



PARKS AND RECREATION COMMISSION AGENDA REPORT

MEETING DATE: OCTOBER 23, 2014

ITEM NUMBER:

SUBJECT: CITY PARK SIGNAGE AND ESTABLISHMENT OF PARK DISTRICTS

DATE: OCTOBER 14, 2014

FROM: PARKS AND COMMUNITY SERVICES DEPARTMENT

PRESENTATION BY: TRAVIS M. KARLEN, RECREATION MANAGER

**FOR FURTHER INFORMATION CONTACT: TRAVIS M KARLEN, RECREATION MANAGER
714-754-5052**

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. Additionally staff recommends that the Commission establish duties related to the park districts.

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 the 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.

The Parks and Recreation Commission reviewed the signage options at the September 25, 2014 regular meeting. The commission deliberated and asked staff to bring this item back in October for further discussion.

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 and 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 that 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). Since the September meeting, staff identified two parks that were in the original list that are actually school district facilities. Those two parks have been removed from the list bringing the total to 27. The purpose is to assign a commissioner to each district to oversee it in conjunction with staff.

The duties of the Commissioners will include:

- Correspondence with staff in regards to emails that come in about their assigned parks.
- Follow up and request updates about issues and projects within their assigned parks.
- Presenting a report two times annually on their assigned parks.
- Work with staff to recommend future CIP projects in relation to their assigned parks.

At the September 25, 2014 meeting, the Parks and Recreation Commission did not have any additional direction for signage. Staff needs direction from the commission on whether individual names of commissioners will be on the signage or if the signage will only have the commissioner email address.

Should the Commission approve and recommend that the City Council approve the proposed five (5) park districts and duties in relation to the park districts, the ordinance will be drafted and presented to the City Council. .

ALTERNATIVES CONSIDERED:

1. Make the changes to the park signs and establish park districts and commissioner assignments through the adoption of a policy by this Commission and do not change the municipal code. This will allow the Commission the flexibility to make changes to this practice as needed without having to have the municipal code changed through the adoption of an ordinance.
2. Leave the current signage as is and do not change the duties of the commission.

FISCAL REVIEW:

Staff estimates the cost for the 45 signs to be produced by an outside vendor is \$1,800. The installation of new posts and anchors is required at approximately 20. 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 (Attachments 1a and 1b) and recommend to that the City Council to divide the City into five (5) park districts through the adoption of an ordinance. Additionally, the Commission should establish duties for each commissioner related to their designated park district.

TRAVIS M KARLEN
Recreation Manager

TAMARA S. LETOURNEAU
Assistant Chief Executive Officer

DISTRIBUTION: Chief Executive Officer
Finance and IT Director
City Clerk

ATTACHMENTS **1a) Signage Option 1**
 1b) Signage Option 2
 2) Proposed Park Districts and Neighborhood Parks Representatives

SHIFFER PARK


Costa Mesa

3143 BEAR ST

THIS PARK IS HERE FOR
RECREATION AND ENJOYMENT

PLEASE DIRECT COMMENTS
REGARDING THIS PARK TO:

ParksCommission@costamesaca.gov

MAINTENANCE CONCERNS

(714) 754-5123

AFTER HOURS ASSISTANCE

(714) 754-5252

SHIFFER PARK



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COMMISSIONER'S NAME

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**Parks and Recreation Commission
Proposed Park Districts and Neighborhood Parks Representatives**

District 1: Chairman De Arakal

Civic Center
Ketchum-Libolt
Tanager
TeWinkle
Wilson

District 2: Commissioner Harper

Estancia
Mesa Verde
Moon Park
Smallwood
Suburbia

District 3: Commissioner Graham

Brentwood
Heller
Jordan
Lindbergh
Pinkley

District 4: Vice Chairman Pederson

Del Mesa
Gisler
Paularino
Shiffer
Wakeham
Wimbeldon

District 5: Commissioner Abernathy

Canyon
Fairview
Lions
Marina View
Shalimar
Vista