



# ***PARKS AND RECREATION COMMISSION AGENDA REPORT***

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MEETING DATE: SEPTEMBER 25, 2014

ITEM NUMBER: **9b**

**SUBJECT: CITY PARK SIGNAGE AND ESTABLISHMENT OF PARK DISTRICTS**

**DATE: SEPTEMBER 25, 2014**

**FROM: PARKS AND COMMUNITY SERVICES DEPARTMENT**

**PRESENTATION BY: TRAVIS M. KARLEN, RECREATION MANAGER**

**FOR FURTHER INFORMATION CONTACT: TRAVIS M KARLEN, RECREATION MANAGER  
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## **RECOMMENDATION:**

Staff recommends that the Commission approve the proposed welcome signage for City of Costa Mesa parks and recommend that the City Council adopt an ordinance to establish five (5) Park Districts within the City of Costa Mesa.

## **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.

At the July 25, 2014 Parks and Recreation Commission Meeting, the commission reviewed signage presented and gave direction to staff to return with signage options with less verbiage. Additionally, staff was directed to establish five (5) park districts which would be supported by a city ordinance. Each park district would have a commissioner responsible for the affairs of the park.

## **ANALYSIS:**

Per the Commission's direction at the July 25, 2014 Parks and Recreation Commission meeting, staff has reworked the proposed verbiage for signage to be installed at each neighborhood park (Attachments 1a, 1b). 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 aesthetics. 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.

Pursuant to the goal set by the City Council, staff developed an interactive map on the City's website and was presented to the Commission at this Commission meeting. A total of 29 parks were identified and were divided into 4 zones. However, staff was directed to divide the parks into five (5) park districts. These zones or districts have been reworked and are attached (Attachment 2). The purpose is to assign a commissioner to each district to oversee it in conjunction with staff.

Should the Commission approve and recommend that the City Council approve the proposed five (5) park districts, the verbiage for changes to municipal code will be drafted and presented with the recommendation to City Council.

**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 at this time.

**RECOMENDATION:**

Congruent to the City Council goal to maintain open communication with residents and encourage feedback concerning neighborhood parks, staff recommends that the Commission approve one of the two signage options presented (Attachment 1a, 1b) and recommend to Council to divide the City into five (5) park districts per City Ordinance. Additionally, if the Commission feels that additional policies should be posted, direct City staff to formalize costs and additional rules signage for the parks.

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**TRAVIS M KARLEN**  
Recreation Manager

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**TAMARA LETOURNEAU**  
Assistant Chief Executive Officer

- Attachments: 1) Verbiage for Park Signage  
a) [Without Commissioner's Name](#)  
b) [With Commissioner's Name](#)  
2) [Proposed Park Districts](#)