



## **CITY OF SIGNAL HILL**

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2175 Cherry Avenue ♦ Signal Hill, CA 90755-3799

February 9, 2021

### **AGENDA ITEM**

**TO: HONORABLE MAYOR  
AND MEMBERS OF THE CITY COUNCIL**

**FROM: ALY MANCINI  
COMMUNITY SERVICES DIRECTOR**

**SUBJECT: 2021 PARKS AND RECREATION MASTER PLAN AND  
PRIORITIZATION AND IMPLEMENTATION PLAN**

### **Summary:**

City Council will receive a status update regarding the 2021 Parks and Recreation Master Plan (PRMP) and will consider authorizing the development of a companion document identified as the Prioritization and Implementation Plan (PIP). Both documents will be incorporated into the Environmental Resources Element of a future General Plan Amendment, which will be presented to the City Council after review by the Parks and Recreation Commission.

### **Recommendations:**

1. Receive the status update regarding the 2021 PRMP.
2. Direct staff to develop the PIP.

### **Fiscal Impact:**

There is no additional fiscal impact associated with the recommended actions as staff will prepare the PIP.

### **Strategic Plan Objective:**

Objective No. 3.5: Update the Parks and Recreation Master Plan.

## **Background:**

The City last developed a PRMP in 1989. The 1989 PRMP was intended to guide the development of parks, facilities, trails, programs and services for a 20 year period with a goal of delivering 1 acre of park facilities per every 1,000 residents and was incorporated as part of the City's General Plan. In order to fund the anticipated park improvements, in 1991 the City Council replaced the existing park and recreation Quimby Act fee with the Park and Recreation impact fee as one of the three new development impact fees memorialized in Title 21 of the City Municipal Code.

Additionally, several other related documents have been developed and approved by the City Council to further refine goals for park and recreation elements including the 2008 Needs Assessment, the 2011 Signal Hill Park Master Plan, the 2015 Strategic Plan, and the 2017 Needs Assessment Update.

In the past 32 years, the City has added several parks and made improvements and upgrades to park equipment and facilities. Highlights include:

- Developed Discovery Well Park
- Developed the City's first Dog Park
- Established a trail system in the Hilltop neighborhood
- Developed Hilltop Park and 9-11 Monument
- Developed Sunset View Park and Roughneck Art Piece
- Upgrades to Reservoir Park playground
- Developed Raymond Arbor Park
- Developed Community Garden
- Renovated restrooms at Reservoir and Signal Hill Parks
- Developed Calbrisas Park

On July 24, 2018, the City Council authorized staff to release a Request for Proposals to develop an updated PRMP and appointed a five-member subcommittee to review and rank the submitted proposals. The two highest scoring firms were invited to interview with the subcommittee. After the interviews, panelists scored each firm and based upon these scores and references from other agencies, the subcommittee recommended Greenplay, LLC to serve as the consultant for the project. On November 27, 2018, the City Council awarded a contract to Greenplay to deliver the updated PRMP.

Greenplay began the project by analyzing past planning documents, using the City's 2017 Needs Assessment to filter over 40 recommendations contained in the historical documents. Some goals were completed, some were identified as in progress, and some were determined to be obsolete. The consultants then began the process of engaging City staff, elected and appointed officials, and the community to gauge current attitudes about recreation, programs, and community needs and issues. The consultants met individually and in small groups with staff and stakeholders, hosted a

community meeting, and conducted a statistically valid survey that was mailed to every household in the City.

In June 2019, Greenplay presented their initial findings in a draft document to the Parks and Recreation Commission. The Commission provided feedback and recommended the document be forwarded to the City Council for approval.

During review of the final draft, the new City Manager identified additional areas requiring further clarification, including park development impact fees. Park development impact fees are collected from new development projects to fund their “fair share” of new park facilities. The City Manager requested a more thorough analysis of the existing park development impact fees to ensure they are sufficient to cover anticipated costs related to the acquisition and development of proposed park facilities. In response, the Community Services Director felt it prudent to re-engage with Greenplay and consult with the City Attorney. This additional work took longer than anticipated due to the COVID-19 pandemic.

During the analysis, it became clear to staff that a companion document was needed to further refine the City’s parks and recreation priorities in the form of a PIP. The PRMP would serve as the foundational document for the PIP, which would be a technical document addressing funding and implementation based on a development forecast. The Community Services Director volunteered to spearhead this effort.

On January 20, 2021, staff presented the revised PRMP (2021 PRMP) to the Parks and Recreation Commission. At that meeting, staff discussed the need to create a companion document to the PRMP that would further refine the City’s parks and recreation priorities. The Parks and Recreation Commission recommended utilizing the PIP as the companion document to the PRMP, and they are recommending City Council approval of the proposed strategy.

### **Analysis:**

#### **2021 PRMP**

The 2021 PRMP combines feedback and information collected from the community engagement process with current demographic, trends and available resources to identify a set of recommendations covering a ten year period.

#### **RECOMMENDATIONS SUMMARY**

##### **Goal 1: Improve Facilities and Amenities**

Objective 1.1: Develop additional recreational facilities, playgrounds, parking, and amenities

Objective 1.2: Maintain and improve existing facilities, parks, trails, and open spaces

Objective 1.3: Explore improving/adding trail and pathway connectivity, and open space/natural area preservation.

Objective 1.4: Explore additional land acquisition for new parks

Objective 1.5: Develop a new conceptual plan for Hillbrook Park
<b>Goal 2: Continue to Improve Programs and Service Delivery and Ensure Affordability</b> Objective 2.1: Monitor the participation and usage of the programs, facilities, and services and make appropriate adjustments based on collected data Objective 2.2: Enhance special event programming Objective 2.3: Explore opportunities to increase recreational programs and services based on demand and trends Objective 2.4: Consider adding additional after-school programs to allow for increased enrollment Objective 2.5: Continue to work with other service providers and local non-profits to develop programs and service to meet demand and trends Objective 2.6: Consider adding recreational programming at the library Objective 2.7: Consider adding art/theater/cultural programs Objective 2.8: Focus on family-oriented facilities and activities
<b>Goal 3: Continue to Improve Organizational Efficiencies</b> Objective 3.1: Enhance and improve internal and external communication regarding Department facilities, programs, activities, and services Objective 3.2: Staff appropriately to meet current demand and maintain established quality of service Objective 3.3: Review and update policies for park and facility usage Objective 3.4: Invest in technology Objective 3.5: Continue to focus on safety in parks and facilities
<b>Goal 4: Increase Financial Opportunities</b> Objective 4.1 Explore additional funding options Objective 4.2 Explore opportunities to increase sponsorships Objective 4.3: Continue to focus on accessibility and affordability for all

## PIP

The PIP is intended to identify relevant and attainable priorities related to park, trail, facility and program development over the next 10 years. The PIP will also consider existing park development impact fees and make any needed recommendations for revision or modification. The PIP development process will include opportunities for community engagement, including a study session held during a Parks and Recreation Commission meeting.

## Timeline

The anticipated timeline for the completion of the PIP is as follows:

February 2021	City Council reviews draft of 2021 PRMP and directs staff to develop PIP
March 2021	Staff conducts a PIP study session at Parks and Recreation Commission Meeting
April 2021	Parks and Recreation Commission approves draft PIP
Summer 2021	Planning Commission will review a General Plan Amendment incorporating the PRMP and PIP into the Environmental Resources Element
Summer 2021	City Council will approve a General Plan Amendment incorporating the PRMP and PIP into the Environmental Resources Element

Approved:

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Hannah Shin-Heydorn

Attachment