

City of Culver City, California
Parks, Recreation and Community Services Commission Agenda Item Report

Meeting Date: <u>05/05/09</u>		Item Number: <u>A-1</u>
AGENDA ITEM: Approval and Adoption of the Parks and Recreation Master Plan and Consideration of a Recommendation that the City Council Approve and Adopt the Plan.		
Contact Person/Dept: Bill La Pointe, PRCS Director		Phone Number: (310) 253-6655
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐
Public Hearing: ☐		Action Item: ☒ Attachments: ☒
Public Notification: PRCS Master Email Notification List and Distribution Lists (04/30/09). Culver City Website Posting (04/30/09).		
Department Approval: Bill La Pointe, PRCS Director (04/29/09)		City Attorney Approval: N/A
Chief Financial Officer Approval: N/A		City Manager Approval: N/A

RECOMMENDATION:

Staff recommends that the Parks, Recreation and Community Services Commission hear a presentation from MIG, Inc. outlining the Culver City Parks and Recreation Master Plan, approve and adopt the Plan and consider recommending that the City Council approve and adopt ***Plan-it Culver City***.

BACKGROUND:

On March 6, 2007, the City of Culver City entered into a professional services agreement with Moore, Iacofano, Goltsman, Inc. (MIG, Inc.) for consulting services for the Parks and Recreation Master Plan. Below is a general overview of Master Plan elements that are included in the City's contract with MIG, Inc.:

Part I: *Overview: Past, Present and Future of Parks & Recreation in Culver City*

Part II: *Master Plan Recommendations*

- A. *Current Facility Conditions Assessment and Deferred Maintenance*
- B. *Ordinances, Regulations and Policies*
- C. *Park and Recreation Development and Planning: New, Renovated or Expanded Facilities and Programs*
- D. *Veterans Memorial Park Conceptual Plans*
- E. *Funding Strategies*

Part III: *Implementation Strategies: Priorities and Charting the Next Steps*

A Master Plan Subcommittee meeting of the Parks and Recreation Commission was held on August 9, 2007. Chair Cooper, Commissioner Daly Redholtz and PRCS Director Bill La Pointe met to discuss the process of the community meetings and focus groups, potential candidates for the two, 20-person focus groups and a possible schedule for the three upcoming community meetings.

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Public Workshops

The first community meeting, or Parks and Recreation Master Plan Public Workshop, was held on Thursday, October 27, 2007. The second Public Workshop was held on Thursday, December 6, 2007. The third Public Workshop was held on Saturday, January 26, 2008 from 9:30 a.m. until 11:00 a.m. at the Culver City Senior Center. Staff expanded the publicity campaign for the third workshop in order to continue to promote greater community participation. The third Public Workshop was very well attended with approximately 70 residents. A Power Point presentation was given by MIG, Inc. on the comments and accomplishments to date. Further public comment was also taken by MIG, Inc. A summary of the public notification done for the Master Plan Public Workshops is provided in Attachment A.

Typically, the third Public Workshop that MIG, Inc. holds is a “wrap-up” meeting that includes the Focus Group findings. However, since the Focus Groups were taking place after the third Public Workshop, and since there was such good attendance and comment at the third workshop, staff considered scheduling an additional and final “wrap-up” Public Workshop to be held in the future. However after further consideration, it was determined that the PRCS Commission meetings would provide a public forum in which this “wrap-up” of the Master Plan could be presented.

Focus Groups

On October 15, 2007, the Parks and Recreation Commission participated in a joint meeting with the City Council to discuss various items related to Parks, Recreation, and Community Services, including (but not limited to) the ongoing Parks and Recreation Master Plan process (including the discussion/approval of the selection process for the Parks and Recreation Master Plan Focus Groups). At that meeting, questions were raised as to the appropriateness and efficacy of focus groups as part of the Parks and Recreation Master Plan process. City Council’s consensus was that this item should return to the Commission for further discussion and that, after discussion, the Commission should make a recommendation to Council as to the best way forward.

At the November 6, 2007 Parks and Recreation Commission meeting, the Commission took action to recommend to the City Council that City Council go forward with the Focus Group option (as opposed to the Interview Option). The Commission recommended that the City Council choose which organizations/agencies should be represented in the two Focus Groups, while allowing the members of the each selected organization/agency to determine for themselves the individual that will be their Focus Group representative.

At the December 10, 2007 City Council meeting, the Council considered Agenda Item A-6: Discussion and Consideration of a Recommendation by the Parks and Recreation Commission Regarding the Selection Process for the Parks and

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Recreation Master Plan Focus Groups. An excerpt of the meeting minutes on this topic is provided below:

Councilmember Malsin proposed the following motion: That focus groups be selected and to widen the survey to include certain people and organizations including senior recreation leaders; principals of schools who have joint-use parks; families with young children; members of the Senior Center Board; environmental organizations; the Disability Advisory Committee; Veterans Complex users; non-park users; and the PTA from each school in regards to the parks and recreation master plan.

In response to this direction from the City Council, invitations to the Focus Groups were sent to:

PTA & PTA Equivalent Groups, including:

Culver City Council PTA (umbrella organization)

El Marino PTA	La Ballona PTA	Linwood Howe PTA
El Rincon PTA		Middle School PTA
Farragut PTA		High School PTA

Principals of Schools that have Joint Use agreements with us:

El Marino principal	El Rincon principal
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Other Groups:

CC Senior Citizen Association	Disability Advisory Committee
VMC non-profit clients	VMC for-profit clients
Culver City Moms Club-East	Culver City Moms Club-West
Environmentally-oriented groups and/or individuals	
Senior Recreation Leaders	

Unfortunately, contact information for those who do not use the parks was not available for inclusion on the mailing list. The first of two focus groups of approximately 20 invitees met on Tuesday, February 26, 2008 at 7:00 p.m. at the Senior Center to discuss "Parks and Facilities." The second Focus Group was held on March 15, 2008 from 8:30 - 10:00 a.m. at the Senior Center to discuss "Leisure Programs." The purpose of the Focus Groups was to discuss and provide comment on these two main issues, which arose during the course of the three Public Workshops. Although attendance at the second meeting was somewhat lower than at the first Focus Group, participants were articulate and engaged and representatives of MIG, Inc. were very pleased with the level of the discussion and the quality of the input that was given.

Previous Developments in the Master Planning Process

In addition to what MIG, Inc. has done to gain ideas and information from the community, staff developed additional ways for the public to become involved in the Culver City Parks and Recreation Master Plan. As part of this expanded outreach effort, Parks, Recreation and Community Services Director Bill La Pointe visited

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various parks on December 17 and 19, 2007 and administered a survey to a convenience sample of parks users.

Staff also increased the scope of services to MIG for the purpose of having “as-built” drawings developed of Veterans’ Memorial Park and the adjacent area along Culver Boulevard (between Coombs and Elenda) so that the Veterans’ Memorial Park Conceptual Plan element of the Master Plan would be able to commence in the Fall of 2008.

On January 14, 2008 the Facility Assessment and Deferred Maintenance Plan Element of the Master Plan was completed and submitted by MIG, Inc. to the City. This plan, via CD, was distributed to City Council, the Parks and Recreation Commission and specific City Staff on, or about, February 4, 2008. While this Plan is quite thorough, it should not be considered exhaustive in scope, but rather, should serve as a good foundation upon which to expand and clarify the deferred maintenance needs of the Parks, Recreation and Community Services Department facilities in the coming years.

On or about August 5, 2008 a CD was distributed to the Parks and Recreation Commissioners, Planning Manager Thomas Gorham and management-level Parks, Recreation and Community Services staff. This CD contained the following information regarding the Parks and Recreation Master Plan:

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| • Request for Proposal Document | • Synopses of the Two Focus Group Meetings |
| • MIG, Inc Project Proposal | • Phone Survey and Results |
| • Facility Assessment Report | • PowerPoint Presentation Synopsis of the 3 Community Meetings given by MIG, Inc. |
| • Deferred Maintenance Plan | |
| • Synopses of the Three Community Workshops | |

Plan-it Culver City: The Parks and Recreation Master Plan

The “**Plan-it Culver City**” concept (see logo) was developed to publicize the series of Parks and Recreation Commission and community meetings that would focus on specific parks and recreation facilities and programs. As conceptualized by staff, this would be a public outreach campaign developed in order to encourage those who either live near or frequent specific Culver City parks to share their thoughts and dreams as to what they would like to see in the next 20 years with regard to parks, programs and facilities within their own sphere of living and activity. Since general discussions had already been held regarding the future of parks and recreation in Culver City through both Public Workshops and Focus Groups as facilitated by MIG, Inc., it seemed important to gain park-specific insights from those who are stakeholders in our parks and recreation facilities. It was thought that this would be a good path to take for a more specific conversation regarding our parks and recreation facilities that would both promote public participation and inform the Master Planning process. The logo was



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first used in a small announcement in the Fall 2008 edition of Culver City Living telling people to watch for announcements of upcoming opportunities to participate in these types of discussions.

Results of August 5, 2008 Commission Meeting

At the August 5, 2008 meeting, Commissioners discussed the above item of this report (*Plan-It Culver City: The Parks and Recreation Master Plan*) and gave general recommendation that they were satisfied with the processes already in place and were not necessarily interested in pursuing additional meetings until the "Draft" results of the Master Planning process were complete, thus giving the public something more concrete to consider during any future community meetings. Until such time, the consensus of the Commission was that they would like to continue to hear from the community through public input at regularly scheduled Commission meetings. The "Plan-it Culver City" tag line and logo have since been used for publicity related to the Master Planning process, any related meetings, reports and community events and when referring to the Master Plan document itself.

Veterans' Memorial Park Conceptual Plans

The Veterans' Memorial Park Conceptual Plans and the related meetings on this topic with the community, staff and the PRCS Commission are included in MIG, Inc.'s, scope of service for the Master Planning process. The Conceptual Plans are intended to provide potential options for the future redevelopment of Veterans' Memorial Park to support long-range program planning efforts by the City. Should opportunities and/or resources become available to support the redevelopment of Veterans' Memorial Park, the City would continue to work with the community to refine the Conceptual Plans to create a vision for the future of the park.

Three Community Meetings were held to facilitate the Veterans' Memorial Park Conceptual Planning Process; a short synopsis of each meeting is presented below. A summary of the public notification done for the Veterans' Memorial Park Conceptual Plan Community Meetings is provided in Attachment A.

The first Veterans' Park Conceptual Plan Community Meeting was held on Saturday, October 25, 2008 at 9:30 a.m. at the Culver City Senior Center. This meeting was well attended by a variety of community special interest groups as well as individual citizens. There was much discussion regarding the possible amenities and redesign considerations for Veterans' Memorial Park. Three primary suggestions were made during this discussion: (1) group active recreation spaces separately from the passive recreation spaces; (2) re-do the playground area for ages 2-12 years; and, (3) be cognizant of how the design will impact the neighborhood.

The second Veterans' Park Conceptual Plan Community Meeting was held on Saturday, November 15, 2008 at 9:30 a.m. at the Culver City Senior Center. Approximately 50 community members viewed the two Conceptual Plans that had

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been developed by MIG, Inc. based on previous public comment. One interesting aspect of the discussion was that most of those present expressed positive views regarding Veterans' Memorial Park's current layout and amenities. The thrust of the discussion was that the public would like to see minor improvements of what is already in place at the Park as opposed to having plans developed that involve major changes to the area.

In December, PRCS staff met with MIG staff to review Conceptual Plans #1 and #2 in order to design a third conceptual plan that would incorporate the community comments brought out during the second community meeting on November 15, 2008. MIG then developed Conceptual Plan #3 and presented it in a third community meeting. The third Veterans' Memorial Park Conceptual Plan Community Meeting was held on Wednesday, March 11, 2009 at 6:00 p.m. at the Veterans' Memorial Building. Approximately 50 representatives of community groups and individual citizens attended, over half of which were first-time participants in the Master Plan process. Representatives of the Boy Scouts, Rock and Mineral Club and AmVets expressed particular concern with the replacement of the buildings that they currently rent along Culver Boulevard with a single rental facility. Many of those present agreed that minor improvements and maintenance were preferred over significant redevelopment and redesign of the Park.

Conceptual Plan #3, along with Conceptual Plans #1 and #2 were placed on display in the Veterans' Memorial Building and made available on the City website beginning March 17, 2009. On March 31, 2009, the PRCS Commission Comprehensive Plan Subcommittee (Vice Chair Daly Redholtz, Commissioner Kim) and PRCS Director La Pointe met to review the third Conceptual Plan and some of the primary concerns raised during the community meeting of March 17, 2009. Subsequently, on April 1, 2009 the PRCS Director held a meeting with representatives of the Boy Scouts, Rock and Mineral Club and AmVets. PRCS Commission Comprehensive Plan Subcommittee member Vice Chair Daly Redholtz and Recreation Manager Pam Robinson also attended the meeting. At that meeting, participants representing the three community organizations stated their concerns about the Conceptual Plans and their needs and desires regarding the future of Veterans' Memorial Park, especially with relation to the area along Culver Boulevard between Coombs and Elenda Avenues.

April 7, 2009 Commission Meeting

At the April 7, 2009 PRCS Commission meeting, the three Veterans' Memorial Park Conceptual Plans prepared by MIG, Inc., based on public input from the three Conceptual Plan public meetings, were presented to the Commission for their review and comment. The Commission received and filed public comments made via email regarding the Conceptual Plans. In addition, residents of the Veterans' Memorial Park neighborhood, representatives of the Boy Scouts, Rock and Mineral Club and AmVets and other interested parties entered comments into the record at the meeting. A coalition of Veterans' Park neighbors, referring to themselves as

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“Directly Impacted Neighbors,” or D.I.N, submitted a fourth Conceptual Plan for Commission consideration. As noted in the draft April 7th meeting minutes on the Consent Calendar, the Commission unanimously took action to include this fourth Conceptual Plan along with the three that had been prepared by MIG, Inc. in the appendices of the Master Plan document.

DISCUSSION:

The proposed Parks and Recreation Master Plan (with Appendix), was provided under separate cover to the PRCS Commission at the April 7, 2009 meeting. The primary document (without Appendix) was made available to the public on the City’s website at www.culvercity.org on April 30, 2009.

The Parks and Recreation Master Plan is an analysis of existing conditions and existing and future needs for recreation programs and facilities within Culver City and will serve as the guiding document for future park and recreation programs and facilities maintenance, renovation and development. In addition, the plan will further be used in updating the City’s General Plan including the Open Space, Recreation and Land Use Elements. The update of the City’s General Plan is currently in the Planning Division’s work program of fiscal year 2009/10. The General Plan update is anticipated to be a 3-4 year process. The Master Plan will not be adopted as a stand alone General Plan Element but rather be used to inform and guide the updates to the General Plan elements noted above.

The procedure for adopting the Parks and Recreation Master Plan is as follows:

1. A review and discussion of the Parks and Recreation Master Plan is held at this evening’s PRCS Commission meeting. The PRCS Commission considers approving and adopting the document and recommends that the City Council approve and adopt the document.
2. The City Council holds a Public Hearing to review and discuss the Parks and Recreation Master Plan, and after the public vetting process, considers approving and adopting the document.

If the PRCS Commission takes action at this evening’s meeting to approve and adopt the Master Plan and recommends the Master Plan be approved and adopted by the City Council, the document will be presented to the Council for a Public Hearing at a future meeting.

FISCAL ANALYSIS:

There is no fiscal impact associated with the discussion of this agenda item.

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ATTACHMENTS:

- A. Summary of Public Notification done for ***Plan-it Culver City*** Meetings

MOTIONS:

That the Parks, Recreation and Community Services Commission:

1. Approve and adopt the Parks and Recreation Master Plan and recommend that the City Council approve and adopt the Parks and Recreation Master Plan;

or

2. Approve and adopt the Parks and Recreation Master Plan and recommend that the City Council approve and adopt the Parks and Recreation Master Plan under the condition that the document be presented to the City Council with any corrections, additions or deletions agreed upon by the Commission at this evening's meeting.