



Forde and Mollich

*Orange County
Great Park Corporation
Master Designer
Online Poll Report*

Orange County Great Park

Master Designer Online Poll

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EXECUTIVE SUMMARY

The Orange County Great Park Corporation conducted an online poll to give the public an opportunity to comment on the work of seven firms competing to become Master Designer of the Orange County Great Park.

Renderings produced by the designers with descriptive text were rated by respondents on a 1-10 scale with 1 being very poor and 10 being excellent.

Four renderings were polled for each designer. To the extent possible, the renderings included the designers' master plan, a distinguishing feature, a passive or natural feature and a sports or recreational feature.

Following the rating of the four renderings, respondents were asked to answer four questions relating to the overall quality of each plan:

- **Attendance** – Is this the kind of park you would like to visit?
- **Desirability** – Would this park enhance the quality of life in Orange County?
- **Usability** – Would this park offer more than your local parks?
- **Uniqueness** – Would this park be a major landmark in Orange County?

Respondents were then given the option to provide open-ended comments on each of the plans.

A range of methods were utilized to bring attention to the design process, including cable television advertising, newspaper ads in the Orange County Register and the Irvine World News and e-mails with a direct link to the online poll.

During the two week period that the poll was active, 3,380 participated and there were more than 3,800 open-ended comments which are summarized in this report.

It should be noted that this type of poll is qualitative and not quantitative research. Although numerical scales were used to give participants a means of reacting to these designers' work, their "scores" are representative only of the views of poll respondents and not of the people of Orange County as a whole.

This is because the respondents represent those who chose to participate rather than a random sample of all residents.

Responses to this poll should be evaluated in a manner similar to the comments given at public meetings. It is the equivalent of 34 public meetings throughout the county, each attended by 100 people who spent 20 minutes commenting on the designs. A rough equivalent of 1,100 hours of public comments.

Suffice it to say, this is the most comprehensive public outreach program ever conducted on the design of a public works project in Orange County.

General Perceptions

Respondents favor park plans that offer a variety of active recreation uses and passive recreation features. Structures, iconic features and undeveloped habitat areas are less important.

Respondents want a park that looks like a park and has features that are well integrated, easy to get to and easy to use.

The Master Plans

Looking at a combination of public comments and question responses, the desired designs seem to fall in two broad categories.

The first is the “deconstructed” plan which offers a variety of uses which are constructed in an organized manner but do not visually remind the viewer of the former base. These plans also tend to allow different areas of the park to flow into each other as opposed to creating distinct zones.

The plans by Richard Haag, Ken Smith, and EMBT are examples of this kind of plan.

The second set of plans are more formal and structured. These plans retain the shape of a runway or runways as a prominent feature of the design. They are more geometric and tend to separate the park into distinct zones, each with distinct uses and features.

The plans by Ábalos & Herreros, Hargreaves Associates, Olin Partnership, and Royston Hanamoto Alley and Abey are examples of this style.

Generally, the “deconstructed” plans received higher scores and more favorable public comments. The Richard Haag plan received the highest overall score but mixed public comments. The Ken Smith plan received a combination of high overall scores and favorable public comments and, as a whole, would have to be considered the most popular plan overall.

EMBT was the weakest of the deconstructed plans but was near the middle overall. This plan was difficult for respondents to evaluate due to its abstract and highly conceptual presentation.

The Olin Partnership and Herreros plans were the most controversial. The rowing canal, the defining feature of the Herreros plan, elicited strong responses. People either loved it or hated it, with the hating outpacing the loving by a 2-1 margin.

The equally bold Olin plan was controversial for a different reason. About two thirds of respondents felt it placed too much emphasis on undeveloped open space that would be “unusable” by the public.

Here is a summary of the plans and ratings by respondents.

Rank	Best Master Plan (Score)	Score	Best Master Plan (Comments)
1	Richard Haag	6.68	Ken Smith
2	Hargreaves & Associates	6.46	Royston
3	Ken Smith	6.27	EMBT
4	EMBT	6.00	Richard Haag
5	Olin Partnership	5.90	Hargreaves Associates
6	Royston Hanamoto Alley and Abey	5.85	Olin Partnership
7	Ábalos & Herreros	5.59	Ábalos & Herreros

Specific Features

Four of the design finalists did a superior job in defining specific features of their plans, which appealed to the public.

Richard Haag’s vision of a 30-acre Great Lake and his Long Garden Village set along the path of the former runways captured the public’s imagination.

Ken Smith’s Great Park Canyon and Habitat Park received high scores and favorable public comments.

Royston’s Museum District and Sports Park received very favorable reviews.

Hargreaves’s natural landscape was the strongest feature of their plan.

The least popular feature of all the plans was the Ábalos & Herreros rowing canal.

Rank	Designer	Feature	Score
1	Richard Haag	The Great Lake	6.89
2	Royston	Museum District	6.75
3	Ken Smith	Great Park Canyon	6.74
4	Hargreaves Associates	Natural Landscape	6.58
5/6	Ken Smith	The Habitat Park	6.53
5/6	Richard Haag	Long Garden Villages	6.53
7	Richard Haag	Active Recreation Areas	6.39
8	Ken Smith	Millennium Memorial	6.29
9	Royston	Sports Park	6.27
10	Hargreaves Associates	Sports Park and Shade Roof	6.15

Four Questions of Quality

The four YES or NO questions related to each designs four elements of “quality”:

- **Attendance** – Is this the kind of park you would like to visit?
- **Desirability** – Would this park enhance the quality of life in Orange County?
- **Usability** – Would this park offer more than your local parks?
- **Uniqueness** – Would this park be a major landmark in Orange County?

Rank	Attendance	Desirability	Usability	Uniqueness
1	Haag	Haag	Smith	Smith
2	Smith	Smith	Royston	Haag
3	Hargreaves	Hargreaves (Tie)	Hargreaves (Tie)	Royston
4	Royston	Royston (Tie)	Haag (Tie)	Hargreaves
5	Olin	Olin	EMBT	Olin
6	EMBT	EMBT	Olin (Tie)	Ábalos
7	Ábalos	Ábalos	Ábalos (Tie)	EMBT

On these four questions of “quality” the firms are separated into two tiers, with Haag, Hargreaves, Royston and Smith on the top tier and the firms of Ábalos, EMBT and Olin on the second tier.

Conclusions

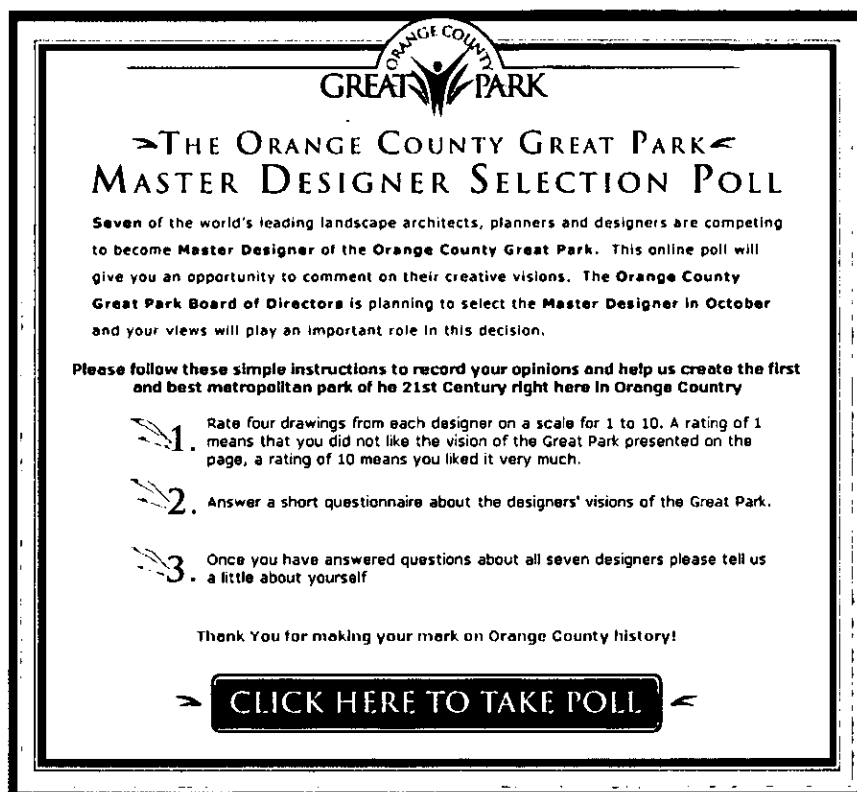
This survey does not indicate that any designer or design is head and shoulders above the others. All have their strengths and weaknesses. Some themes can be seen throughout the study.

- Ken Smith Landscape Architect was consistently among the strongest in all areas of the study, ranking #1 in public comments, #1 in usability and uniqueness, #2 in attendance and desirability, #3 in top feature and #3 for overall master plan.
- Richard Haag also has consistently high rankings, #1 for master plan, #1 for best feature, #1 for attendance and desirability, #2 for uniqueness, but suffers from weaker public comments than the Smith Plan.
- Royston Hanamoto Alley and Abey ranked #6 for the overall master plan, but received strong public comments and strong ratings on its features with the #2 feature overall. The Royston plan also ranked #2 in usability.
- Hargreaves and Associates ranked #2 in its master plan but received mixed public comments. Their top feature ranked #3 and they also ranked #3 attendance, desirability and usability.
- The plans of Olin Partnership and Ábalos & Herreros were in many ways the most dramatic but were not as well received by the respondents. Their master plans ranked in the bottom three. They were at the bottom of all four questions of quality, and not one of their features ranked in the top ten. Both plans received the most negative public comments relating to their signature features, the Ábalos & Herreros rowing canal and the Olin Partnership central marsh.

- EMBT was a difficult plan for respondents to understand and rate in the context of this study. Though the master plan ranked fourth and received many favorable public comments for its creativity, many people simply did not understand the plan. EMBT's lack of clear defining features also hurt its ranking. The abstract nature of the EMBT plan makes it difficult to accurately compare to others.

METHODOLOGY

An online poll was constructed for the Orange County Great Park Corporation to enable Orange County residents to provide feedback about the seven Master Designer finalist submissions. This online poll was conducted went live on Monday, September 12 and ran through Sunday, September 25.



The screenshot shows a webpage for the "Orange County Great Park Master Designer Selection Poll". At the top is the logo for "Orange County Great Park". Below the logo, the title reads "THE ORANGE COUNTY GREAT PARK MASTER DESIGNER SELECTION POLL". The main text states: "Seven of the world's leading landscape architects, planners and designers are competing to become Master Designer of the Orange County Great Park. This online poll will give you an opportunity to comment on their creative visions. The Orange County Great Park Board of Directors is planning to select the Master Designer in October and your views will play an important role in this decision." Below this, it says: "Please follow these simple instructions to record your opinions and help us create the first and best metropolitan park of the 21st Century right here in Orange County". There are three numbered instructions: 1. Rate four drawings from each designer on a scale for 1 to 10. A rating of 1 means that you did not like the vision of the Great Park presented on the page, a rating of 10 means you liked it very much. 2. Answer a short questionnaire about the designers' visions of the Great Park. 3. Once you have answered questions about all seven designers please tell us a little about yourself. At the bottom, it says "Thank You for making your mark on Orange County history!" and there is a button that says "CLICK HERE TO TAKE POLL".

Why the Internet was Used

The Internet was used to gather public feedback about the Master Designer submissions for a number of important reasons.

1) Accessibility

The Internet provides equal opportunity access to any resident with an internet connection. Two-thirds of respondents to the countywide poll conducted in July reported having Internet access. Residents without an internet connection can access the Internet for free at any public library. This eliminated the need for residents to make a special trip to the Irvine Civic Center in order to view and respond to the design submissions, making the competition much more accessible to residents from all areas of Orange County. For these reasons it was felt that the Internet provided the broadest possible access to residents interested in commenting on the Master Designer finalist submissions.

2) Direct Link Via E-mail

Because the survey was online, we were able to send thousands of e-mails to Orange County residents asking them to participate in the Master Designer selection process with a link directly to the survey page. This provided the end user with a very easy and effective means of accessing the online survey and participating in the Master Designer selection process.

3) Commonality

By utilizing an online poll, we were able to gather responses from County residents on a common set of images and descriptions. This allowed us a truer sample for evaluating responses and reporting back to the Board.

4) Flexibility

The development of a web-based survey platform allowed us to react to issues with the online survey construction in a timely manner. This would not have been possible with an equivalent offline program.

5) In-Depth Responses

In addition to rating the designs and design concepts, the online survey allowed respondents to comment on each design in their own words. Over 3,800 comments were received.

6) Cost

Thousands of Orange County residents participated in the Master Designer selection process through the online survey. Garnering an equivalent amount of participation in an offline format would cost many times more than the online survey. The online format provided an ideal combination of broad accessibility at a very reasonable cost.

Methods of Creating Awareness

A number of forms of media were used to create public awareness about the Great Park Master Designer Competition and the online survey that allowed residents to respond to the proposed designs.

1) Cable Television

A 30-second television commercial was designed and created for broadcast on Orange County cable media outlets. The commercial promoted the Great Park Master Designer Competition and encouraged viewers to participate in the online poll. The television commercial was broadcast to 561,000 Orange County homes.



*Great Park
Online Survey
Television Ad
On Air From
9/12/05 - 9/23/05*

2) Newspaper Ads

Two full-page color newspaper ads were placed in the Orange County Register and one full-page color ad was placed in the Irvine World News.


The first Orange County Register ad promoted the Master Designer competition and the online poll and encouraged County residents to participate in the Master Designer selection.

The second Orange County Register ad and the Irvine World News ad encouraged residents to attend the Master Designer presentations and encouraged them once again to participate in the online poll.

3

Ways to Make Your Mark on Orange County History

Imagine being in New York in 1857 and having the opportunity to influence the design of Central Park. Think about the residents of San Diego who had the opportunity to create the national treasure we now call Balboa Park.



Now it's your turn.

Seven of the world's leading landscape architects, planners and designers are competing to become Master Designer of the Orange County Great Park.

The Orange County Great Park Board of Directors is planning to select the Master Designer in October and your views will play an important role in this decision.


There are three different ways you can see the work of the Master Designer Candidates and give us your views:


1 View the actual designs today at Irvine City Hall. Art boards featuring the design concepts for the Orange County Great Park will be on display today at the Irvine Civic Center between 8:30 A.M. to 5:30 P.M. The Irvine Civic Center is located at One Civic Center Plaza in the City of Irvine.

2 Attend the presentations of the Master Designer Finalists. Each of the seven firms will make a public presentation of their work at Irvine City Hall on Thursday, September 27 and Friday, September 28. The schedule:

Firm	Date and Time
City Partnership, Ltd.	Thurs. Sept. 27 - 8:30 a.m.
Richard Long Associates	Thurs. Sept. 27 - 11:00 a.m.
Richard Long Associates Ally & Alley	Thurs. Sept. 27 - 1:45 p.m.
Lee Smith (multiple) Architect	Friday, Sept. 28 - 8:30 a.m.
Frederick R. Anderson & M.F. Architects Associates	Friday, Sept. 28 - 11:00 a.m.
Ashton & Partners	Friday, Sept. 28 - 4:15 p.m.

3 Participate in the Orange County Great Park Master Designer Poll at www.ocgp.org. You can comment on the designs from the comfort of your home or office. We will also webcast the presentations of the Master Designer candidates.






Make the Great Park *Your* Park. **GREAT PARK**

www.ocgp.org


9/21/2005
OC Register
Full-Page Ad

3) E-mail

An e-mail blast was sent to 196,855 Orange County residents promoting the Master Designer competition and encouraging their participation in the online poll. The e-mail included a direct link to the online poll and encouraged recipients to take the poll immediately.


GREAT PARK

Please Help us Select the Master Designer of the Orange County Great Park



Seven of the world's leading landscape architecture firms will be coming to Orange County this week to present their design plans for the Great Park.

You are invited to attend these presentations which will be held at Irvine City Hall on Thursday, September 22 and Friday, September 23. The schedule:

Firm	Date and Time
Olin Partnership, Ltd.	Thursday, September 22 – 8:30 A.M.
Richard Haag Associates	Thursday, September 22 – 11:00 A.M.
Royston Hanamoto Alley & Abey	Thursday, September 22 – 1:45 P.M.
Ken Smith Landscape Architect	Friday, September 23 – 8:30 A.M.
Hargreaves Associates	Friday, September 23 – 11:00 A.M.
Miralles/Tagilabua	Friday, September 23 – 2:00 P.M.
Abalos & Herrera	Friday, September 23 – 4:15 P.M.

As a participant in the Orange County Stakeholders' Conference, you will have the opportunity to see first hand how the designers have interpreted your visions and incorporated them into their plans for the Great Park.

**Great Park
Online Poll
E-mail Program**

Structure of the Poll

The online poll was built in two basic parts: a brief introduction to help participants understand how the poll worked followed by a series of images and descriptive copy for a Master Designer finalist.

The introduction consisted of a welcome screen describing how the poll worked and an introductory page featuring an image from each design finalist.



The screenshot shows a framed page with the Orange County Great Park logo at the top. The title is "THE ORANGE COUNTY GREAT PARK MASTER DESIGNER SELECTION POLL". The text explains that seven leading landscape architects are competing to become Master Designer of the Orange County Great Park. It states that the Orange County Great Park Board of Directors is planning to select the Master Designer in October and that participants' views will play an important role. It then provides three numbered instructions: 1. Rate four drawings from each designer on a scale for 1 to 10. 2. Answer a short questionnaire about the designers' visions of the Great Park. 3. Once you have answered questions about all seven designers please tell us a little about yourself. At the bottom, it says "Thank You for making your mark on Orange County history!" and features a button that says "CLICK HERE TO TAKE POLL".

ORANGE COUNTY GREAT PARK

**THE ORANGE COUNTY GREAT PARK
MASTER DESIGNER SELECTION POLL**

Seven of the world's leading landscape architects, planners and designers are competing to become **Master Designer** of the **Orange County Great Park**. This online poll will give you an opportunity to comment on their creative visions. The **Orange County Great Park Board of Directors** is planning to select the **Master Designer** in **October** and your views will play an important role in this decision.

Please follow these simple instructions to record your opinions and help us create the first and best metropolitan park of the 21st Century right here in Orange County

1. Rate four drawings from each designer on a scale for 1 to 10. A rating of 1 means that you did not like the vision of the Great Park presented on the page, a rating of 10 means you liked it very much.
2. Answer a short questionnaire about the designers' visions of the Great Park.
3. Once you have answered questions about all seven designers please tell us a little about yourself

Thank You for making your mark on Orange County history!

CLICK HERE TO TAKE POLL

*Great Park
Online Poll
Introductory Page*

Following the introduction, the poll participant chose to begin the poll. This resulted in a randomly selected Master Designer finalist introduction appearing on the screen. This introduction included a brief biography of the finalist and a description of their design philosophy in their own words.

ORANGE COUNTY
GREAT PARK
MASTER DESIGNER SELECTION POLL

DESIGNER
ÁBALOS & HERREROS
Madrid, Spain

Background:
Inaki Ábalos and Juan Herreros, professors at the Architecture School of Madrid, Spain, have been working together since 1984. They have created award-winning projects in Europe, Latin America and the United States.

Partners:
Theresa Gail Izard of ARUP-Barcelona, Engineering

Design Philosophy:
"This project proposes three main gestures at the scale of the entire site that will at once provide desired civic amenities as well as lay the infrastructure for a system of resource use, reuse and integration. In addition to these fundamental moves, is the outline for a strategy of construction as well as one for cultural and biological diversification to take place over a growth period of twelve years."


CONTINUE

*Great Park Master
Designer Finalist
Introductory Page
-Ábalos & Herreros*

Subsequent to the introductory page, a design overview image with descriptive copy would appear. Participants were asked to review the image and description and rate their impression on a 1-10 scale, with 10 being best. Following the overview, three additional pages with images of specific design features and descriptions appeared with the same rating system.

Images were selected to provide participants with a broad overview of the property followed by examinations of specific design features. Some designers expressed a desire to modify the selected images and were promptly accommodated. The descriptions of the images were provided by Forde and Mollrich from the materials provided to the Great Park Corporation by the Master Designer finalists.

This basic ratings system was the most efficient indicator of the public's impression of the design concepts as it allowed for the processing of a large amount of data over a short time frame. The 1-10 scale is also familiar to the majority of the public, and it was felt that this familiar rating system would make the poll more accessible to participants.




ORANGE COUNTY
GREAT PARK

MASTER DESIGNER SELECTION POLL

For each design, please check the box that best represents your opinion.
On a scale of 1 to 10 with 1 being very poor and 10 being excellent, how would you rate this design?

○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

IMAGE 2 KEN SMITH LANDSCAPE ARCHITECT



The Great Park Canyon

The most distinctive element is the Great Park Canyon. Nearly 2-1/2 miles long, the heavily planted Canyon functions as a great oasis in the park. Hiking, jogging, and bicycle paths will form a network connecting the Canyon to other areas of the park. At the southern end, the Canyon widens out into a large public space. Along this terrace are the major cultural facilities of the park, including a Botanical Center, a park lodge, and a large amphitheater set into the side of the Canyon.


*Great Park Master
Designer Finalist
Question Page
-Ken Smith
Landscape Architect*

Finally, a summary page asked participants to answer four questions and provide any specific commentary they wished regarding the design. The questions were:

- Is this the kind of park you would like to visit?
- Would this park enhance the quality of life in Orange County?
- Would this park offer more than your local parks?
- Would this park be a major landmark in Orange County?

ORANGE COUNTY
MASTER DESIGNER GREAT PARK SELECTION POLL

DESIGNER
RICHARD HAAG ASSOCIATES
Seattle, Washington



Is this the kind of park you would want to visit?
 YES NO UNDECIDED

Would this park enhance the quality of life in Orange County?
 YES NO UNDECIDED

Would this park offer more than your local parks?
 YES NO UNDECIDED

Would this park be a major landmark in Orange County?
 YES NO UNDECIDED

Please give us any comments you have about this design.

*Great Park Master
Designer Finalist
Summary Page
-Richard Haag Assoc.*

The four questions on the summary page were answered yes, no or undecided, providing the broadest and simplest possible range of answers for participants.

The open ended question at the end of the summary page provided participants an opportunity to express any specific thoughts they might have about the design. Over 3,800 unique comments were recorded by participants.

This combination of fixed answer and open ended responses provided the most usable information in a short time frame while allowing participants to express themselves freely through the open-ended responses.

Once this process was completed, another randomly selected Master Designer finalist would be displayed. This process continued until the participant completed all seven series of questions.

Demographics

After completing the Master Designer poll, participants were asked to answer a few questions for demographic purposes.

Below is a brief summary of the demographics of survey participants.

Age	Percent
18-24	12%
25-34	25%
35-44	23%
45-54	20%
55-64	14%
65-74	5%
75+	1%

Children at Home	Percent
Yes	34%
No	66%

Internet Access at Home	Percent
Yes	97%
No	3%

Household Income	Percent
>20k	4%
\$20-40k	9%
\$40-60k	12%
\$60-80k	14%
\$80-100k	16%
\$100-150k	24%
\$150k+	21%

Ethnicity	Percent
Asian	8%
Black	1%
Hispanic	6%
White	84%

Responses by City

City	%
Aliso Viejo	0.4%
Anaheim	4.2%
Brea	2.7%
Buena Park	1.1%
Corona Del Mar	0.8%
Costa Mesa	2.4%
Cypress	0.4%
Dana Point	1.4%
Lake Forest	8.0%
Fountain Valley	0.2%
Fullerton	2.1%
Garden Grove	2.5%
Huntington Beach	5.1%
Irvine	20.5%
La Habra	0.7%
Laguna Beach	3.9%
Laguna Hills/Laguna Woods	2.0%
Los Alamitos	0.3%
Midway City	2.3%
Mission Viejo	5.9%
Montebello	0.1%
Newport Beach	7.5%
Orange	0.9%
Placentia	1.5%
Rancho Santa Margarita/ Trabuco Canyon	5.4%
San Clemente	0.8%
San Juan Capistrano	1.4%
Santa Ana	3.9%
Seal Beach	0.1%
Sunset Beach	0.1%
Tustin	1.3%
Villa Park	0.4%
Westminster	0.1%
Yorba Linda	2.3%

Responses by ZIP Code

ZIP	%	ZIP	%	ZIP	%
90623	0.1%	92646	2.4%	92805	0.2%
90630	0.4%	92647	1.3%	92806	0.8%
90631	0.7%	92648	0.8%	92807	1.1%
90640	0.1%	92649	0.6%	92808	0.8%
90680	0.4%	92651	1.6%	92821	1.0%
90703	0.1%	92653	2.3%	92822	0.1%
90713	0.1%	92653	2.3%	92823	0.1%
90720	0.3%	92655	0.1%	92831	0.9%
90740	0.1%	92656	2.9%	92832	0.4%
90742	0.1%	92656	2.9%	92833	0.8%
90803	0.1%	92657	0.2%	92835	0.7%
90808	0.1%	92659	0.1%	92840	0.6%
90814	0.1%	92660	1.3%	92841	0.4%
90821	0.1%	92661	0.1%	92843	0.2%
90886	0.1%	92662	0.1%	92845	0.4%
91006	0.1%	92663	0.7%	92860	0.1%
91321	0.1%	92669	0.1%	92861	0.1%
91361	0.1%	92672	0.8%	92865	0.2%
91709	0.1%	92673	0.7%	92865	0.2%
91792	0.1%	92675	0.6%	92866	0.7%
92024	0.1%	92676	0.1%	92867	0.8%
92127	0.1%	92677	3.3%	92868	0.4%
92346	0.1%	92678	0.1%	92869	1.1%
92373	0.1%	92679	2.0%	92870	1.1%
92399	0.1%	92683	0.6%	92871	0.1%
92525	0.1%	92688	2.3%	92882	0.1%
92602	1.8%	92691	4.2%	92886	1.6%
92603	1.9%	92692	2.8%	92887	0.4%
92604	2.8%	92694	0.4%	Rest of CA	6.2%
92606	1.3%	92697	0.1%	Out of State	0.6%
92608	0.1%	92701	0.2%		
92610	1.6%	92703	0.1%		
92612	2.3%	92704	0.6%		
92614	2.1%	92705	0.8%		
92617	0.4%	92706	0.2%		
92618	1.3%	92707	0.2%		
92620	3.5%	92708	1.1%		
92624	0.4%	92710	0.3%		
92625	0.5%	92780	0.4%		
92626	1.5%	92782	1.1%		
92627	0.9%	92799	0.1%		
92629	1.1%	92801	0.7%		
92630	5.8%	92802	0.5%		
92637	0.8%	92804	0.8%		
92637	0.8%	92804	0.8%		

POLL RESULTS

Poll respondents rated the Master Plan for each designer and three features of each plan on a scale of 1 – 10 with 1 being poor and 10 being excellent. The features selected to be rated included iconic features, natural elements, passive elements and active elements. The designers did not produce renderings of equivalent features for all of these elements, so an exact comparison was not possible.

After viewing all of the features, respondents were asked to answer four questions relating to the overall quality of each design. The qualitative questions are:

- **Attendance** – Is this the kind of park you would like to visit?
- **Desirability** – Would this park enhance the quality of life in Orange County?
- **Usability** – Would this park offer more than your local parks?
- **Uniqueness** – Would this park be a major landmark in Orange County?

Finally, respondents were asked to make open-ended comments about each design. Percentages given are the percentage of respondents answering YES to these questions.

Ábalos & Herreros

Master Plan	4 Observatories	Water Canal	Picnic and Leisure Areas
5.59	5.28	5.23	5.53

Attendance	Desirability	Usability	Uniqueness
60%	64%	68%	65%

The Master Plan

The Ábalos & Herreros Master Plan, featuring a large water channel ending in an amphitheater, received a score of 5.41. This was the lowest score of any of the Master Design plans.

The Strongest Feature

The picnic and leisure area created in a forest environment was the strongest feature of the park with a score of 5.53.

Design Quality

60% said this is the kind of park they would want to visit. This is the lowest score on this question for any of the seven designers. About two thirds believed it would be a major landmark for Orange County.

Public Comments

In general, the Ábalos & Herreros Sunset Memorial Park design for the Great Park was applauded for its boldness and attention to building dramatic architectural features. Those with an eye for the non-traditional, minimalist approach to landscaping approved

highly of this design scheme, praising the four observatories and the architects' vision for cultural centers and museums on the property. Roughly one-third of all comments were positive, but a smaller minority actually considered the design worthy of winning the competition. The rowing canal bisecting the Ábalos & Herreros Great Park was clearly the largest point of contention among respondents; the small but enthusiastic group in favor of this design loved the canal, and everyone else found it distasteful and "cold." Equestrians, not surprisingly, seemed to appreciate the fact that there was some mention of horses and horse trails somewhere in the design.

The large majority of comments showed that what the Sunset Memorial Park may offer in dramatic architecture it lacks in warmth and cohesiveness to the city. This overwhelming portion of respondents saw no connection between this Park and the interests of the typical Orange County resident. Built structures were seen as obtrusive, "out of place," and "brutal" in appearance. Without question, most negative comments were in regards to the rowing canal. Respondents made it clear that such an element would divide the park in half and effectively stunt pedestrian movement within and around the park. Voters longed for shade and a greater variety of lush, natural features near their Great Park waterway.

In general, those that disagreed with the Ábalos & Herreros design wanted a less modern and "severe" Park, and one that put a greater priority on increased vegetation, spaces for arts & culture, retail, and entertainment.

Analysis

This was one of the most controversial plans. Its dramatic signature element, the rowing canal, received strong praise and equally strong criticism. The vast majority of respondents were not comfortable with this design.

EMBT Architectos Associats

Master Plan	Meadows, Lakes and Boardwalk	Central Lake	Sports and Museum District
6.09	5.69	5.96	5.52
Attendance	Desirability	Usability	Uniqueness
67%	71%	66%	62%

The Master Plan

EMBT's highly conceptual, abstract Master Plan scored 6.0, ranked fourth among the designers.

The Strongest Feature

The Central Lake traversed by a sculptural boardwalk is the central feature of this plan and was rated the highest by the public with a score of 5.96.

Design Quality

Two thirds of the public rated the park the kind of place they would like to visit. 62% believed it would be a major landmark in Orange County.

Public Comment

The EMBT design was well-received by those voters seeking a clear, no-nonsense departure from El Toro military structures such as runways, hangars, and concrete. While admitting that the design's inherent simplicity and "vagueness" prevented them from standing firmly behind it, they praised its fluid, natural shapes and found this park strangely "endearing." The concept of boardwalks as connecting elements appealed greatly to these same people, as did the central lake and the designers' priority of making the Great Park ecologically sustainable throughout. To those attracted to the EMBT proposal, a vote for this design was a vote for Central Park—more than 1,200 acres of lush, landscaped nature.

Most people, however, disagreed with this design. "Too much emphasis on lakes and water," they repeated, or "too centralized of a plan." Some respondents found the boardwalks unsightly, but many just wanted a more detailed plan, more drawings, more solid descriptions of land use in their large Great Park. The EMBT design left most people wondering about drainage, recycling, accessibility and parking. Every equestrian voter felt that their needs were being ignored, and people seeking arts & cultural venues seemed wholly unsatisfied. Respondents often remarked that there appeared no obvious reference to the land's natural history and military legacy, and this bothered them. Other voters saw the EMBT design as unimaginative or unfinished.

In short, most everyone that reviewed the EMBT design felt that something great was missing from this Great Park.

Analysis

Respondents had a difficult time relating to the abstract and highly conceptual nature of the plan. The water features and lush landscape were popular.

Richard Haag and Associates

Master Plan	Great Lake	Long Garden Villages	Active Recreation Area
6.68	6.87	6.53	6.39

Attendance	Desirability	Usability	Uniqueness
82%	83%	77%	74%

The Master Plan

This plan received the highest rating of all the park designs with a score of 6.61. The combination of water features, botanical gardens, and renewable energy resources have strong public appeal.

The Strongest Feature

The Great Lake is the most popular feature of this or any other plan, with a rating of 6.87.

Design Quality

82% rated this park as the kind of place they would like to visit, the highest score of any of the designs. The plan also received strong ratings in all of the other elements for desirability.

Public Comment

Richard Haag's total renovation and redistribution of Great Park land—that is, the complete removal of runways, hangars, and their respective footprints—clearly appeals to a substantial amount of voters. His plan was admired for being natural in appearance and having topography, most notably in the form of the Great Knoll. The ecology museum and botanical gardens were well-accepted among those favoring a rustic park to which they can escape. Haag has been applauded here for devoting a reasonable amount of land to water elements such as lakes and ponds, making his park “as oasis of calm” to a particular group of Orange County residents. In general, admirers of this Park see it as a diverse use of land that is unimposing and unplanned in appearance.

Haag was criticized by a majority of respondents for designing a Park they called unextraordinary, boring, and inattentive to the need for a significant military memorial. There is a sense among these voters that a Haag Park in Orange County would not be a landmark location, nor would it be the cultural and artistic center it should. Some claimed that it needed one unifying feature; others that see themselves operating within the Sports Complex on a regular basis often saw it as cramped and uninviting. Mostly, people that found the Haag design disagreeable provided vague reasons or no reason at all, simply calling it “conservative” or “70s kitsch.” In short, the public seemed quite divided over Richard Haag's Blue Green Park design.

Analysis

This is a traditional, simple and easily visualized plan that fits with many people's vision of what a park should be. It does not inspire much excitement or passion.

Hargreaves and Associates

Master Plan	Cultural Center and Festival Grounds	Natural Landscapes	Sports Fields and Shade Roof
6.46	6.01	6.58	6.15

Attendance	Desirability	Usability	Uniqueness
79%	80%	77%	72%

The Master Plan

This plan received a score of 6.46, the second highest of all the plans. Like the Haag plan, this plan emphasizes water features and a variety of active and passive features.

The Strongest Feature

The natural landscape, featuring trail systems, fields, gardens, orchards and wetlands, was the most popular feature of this plan with a score of 6.58.

Design Quality

79% of respondents said they would want to visit this park. 72% see it as a landmark for Orange County.

Public Comment

Many voters seemed to acknowledge the Hargreaves design as a good, viable option for the Great Park. They viewed it as a practical, multi-use design. Mostly, they saw it as a good space for active uses such as large-scale entertainment and sports. The Sports Complex itself, one of the main features of the Hargreaves proposal, was especially well-received by about half of those that provided comments in the Online Poll. The public appeared to be similarly divided on Hargreaves' incorporation and reclamation of the site's old hangars, the more positive comments applauding their re-use as a fitting memorial to military history. Some nature lovers seemed to appreciate the variety of paths and shade offered by the Hargreaves design. They liked the fact that water was used appropriately and not excessively as a dividing element for the site's active and passive areas, but questioned whether or not the final design would seem contrived.

There were more critics than fans of the Hargreaves plan. Critics often described the design as "artificial." They were unimpressed with imposing, structural elements such as the Sports complex and reclaimed hangars, and seemed almost offended by the strictly defined boundary between the wildlife areas and the rest of the park. As a whole, this group was not emotionally affected by the design. They desired a unifying theme that

would draw visitors onto the paths and into the wilderness of the Great Park, which didn't seem possible given the modular nature of the Hargreaves design. Also, there was considerable concern from the equestrian population about sharing their trails with the walking public and the lack of any sort of equestrian center.

Analysis

Like the Haag plan, Hargreaves offers a traditional park with a wide range of active and passive features organized in a very structured environment. It was less popular than the Haag plan but, like the Haag plan, it did not inspire much excitement.

Olin Partnership, Ltd.

Master Plan	Marsh and Wetlands	Sports Park	Great Lawn Park
5.90	5.96	6.00	6.13

Attendance	Desirability	Usability	Uniqueness
72%	75%	68%	66%

The Master Plan

The Olin Master Plan, which is defined by a circular main park with additional parks on the periphery, scored 5.4, ranking it fifth among the seven plans.

The Strongest Feature

The Great Lawn Park, a pedestrian boulevard bordered by a long reflecting pool and large lawn are the most popular feature of this plan with a rating of 6.12.

Design Quality

72% rated this Park as the kind of place they would want to visit. Two thirds believed it would be a landmark for Orange County.

Public Comment

Those that appreciated the Olin plan favored, first and foremost, its circular design. They found it unique, easily accessible to the public from all outer points, yet expansive and undeveloped within—the kind of open space that welcomes future adjustments and additions. Roughly one-third of the voters appreciated the central open space and wetlands that help to define the Olin Park. Similarly, some voters seemed to appreciate the separation of amenities in the four quadrants of the Park. Even critics of this particular plan for the Great Park applauded Olin's concept of a "Great Lawn" for human congregation. One Ohio resident made a point of saying that she would visit Orange County in order to see the Olin design developed.

Nearly two thirds of the comments were critical of the Olin design. Critics of the Olin Park feel that while designers were attentive to wildlife and natural ecology within the Park, they effectively ignored the human ecology and recreational needs of Orange

County residents. It is a formal, all-too-planned Park, they have remarked, and fear it will separate visitors in the Park and make pedestrian movement problematic. Most notably, critics feel that Olin's central marshland is wasted space. They questioned the existence or grandness of any kind of military memorial; they also feel that too much of the Park is devoted to passive use. Again, the existence of old runway footprints is very disagreeable to some, as well as the presence of military hangars.

Analysis

Like the Ábalos & Herreros plan, this plan was controversial. The plan offers a marsh and wetlands as its defining feature, but this feature was the least popular part of the plan. Ironically, the more popular features of this plan cover an equivalent amount of acreage but are downplayed in the presentation, which affected the overall rating of the plan.

Royston Hanamoto Alley and Abey

Master Plan	Water Mirror and Promenade	Museum District	Sports Park
5.82	5.86	6.75	6.27

Attendance	Desirability	Usability	Uniqueness
77%	80%	79%	73%

The Master Plan

The highly structured and geometric Master Plan rated sixth of the seven plans with a rating of 5.82.

The Strongest Feature

A museum district created with a dramatic reuse of four former aircraft hangers was the most popular feature of the plan and the second most popular single feature of any plan with a rating of 6.75.

Design Quality

77% said that this would be a Park they would want to visit and 73% believed it would be a landmark for Orange County.

Public Comment

RHAA's design seems to have been favored among those voters seeking a Park that was formally planned, sporty, cultural, and built on a foundation of local military history. This group was enthusiastic about the concept of former hangars being used for education and artful exhibitions; they were also pleased to see new walkways and waterways running the length of the old military runways—they do not want to forget El Toro. To these parkgoers it was a well-balanced and elegant design. They saw it as the type of Park to offer something for everyone (a multigenerational park), and they praised it for having a look that suggested a certain flexibility for future uses. The RHAA Sports Park

was immensely popular, but people seemed look forward to culture and leisure activities at the RHAA Park as well.

The RHAA Park failed to emotionally engage about half of the respondents that provided comments. It struck them as uncreative and uninspiring. The Park seemed “sterile,” “planned,” and “modern” to this crowd—these were resounding sentiments. Mostly, they felt that sports amenities at this Park would overshadow wildlife options and museums, and they were passionate about creating a Park that didn’t look like an airport. People seemed to be seeking a Park with more open, undeveloped space, with planned space having a particular connection to Orange County life and culture. This would not, they felt, be a landmark location. Equestrian voters felt that this design lacked the necessary horse trails, stables, and equestrian centers, but this was a common complaint for each of the seven designs.

Analysis

Respondents seemed to feel that this plan was less than the sum of its parts. The master plan and the water mirror and promenade, central features of the plan, are not strongly rated. Two secondary features, the museum district and the sports park, received much higher ratings and the plan scored relatively high on its qualitative features.

Ken Smith Landscape Architect

Master Plan	Great Park Canyon	Habitat Park	The Fields and Military Memorial
6.27	6.74	6.53	6.29

Attendance	Desirability	Usability	Uniqueness
80%	81%	82%	76%

The Master Plan

Ken Smith’s diverse, three-parks-in-one Master Plan ranked third among the designs with a score of 6.27.

The Strongest Feature

The Great Park Canyon, which is the central feature of this plan, is also the most popular with the public with a score of 6.14.

Design Quality

80% of the public rated this Park as a place they would want to visit. 76% rated it as a major landmark for Orange County, the most of any plan.

Public Comment

A large majority of voters found Ken Smith’s design to be versatile, intelligent, and “beautiful.” Certain key features seemed to strike a chord with a wide range of the voting

public: Bee Creek Wetlands, The Great Canyon, the Amphitheater, and Ken Smith's grand military memorial were all well-received by this positive majority. To these voters, cultural, built elements of the Park were not exclusive of a Great Park natural experience in the Canyon or wetlands. In general, people felt that it "flowed," and that some kind of unifying theme was present. Smith's idea of "park once for the day," the shuttle concept, met with mixed reviews; however, those that liked this idea were extremely enthusiastic about limiting automobile traffic within the Park.

Some people found the Smith's square-shaped succession of wetlands unsightly and strange, others found fault with a military memorial that preserved what seemed to be an entire runway and covered it with fifty planes. A smaller, more practically-minded group of critics focused on the maintenance of Smith's park, and, specifically, the Great Canyon. Equestrians, as with other the Park plans, voiced their concerns about the apparent lack of horse trails and horse centers. Accessibility concerns about Smith's Park emerged here and there among poll submissions, and a small group of people found fault with the way his designs were represented in black and white cartoon form.

Analysis

This plan is consistently strong in all of its elements, combining nature, arts uses, sports uses and a major military memorial. All are strongly rated and received favorable public comments.