



Item No. 5b Town of Atherton

PARK AND RECREATION COMMITTEE – REGULAR AGENDA

TO: PARKS AND RECREATION COMMITTEE

FROM: STEVE TYLER – PARK SUPERINTENDENT

DATE: MARCH 4, 2015

SUBJECT: PARK AND RECREATION COMMITTEE ENDORSEMENT OF PARK USE MASTERPLAN

RECOMMENDATION

Endorsement of the Park Use Masterplan by the Atherton Park and Recreation Committee and recommendation to submit to City Council to Review and Accept

BACKGROUND

The following is a chronology of key milestones related to the development, public outreach and review, and Parks and Recreation Committee review and feedback of the Park Master Plan:

- April 17, 2013 – City Council authorized the RFP for the Park Master Plan.
- May 16, 2013 – the Town received 8 proposals.
- June 24, 2013 – two (2) highest ranked firms were interviewed by the selection panel.
- August 21, 2013 – City Council approves a Professional Services Agreement with Bellinger, Foster and Steinmetz (BFS) in the amount of \$55,738.
- September 24, 2013 – BFS holds a Master Plan kick off meeting with staff.
- October 18, 2013 – Staff and BFS advertises for community input during the October 26 “Bark for Life” walk – Advertisements were placed on the Town’s website and sent via an e-mail blast to all registered Atherton e-mails.
- October 18, 2013 – the Park Use survey was distributed town wide. Deadline for survey completion is November 11, 2013.
- October 18 through October 26, 2013. Park survey information posted in the following media:
 - Inmenlo.com
 - The Almanac News– Community Events
 - Town Website
 - Atherton-Menlo Patch

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- October 24, 2013 – Posters regarding survey placed throughout public areas in the Park, at Town Hall and in the Atherton Library.
- October 26, 2013 – the “Bark for Life” event held at Park. BFS shared and presented concept boards to 60-80 people. Seven (7) park surveys were completed at this event.
- October 31, 2013 – Reminder email sent to Town email list to complete the Park Survey (second reminder).
- November 4, 2013 – Park use survey deadline. A total of 137 respondents completed the survey during the 2.5-week collection period.
- November 5, 2013 – Community group questionnaire sent to groups including Atherton Tree Committee, Atherton Dames, Atherton Civic Interest League, M-ALL, AYSO soccer, Atherton tennis, Knox Playschool, Atherton Dog trainers, Atherton Park Foundation.
- November 13, 2013 – BFS holds meeting with Town Staff. Info gathering for HP Park issues.
- November 22, 2013 – BFS posts notice of presentation to Town website citing December 4, 2013 Park & Recreation meeting as date for public meeting to discuss findings (including the Park Survey).
- December 4, 2013 – Park and Recreation Commission and public receive summary of community input at Park and Recreation Commission meeting (Park Master Plan noticed on agenda).
- December 2013 and January 2014 – Work continues on information gathering and requests for information regarding the possible moving of street corporation yard into parks corporation yard.
- January 31, 2014 – First three (3) concept alternatives presented to Town staff.
- February 5, 2014 – Concept alternatives presented to Commission at Park and Recreation meeting (Park Master Plan noticed on agenda).
- February 10, 2014 – New concept plan including input from February 5, 2014 Park and Recreation meeting (Park Master Plan noticed on agenda).
- March 5, 2014 – Park and Recreation Commission meeting. More input from Commission to fine tune the new concept (Park Master Plan noticed on agenda).
- March 20, 2014 – Special Park and Recreation Commission meeting. Master Plan Workshop. Another presentation from BFS on the updated Conceptual Master Plan. A few minor changes were made to the latest version of the Plan.
- April 2, 2014 – Joint meeting City Council and Park and Recreation Commission to review and discuss Park Master Plan.
- Use analysis of Park facilities completed and added to draft plan.
- Sept. 2014 through January 2015 – refinements made monthly by Park and Recreation Committee to draft Master Plans. Public presentation by BFS at November and December 2014 meetings.
- January 7, 2015 – Prioritization of 5 year plan discussed at Park and Recreation Committee meeting and priorities reassigned.
- February 4, 2015 – Public input sought to revised plan. Mailer sent to all Atherton residents on 01/16/2015 announcing February meeting. Presentation by BFS Architects Mike Bellinger.

ANALYSIS

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The Park Use Masterplan, once endorsed by the Park and Recreation Committee and accepted by the Atherton City Council, will become a very important policy document and planning tool for Holbrook Palmer Park. It, along with the Holbrook-Palmer Park Landscape Masterplan (2005) will be an important tool to guide future programming, uses, and investments within Holbrook Palmer Park.

As seen from the chronology, this plan was developed in a very methodical, thoughtful, and participative manner. It began in 2013 with a survey of the users in the park. It received input from many of the organizations that use the park and oversee its maintenance as well. And it was forged with thoughtful compromise, reflection of its long history and almost uncompromising efforts to maintain the rural nature of the existing park.

Now, nearly two years from its inception, the Park and Recreation Committee is asked whether to move the plan forward to formal adoption by the Atherton City Council. Endorsement of this plan is the first step before moving on to the Atherton City Council for adoption as a finalized approved Masterplan.

This plan tells a story of the past and present uses of the facilities in the park. It identifies facilities which should continue as it has in the past as well as facilities which should be upgraded to accommodate current and future uses. It also identifies opportunities to relocate current facilities as part of future replacements to improve park utilization and circulation. It also speaks of many small changes that can improve overall park circulation and safety for all park users.

And lastly, it contains a menu of choices, prioritized by the Park and Recreation Committee, to guide and inform future City Council funding decisions as well as the continuing philanthropic activities of the many private organizations dedicated to the sustainability and preservation of Holbrook Palmer Park.

This plan will serve as an important policy document and reference for the future of the park. It will be important for the Park and Recreation Committee to revisit the plan on an annual basis to assure current needs have not changed the priorities associated within the plan. If necessary any of these changes can be updated into the plan and re-approved by City Council.

FISCAL IMPACT

No fiscal impact for the adoption of the Masterplan. Specific projects in the Masterplan do list an estimated cost, but none of the projects are required to be performed by mere adoption of the plan.

ATTACHMENTS