




Welcome to the 2017 FRPA Conference!

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Building on the Legacy
75 years of Recreation
and Parks Heritage


John McCarthy

Executive Director
Gulf Coast Heritage Association
Osprey, Florida



Learning Objectives

- Learn the role of recreation and parks throughout the ages, with special emphasis on Florida.
- Learn how to explore the role of your own parks systems in the development of your community.
- Learn how to weave your own department's history into communications and marketing



park [pahrk] noun:

"An area of land, usually in largely a natural state, for the enjoyment of the public, having facilities for rest and recreation, often owned, set apart and managed by a city, state or nation"



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Parks are Essential to People

- › Often the only common ground
- › Places where everyone is welcomed
- › Places where families can play
- › Get-away from noise and work
- › Places to interact with other people
- › Places of heritage, culture and reverence
- › Places to make your community special

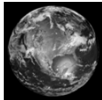


People + Parks = Prosperity

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In the beginning...

- › Our Earth was once just one big park
- › Native plants for landscaping
- › Lean-to shelters, chickee huts, or caves for shade
- › Numerous campgrounds with fire-pits and gardens



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The first documented park

The Garden of Eden

- › First community garden
- › First social gathering spot
- › First clothing-optional park
- › First invasive reptile observed
- › First park ordinance (*hands off them apples!*)
- › First park documented in print



Humanity began in a park

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Parks throughout the ages...

Ancient Egypt had parks!



- › *"I have made fruitful the whole land with the fruit of trees and shrubs. My hand did all this so that people may sit in the shade"*
– Ramses III 1182 BC
- › *"I've protected the enclosure of the park in order to prevent the public from trampling it with their feet"*



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Parks throughout the ages...

Ancient Assyria and Babylonia had parks!

- › 900 BC – parks were established as site for royal hunting parties
- › Parks also provided a setting for feasts and assemblies
- › Hanging Gardens of Babylon

One of the Seven Wonders of the Ancient World



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Parks throughout the ages...

Ancient Greece & Rome had parks!



- Greeks developed the art of town planning and included parks, gardens, theatres, gyms and baths
- All citizens were expected to participate in sports and games
- Romans took town and park planning to a whole new level



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Parks throughout the ages...

England used parks to increase health – 1700s

- Created more small parks in urban areas and observed contagious disease declined (*first park outcome study?*)
- Vauxhall – a pleasure resort – admission price excluded the “rabble”
- Hyde Park and St. James Park – “upper class promenade”



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Parks throughout the ages...

Colonial America had parks!

- Common greens were established in Massachusetts, Connecticut, Vermont and New Hampshire
- New city designs included parks and open spaces
 - Philadelphia
 - Savannah
 - Washington D.C.



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Early visions of parks...

- › Artist George Catlin 1841 – called for “*nations park*” to preserve buffalo
- › James Fennimore Cooper – *The last of the Mohicans*
- › Henry David Thoreau – *Walden* +
- › Artist Thomas Cole – founder of *Hudson River School*

Theme: American wilderness viewed as more than a challenge to overcome



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Roots of the National Park System

- › 1781 – National Military Parks (memorials)
- › 1832 – Hot Springs Arkansas (federal reserve)
- › (NYC Central Park 1857)
- › 1864 – Yosemite Valley + Mariposa Big Tree Grove (CA)



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Yosemite and Mariposa

- › A leading advocate was Frederick Law Olmstead (Central Park)
- › Initiated by State of California
- › Authorized by President Abraham Lincoln in 1864 as *state managed reserve*
- › “To be held for public use, resort and recreation”



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Yellowstone



- › Dedicated in 1872 by President Ulysses Grant
- › *"set apart as a public park or pleasuring ground for the benefit and enjoyment of the people"*
- › 1881 U.S. Army Fort established to protect area – the start of "Park Rangers"



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Yellowstone

First national park in the world



- › Park creation advocated by naturalist Ferdinand V. Hayden
- › Northern Pacific Railroad Company was seeking major destinations for their route through Montana.



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John Muir



- › Known as the *Father of the National Parks*.
- › *Conducted field studies in the Sierra Nevada and published his findings in 1876*
- › First to observe that valleys were shaped by glaciers
- › Observed overgrazing and mismanagement of Yosemite by State of California.
- › Inspired National park System – 1890
- › Proposed National Forest System – 1895



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National Parks

- ▶ Muir leveraged relationship with *Century* Magazine publisher Robert Underwood Johnson
- ▶ Inspired President Benjamin Harrison and Congress to adopt National Park Bill in 1890 to protect large natural areas
- ▶ Sequoia National Park
 - Mount Whitney – highest point 14,505'
 - General Sherman – one of world's biggest trees



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Theodore Roosevelt

- ▶ The president spent three days camping in Yellowstone with John Muir – 1903
- ▶ Created 5 National Parks (Crater Lake, Wind Cave, Sully's Hill, Mesa Verde, added to Yosemite)
- ▶ Created 18 National Monuments
- ▶ Protected 100 million acres of national forests
- ▶ Signed Antiquity Act of 1906



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National Park System

- ▶ Created in 1916 – 44 years after Yellowstone
- ▶ 1933 Consolidation of memorials and other special places as part of one National Park Service
- ▶ Creation of Civilian Conservation Corps (this prompted era of state parks)



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The Emergence of Urban Parks

- › At the same time advocates were seeking the preservation of National Parks, urban advocates were promoting city parks
- › Instead of preservation of nature, re-creation of nature for people's delight
- › Cause championed by many, including Frederick Law Olmstead, the same advocate who pushed for Yosemite as National Park



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New York City's Central Park

- › New York City population quadrupled from 1821–1855
- › People retreated to cemeteries to get away from noise and pace of city life
- › Need for park expressed by William Cullen Bryant (poet, editor of *New York Evening Post*) as early as 1844



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Andrew Jackson Downing

- › Published *The Horticulturist* Magazine (1846–1852)
- › Advocated for a New York City park
- › Saw need for a place for “open air driving”
- › Mentor to Frederick Law Olmstead
- › Died in steamship explosion in 1852



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Central Park Development

- › Site selected was low income housing
- › Eminent domain used to acquire
- › \$5million for the original 700 acres
- › Design competition held to select Landscape Architect
- › Design contract awarded to Frederick Law Olmstead and British-born Calvert Vaux



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Frederick Law Olmstead

- › Significant journalist
- › 1852–1857 explored the deep south (advocated against slavery)
- › Explored California
- › Travelled to Europe
- › Park design philosophy inspired by Birkenhead Park and Derby Arboretum in London
- › Awarded Central Park design contract in 1858



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Central Park Design

- › The heart of New York City
- › Separate circulation for pedestrians, horseback and pleasure vehicles
- › 36 bridges – no two alike
- › Deliberate placement of every bench, tree, light-post, etc.



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Can you imagine...

...New York City without Central Park?

- › 843 Acres
- › 21 children's parks
- › 6% of Manhattan's total acreage
- › 40 million visitors a year!
- › Operated by park foundation (who provide 75% of \$57m budget)

Strategic management: *graffiti does not last 24 hours, litter gone by 9am, broken benches or playgrounds fixed on-the-spot*



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City Beautiful Movement

...In response to crowded tenement housing

City design and beautification to create a *harmonious social order* and *increase quality of life*

- › 1893 Columbian Exposition in Chicago
- › 1902 National Mall in Washington D.C.
- › 1920 Riverwalk in San Antonio, Texas
- › 1920's Coral Gables in Dade County, Florida



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Florida State Park Origins



- › 1933 Civilian Conservation Corps established as part of federal *New Deal*

- › 1935 Florida Park Service created under Florida Board of Forestry



- › 1935 – Florida's first four state parks
 - Torreya State Park (Liberty County)
 - Gold Head Branch State Park (Clay County)
 - Hillsborough River State Park (Hillsborough County)
 - Myakka River State Park (Sarasota County)



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Florida State Park Origins



Ravine at Gold Head
Branch State Park
1930s



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Florida State Park Origins



Highlands Hammock
Under construction
1937



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State Park Origins



Ranger Academy
Wekiwa Springs



Lake Griffith State Park



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Florida State Parks

- › 1953 – Visitation tops 1 million
- › 1969 – Board of Parks and Historic Memorials combined with Florida Outdoor Recreation Development Council to form **Division of Recreation and Parks** (*this is the first time recreation and parks connected as one entity*)
- › 1971 – First prescribed fire (Falling Waters)
- › 1972 – Visitation tops 10 million!
- › 1993 – Friends of Florida State Parks



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Origin of City and County Parks

Park creation follows Florida's growth spurts

- › 1900–World War I: towns and city's establish waterfront parks, recreational amenities and band-shells
- › 1920' parks included in residential subdivisions
- › 1920's expansion of parks as tourist attractions
- › 1930's cities use Federal Works Progress Administration (WPA) \$ to build parks and recreation centers



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Community Park Origins



"Bubs"



Lake Osceola 1882

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Community Park Origins



Live Oak Recreation Center
1958

Fred Gibbons 1910
Marathon
workers recreation hall.

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Community Park Origins



St. Pete Pier 1920s
Now being
reimagined.



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Community Park Origins




Casino at Daytona Beach




Green Derby
Tallahassee
1939

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Community Park Origins





Paul Speer
Recreation
Center Arcadia
1920s



Homeside Park Lodge
Homeside Park Fla. 1931

Community Park Origins



Edna Lee and Dicksey 1927

Community Park Origins



Lake Virginia 1920s

Community Park Origins

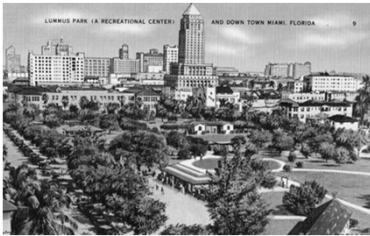


1920s



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Community Park Origins



Lummus Park Miami
1930s

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Community Park Origins

Bayfront Park Miami



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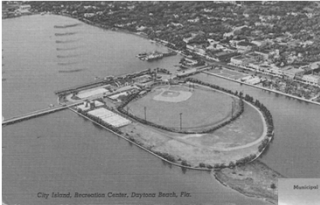
Community Park Origins



Recreation centers blossomed in the 1920s and 1930s

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Community Park Origins



City Island Recreation Center Daytona Beach

Bayfront Recreation Center - Sarasota



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Community Park Origins



WWII 1942 45



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Community Park Origins



WWII 1942 45



Gainesville Service Men's Club
run by Parks and Recreation

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Community Park Origins



WWII 1942 45



Gainesville Service Men's Club
run by Parks and Recreation

Camp Blanding 1941

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Community Park Origins



Crystal River Park
1930s



Inverness Recreation Center 1930s



Vero Beach Recreation
Center 1930s


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Community Park Origins


Tallahassee Parks




Capt. William C.
Lewis Park 1885




Woodville Park
1935 (Leon Cty)



Leon park 1911



The Green Derby 1939




1951


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Community Park Origins


Tallahassee Parks



Named for Famous
FAMU Football
Coach



The Green Derby 1939




Making Valentines


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Community Park Origins


Tallahassee Parks



Dade Street
Recreation Center
1959



Teen
Center
1955



1966

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Community Park Origins

Segregated parks



Bellair Park
Hillsborough River
Privately Operated



Oleno State Park 1935



Ranger Andrew Hill
Beaseley Park
Ft Walton Beach

55

Community Park Origins

Park Trams



Myakka River State Park



Crandon Park Miami

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Community Park Origins



Natural Beauty!

57

Community Park Origins

The nations first "underwater park"



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Community Park Origins



Dreher Park West Palm Beach
1967

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Evolution of Local Parks

- Post World War II population explosion requires more parks
- Suburban growth and beach acquisitions prompt emergence of county parks and recreation departments
- Many county departments began as park or recreation boards, followed by establishment of professional staff and departments.



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Florida's National Parks

Charles Rosier Royal
Palm State Park 1916
"Temporary Quarters"

Royal Palm State
Park became the
nucleus for
Everglades
National Park.



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Everglades National Park



Ralph Maxwell
1953

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Everglades National Park

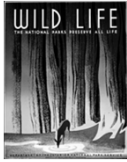


Ranger led tour
1970s

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Themes

- › As America's natural wonders were discovered – a concern about their protection and ability for all to enjoy
- › Early naturalists and writers advocated for parks
- › As population increased, urban planners recognized essential value of parks



"A people without the knowledge of their past history, origins and culture is like a tree without roots"
Marcus Garvey (1887-1940)



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NRPA: Parks as Community Value

- › Air Quality
- › Water Quality
- › Proximate Value Increase
- › Sustainability Strategies
- › Tourism
- › Direct Revenue – earnings
- › Indirect Revenue – multiplier
- › Social Values: health and wellness, community cohesiveness and education



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Our roles as stewards of the commons

- › Set aside/acquire
- › Maintain
- › Event support
- › Renovation
- › Safety
- › Stewardship
- › Courteous and professional
- › Create welcoming atmosphere



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Our roles are essential

- History shows that the development of parks has paralleled the development of civilization
- 1000 people move to Florida each day!
- Population growth demands more parks



"Parks and Recreation is the best antidote we have for Florida's expected growth"

Annon E. Moose



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If you were a doctor, what ailments could you treat with a *parkscription*?

- Boredom
- Isolation
- Depression
- Diabetes
- Heart Disease
- Loneliness



*Purple pill
or purple
sunset?*

What else could you write a parkscription for?



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Worksheet – What's your park story?

- How do you describe the value of your parks with the community?
- What is your role in changing perceptions about parks? from *"just fun"* to *"essential"*
- How can you inspire others such as staff, volunteers to understand the real value?
- If history really does repeat itself, **Florida's Future** is in your hands...



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John McCarthy

Executive Director, Gulf Coast Heritage Assoc.

john.mccarthy@historicspanishpoint.org
941 915 1156





For more information about the Florida Recreation and Park Association visit www.frpa.org.
