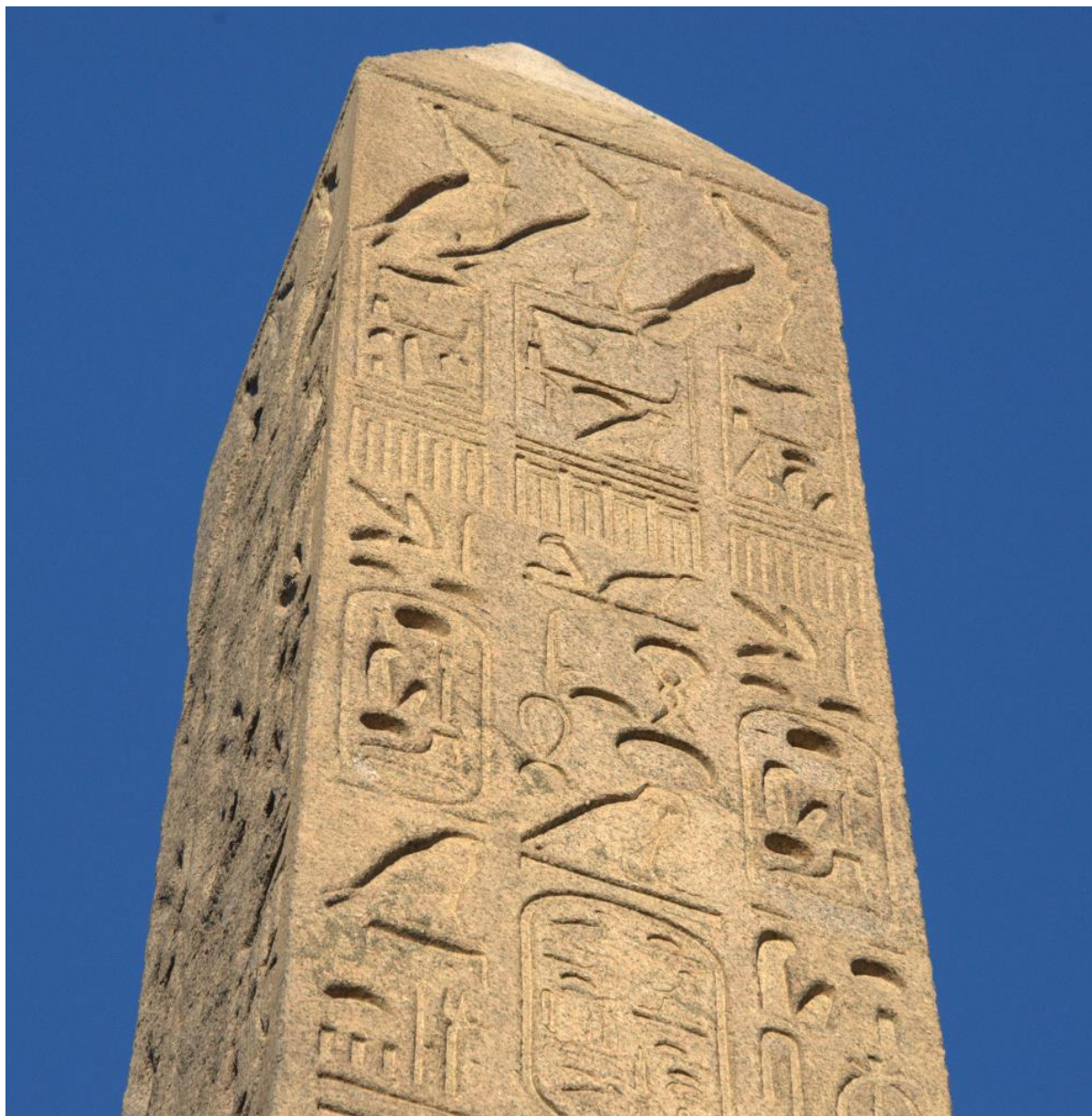
The Pond



Restored, 2001

OBELISK RESTORATION, 2014





**Cleopatra's Needle Restoration
Metropolitan Museum of Art, 2014**



ARSENAL RAMP SITE IMPROVEMENT, 2015

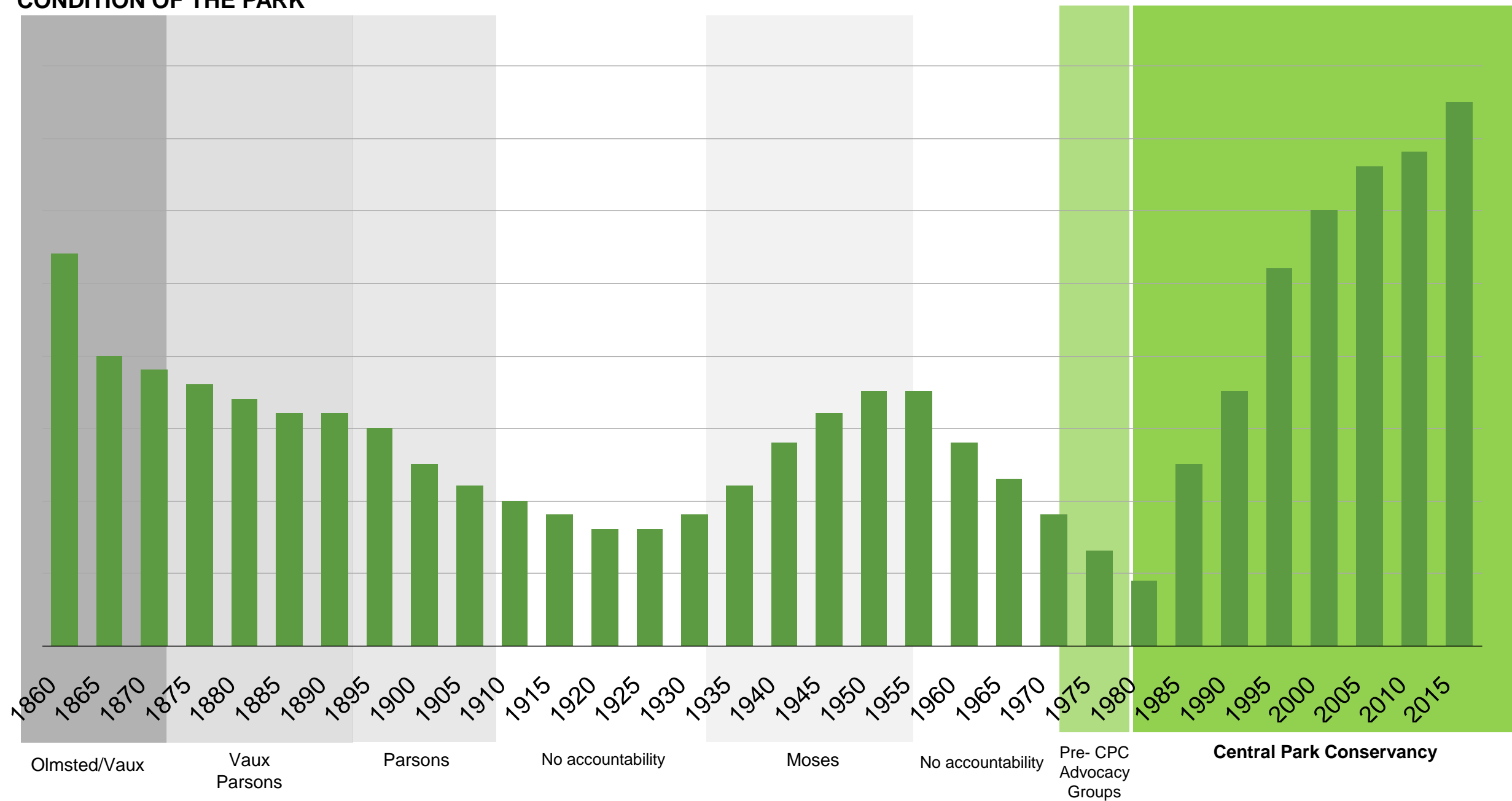


RUNNING TRACK RESTORATION, 2015



Central Park Management History

CONDITION OF THE PARK





Zone Management System, 1995

Volunteer Staff





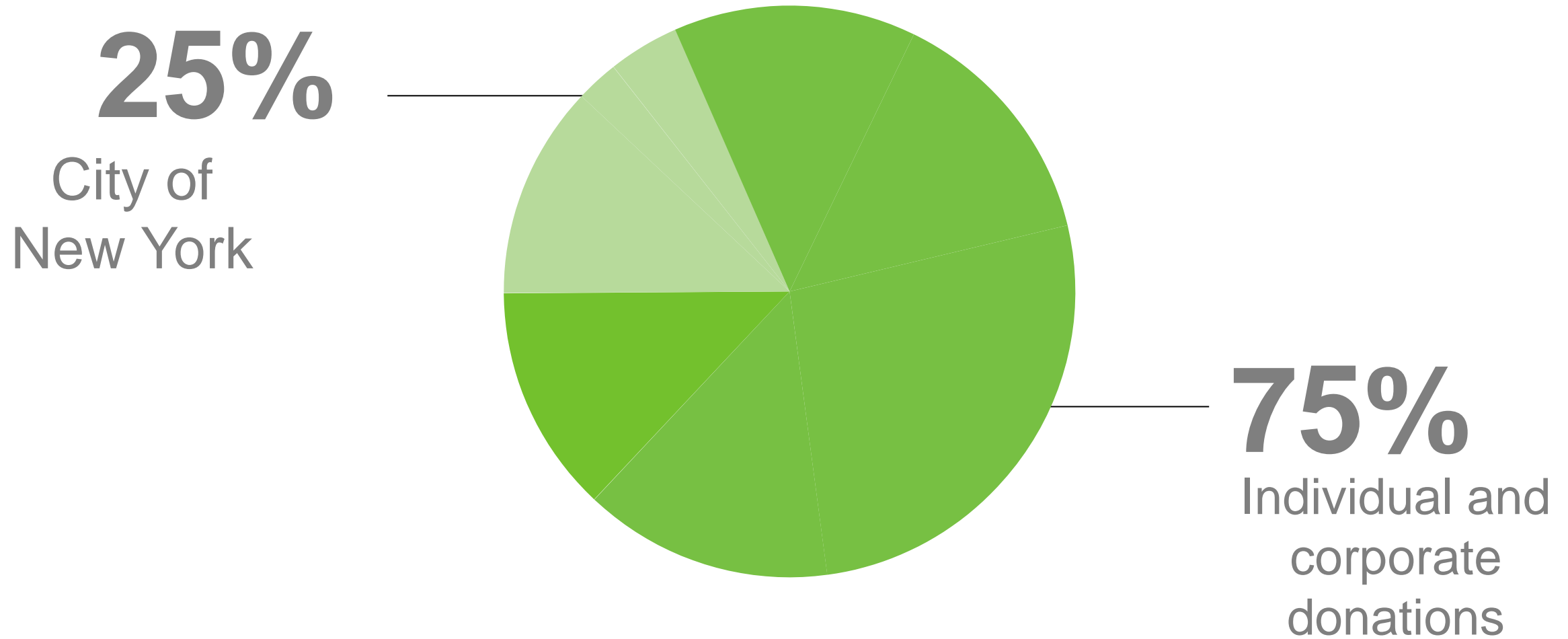
42 Million Annual Visits

CENTRAL PARK
CONSERVANCY
central to the park

35
YEARS

Funding Contribution

A public park financed by the private sector



Central Park's Annual \$1 Billion Effect

Central Park is responsible for more than \$1 billion in annual economic activity and revenue for New York, according to an independent study

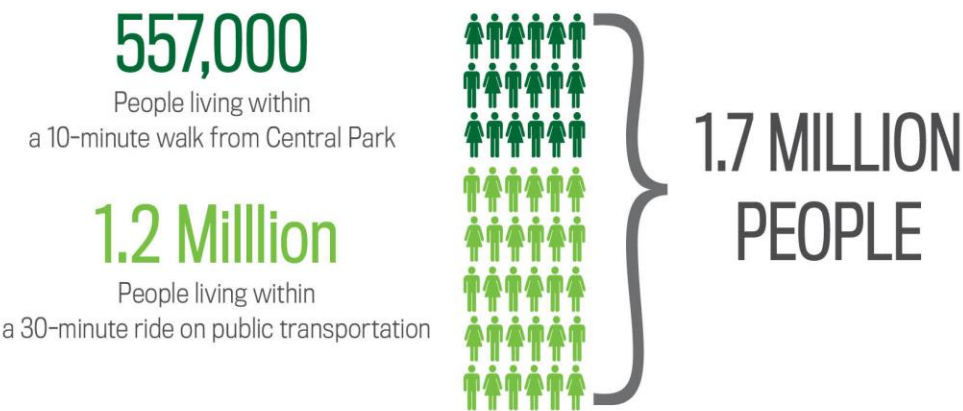


Quality of Life

Central Park is much more than a public green space. It is central to the cultural, educational, and business communities of New York City.

Proximity to the Park*

Central Park serves a large community, with over 1.7 million people living within a short walk or commute.





Our Vision for the Future –
Strategic Tracks









A large group of approximately 100 people, mostly wearing dark jackets and green lanyards, are posing for a group photo in a brick-paved plaza. In the background, the Apollo Fountain with its winged statue is the centerpiece, surrounded by a circular pool of water. The plaza is bordered by ornate stone pillars and green flags. The scene is set in a park with trees and a pond in the distance.

Thank You!