



PARKS AND RECREATION COMMISSION AGENDA REPORT

MEETING DATE: JULY 25, 2014

ITEM NUMBER:

SUBJECT: SIGNAGE AT CITY PARKS

DATE: JULY 14, 2014

FROM: PARKS AND COMMUNITY SERVICES DEPARTMENT

PRESENTATION BY: PENNY LOOMER, INTERIM RECREATION MANAGER

**FOR FURTHER INFORMATION CONTACT: ALMA REYES, RECREATION SUPERVISOR
714-754-5636**

RECOMMENDATION:

Staff recommends that the Commission provide direction to staff on the signage for the parks.

DISCUSSION:

During the Joint Study session in May 2013, the City Council developed a list of twelve (12) goals for the Parks and Recreation Commission to accomplish. Amongst the goals discussed, goal No. 12- Establishment of park groups so that each Parks and Recreation Commissioner has the responsibility for all affairs, community suggestions and perceptive concerns. Each park would be assigned to a Commissioner and the name and email of that Commissioner would be provided to the public.

At the November 5, 2013 City Council meeting, Parks and Recreation Commission Chairman Byron De Arakal provided the City Council an update on the progress of each goal. The update for goal No. 12 included: a park grid that was created and assigned to each Commissioner with Chairman De Arakal having oversight responsibility; staff was evaluating a web-based tool and park signage for resident communication; and a calendar specific for park tours was being developed.

In order to further improve communication between residents and the Parks and Recreation Commission and promote neighborhood parks, the Commission can consider sample verbiage for park signage.

ANALYSIS:

Pursuant to the goal set by the City Council, staff developed an interactive map on the City's website. A total of 29 parks were identified and were divided into 4 zones. Each Commissioner selected between six to eight parks that they would represent (Attachment 1). The map allows residents to identify neighborhood parks and the ability to contact the respective Commissioner representing their neighborhood park.

Additionally staff has developed proposed verbiage for signage to be installed at each neighborhood park (Attachment 2). Signs would be installed at the main and rear entrances of parks, total locations would be approximately forty five (45). Wherever possible, signs will be installed on existing posts to reduce cost and maintain park esthetics. The signs will be 24" x 30" in size and in aluminum material. Sign design shall be a blue field, with a white city logo, address and verbiage as recommended by the Commission.

ALTERNATIVES CONSIDERED:

None

FISCAL REVIEW:

Staff estimates the cost for the forty five (45) signs to be produced by an outside vendor is \$1,800. The installation of new posts and anchors is required at approximately twenty (20) locations. The cost for post, anchors and hardware is estimated at \$575.

City staff would design and install item specific information to each sign reducing manufacturing costs. The cost for design and labor is estimated at \$1,790. The total estimated cost for this project is \$4,165.

LEGAL REVIEW:

No legal review required.

CONCLUSION:

Congruent to the City Council goal to maintain open communication with residents and encourage feedback concerning neighborhood parks, staff recommends that the Commission provide direction to staff on the signage for the parks.

PENNY LOOMER
Interim Recreation Manager

TAMARA LETOURNEAU
Assistant CEO/ Parks and Community
Services Director

DISTRIBUTION: Chief Executive Officer
Finance and IT Director
City Clerk
Staff



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