

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JEN SANTOS, DEPUTY DIRECTOR
RECREATION AND PARKS DEPARTMENT

SUBJECT: COFFEY NEIGHBORHOOD PARK MASTER PLAN

AGENDA ACTION: PUBLIC HEARING

RECOMMENDATION

It is recommended by the Recreation and Parks Department that the Council, conduct a public hearing and thereafter by resolution, adopt the Coffey Park Master Plan which includes two playground areas (ages 2-5 and 5-12), fitness stations, picnic areas, barbeques, pathways, pollinator/native garden, community corner, dog park, portable restroom, landscaping, turf, irrigation, two monument signs, shade structures, fencing, security lighting, bollards, boulders, and future public art.

EXECUTIVE SUMMARY

The purpose of the proposed Coffey Neighborhood Park Master Plan is to provide a park master plan that includes the neighborhood's desired park amenities after the loss of all park amenities resulting from the October 2017 fires.

BACKGROUND

Prior to the October 2017 fires, which destroyed all park amenities and infrastructure, Coffey Park was a fully developed Neighborhood Park. Built in the mid 1980's, Coffey Neighborhood Park is approximately 5.85 acres of developed park land located in the northwest quadrant of the City of Santa Rosa. The neighborhood park site contained two playgrounds, several picnic areas, BBQ's, large open space of irrigated turf, looped walking path, wood monument signs, wooden bollards surrounding the entire park, standard infrastructure for irrigation and electrical, landscape areas and more than half the park trees that were significantly destroyed and will need to be replaced.

A master plan is needed to rebuild Coffey Neighborhood Park. Community input regarding the park redesign began prior to the City's process with the CoffeyStrong neighborhood park survey. CoffeyStrong is a non-profit organization of Coffey Park area neighbors who have organized to help each other share information regarding the

recovery after the fires.

Recreation and Parks staff conducted the first in a series of public neighborhood meetings to solicit feedback from Coffey Park residents and property owners on August 4, 2018. The meeting was videotaped and placed on the Recreation and Parks Department's website along with project and process details. Coffey Park neighbors could provide feedback via the Department's web site until November 16, 2018.

On November 27, 2018, Council approved an Agreement with Carlile Macy to provide design services that included assisting the City with preparation of the Master Plan and neighborhood meetings.

Carlile Macy assisted the City in preparation of two additional neighborhood meetings on December 15, 2018 and January 26, 2019. At each new meeting, the previous comments collected were analyzed and presented in support of the updated draft master plan.

Carlile Macy assisted City staff with a very detailed and thorough review of all collected data, summaries of neighborhood meetings and outreach and every update to the draft master plan at the February 27, 2019 Board of Community Services (BOCS) meeting. The BOCS recommended approval of the Coffey Park Draft Master Plan to Council.

PRIOR CITY COUNCIL REVIEW

Not applicable

ANALYSIS

After the October 2017 fires destroyed Coffey Neighborhood Park, Recreation and Parks staff began a discovery process and site visits with the Federal Emergency Management Agency (FEMA) and the California Office of Emergency Services (CalOES). After multiple meetings with FEMA and CalOES regarding recovery of the park site we began engaging the Coffey Park neighborhood towards rebuilding the fire-destroyed park. Staff began meeting with CoffeyStrong neighborhood representatives early in 2018 to discuss the best way to move forward with recovery of Coffey Park.

Staff provided a detailed review of the master plan process and schedule at the first meeting on August 4, 2018. We understood that some homeowners may not be local and made a video recording of the first meeting which included the full presentation and questionnaire information. All the meeting materials were available on the Department's web site. Residents were asked to provide their comments at the meeting in writing or on-line and were asked to complete a questionnaire regarding their desired amenities.

City staff met with Schaefer Elementary Principal, Kathy Harris, and an assembly of K-6 students to collect feedback regarding student interest in amenity preference for Coffey

Park. Students prepared paper drawings of their vision for the new Coffey Park, which were included in the next neighborhood meeting on December 15, 2018. Additionally, one Schaefer Elementary student provided an oral presentation of her class working on the presentation for the future park. The students suggested many amenities as well as two possible playground themes of firetrucks and/or dinosaurs. Carlile Macy provided three schematic versions of the Master Plans as options and attendees were asked to provide comments and complete a questionnaire either at the meeting or on-line regarding the park plan options.

The third neighborhood meeting was held on January 26, 2019, and Carlile Macy assisted the City in preparing one unified plan with all the desired amenities based on neighborhood feedback received from the previous meetings. The plan includes two playground areas (ages 2-5 and 5-12), fitness stations, picnic areas, barbeques, pathways, pollinator/native garden, community corner, dog park, portable restroom, landscaping, turf, irrigation, two monument signs, shade structures, fencing, security lighting, bollards, boulders and future public art. At this point, neighborhood feedback was collected specifically to determine satisfaction with the draft Master Plan. The raw data showed that 64% were satisfied with the plan, and 20% were unsatisfied because they either did not want the dog park or did not want the portable restroom or both. 16% also selected not satisfied on their questionnaire because they requested a minor modification to be satisfied with the plan such as making the dog park larger and further away from the children's play areas.

The Board of Community Services (BOCS) meeting was held on February 26, 2019 and Carlile Macy assisted the City in presenting a very meaningful and detailed 90-minute report, encapsulating the previous community meetings and the details of every survey and each revision of the draft Master Plan including the final updated version. The updated Master Plan showed a larger dog park that was further away from the children's play area. The portable restroom was shown with an enclosure that provides screening from all residential homes nearby and as an amenity that can be placed on-site on a trial basis. If the portable restroom is ultimately a nuisance, then it can be removed. With these modifications we were able to address the 16% of concerned neighbors requests thereby increasing the raw results of master plan satisfaction to 80%.

The BOCS asked questions about the population density in the area in relation to the houses and about the size of backyards. They also asked about the distances of the dog park and portable restrooms to the nearest neighbors. They also had questions about funding and scheduling. The BOCS unanimously recommended approval of the Master Plan to Council.

The following outreach strategies were used to solicit neighborhood engagement:

- Direct mail postcard to Coffey Park residents and property owners (2,743 addresses) – (*only July 2018*)
- Social Media posts: Nextdoor and Facebook (Rec & Parks, SR City & Coffey

Strong) – *6/Monthly*

- Email to Coffey Strong list and Opt-in list of 659 recipients – *7/Monthly or twice monthly*
- News Flash on santarosarec.com and srcity.org – *6/Monthly*
- Editorial – sent to Santa Rosa print, radio, and online media outlets – *3/Prior to each workshop*
- Creation/update of SRCity.org/Coffey-Project web page – *Monthly/twice-monthly*
- Posting project banner and/or information on-site

At each neighborhood meeting the following categories of Neighborhood Feedback was collected:

- Online survey and written comments
 - City - Public Workshop and Survey #1
 - Consultants - Public Workshops and Surveys #2 & #3
- Schaefer Elementary student project
 - Presentation at Public Workshop #2 and PowerPoint slideshow
- “Dot” voting
 - Attendees provided green and red dots to place on full-size graphics
- Sticky notes
 - Green and red sticky notes available for additional comments
- Residents were encouraged to meet neighbors, talk to the design team, discuss their interests in the rebuild, and do ONE of the following:
 - Complete the survey and provide comments to staff OR
 - Take a hard copy survey, complete it, and return it to the Recreation and Parks Department OR
 - Complete the survey and provide comments online

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund. Approval for funding of future construction of Coffey Park will be requested as construction contracts are bid.

ENVIRONMENTAL IMPACT

This project is statutorily exempt from the California Environmental Quality Act (CEQA) pursuant to section 15269 of the CEQA Guidelines. This project is required to restore a public park facility destroyed as a result of a disaster in a disaster-stricken area for which a State of Emergency has been proclaimed by the Governor pursuant to the California Emergency Services Act.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On February 27, 2019, the Board of Community Services (BOCS) reviewed a detailed and thorough presentation regarding the proposed Master Plan. The BOCS received public comments, discussed the draft master plan and voted unanimously in favor of the proposed park master plan and recommends Council approval of the same.

NOTIFICATION

The proposed master plan was noticed for a Public Hearing. Notification was provided by posting a sign on site, publishing notice in a newspaper of general circulation, mailing notice to surrounding property owners, electronic notice to parties that had expressed interest in projects taking place at Coffey Park, and bulletin board postings at City Hall and on the Department website.

ATTACHMENTS

Resolution/Coffey Park Master Plan

CONTACT

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