



City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kristen M. Crane, Assistant to the City Manager
Via Scott W. Huth, City Manager

DATE: January 5, 2015

SUBJECT: Shores Park Master Plan – Update on Project Process and Timeline

REQUESTED ACTION/RECOMMENDATION:

This report provides an update on the anticipated process and timeline for the Shores Park Master Plan project.

EXECUTIVE SUMMARY:

The City of Del Mar acquired the former Del Mar Shores School site in 2008 with the intent of preserving the current open space and recreational uses. At the time of acquisition, an adopted City Council resolution identified that the City would complete a master planning process for the property prior to any substantive changes to the property. A park master plan is a comprehensive long-range vision intended to guide a park's development and a "blue print" to set public policies regarding future facilities, programs, and uses.

In spring 2014, the City Council established the Shores Advisory Committee and appointed eight Del Mar residents to serve on the Committee. The Committee's purpose as identified by the City Council (Resolutions 2014-07 and 2014-25) is to:

"Oversee the Master Plan process to make sure that the process is open, inclusive and developing consensus amongst the many stakeholders. Assist the community in prioritizing the many competing uses. Discuss and provide advice to City Council on the challenges facing the Master Plan process. Review and provide input to City Council on the Master Plan process."

The Committee began meeting in June 2014. During their meetings, the Committee identified six over-arching goals for the community engagement process (Attachment A) and a detailed list of activities to encourage community participation in development of the Master Plan.

City Council Action:

In October 2014, following a competitive Request for Proposals process (RFP), the City Council awarded a contract for the Shores Park Master Plan to Schmidt Design Group, Inc.

The Shores Park Master Plan process is expected to take about 12 months and will entail three phases:

- Discover - Completion of a site inventory and analysis and program/needs assessment;
- Imagine - Program refinement and site alternatives development; and
- Create - Development of a preferred concept into Master Plan recommendations.

Phase one of the master plan effort is now underway and will continue through March 2015.

DISCUSSION/ANALYSIS:

Community engagement will be an essential component of the Master Plan process at all stages. Based on the goals for the community engagement process identified by the Shores Advisory Committee (Attachment A), and the detailed list of participatory activities the Committee sought to offer the community, a tentative timeline for the project has been developed indicating that phase one (“Discover”) will run through March, followed by phase two (“Imagine”) through approximately late May, ending with phase three (“Create”) concluding in approximately January 2016. Attached is a tentative timeline displaying how the project is tentatively envisioned to progress over the next year (Attachment B).

Phase one is focused on the consultant *discovering* the site by conducting an inventory to learn in detail what is currently there (e.g., existing buildings, topography, and drainage) and hearing from the community through multiple avenues how they would like to use the park space.

Highlights of the community engagement process in phase one will include:

- **Statistically Valid Survey** – The survey questionnaire is being developed by True North Research based on input from the Shores Advisory Committee. Invitations to take the survey online will be mailed to all registered voters with a custom access code, followed by a phone call survey to registered voters who do not respond to the survey invitation within the first week. Survey questions will focus on how the public is interested in using the future park. The anticipated launch date for the survey is approximately the third week in January.

- **Interest Group Interviews** – Meetings are being scheduled with community groups to gain perspective on their interests for the park site.
- **Community Pop-Up** – Informal booth set-up at a community event (to be determined, but most likely the Farmers Market) to inform the public about the project and collect thoughts on desired uses for the site.
- **Community Workshop** – Tentatively scheduled for Saturday, March 7th, on site at the Shores Park.
- **Online Web Tool for Citizen Engagement (MindMixer)** – MindMixer will be used to pose questions regarding community interests for the park site.

Toward the latter part of phase one, Schmidt Design Group will synthesize all that is learned from the engagement efforts identified above and highlight key themes. Conclusion steps for phase one will include recap summary discussions of the phase one learnings with the Shores Advisory Committee, the Parks & Recreation Committee, and the City Council prior to moving to the next phase of the process.

FISCAL IMPACT:

Funding for the Shores Park Master Plan is appropriated in the 2014-2015 Operating and Capital Budget.

ENVIRONMENTAL IMPACT:

The Shores Park Master Plan will be subject to environmental review as part of the preparation of the Master Plan.

PRIOR CITY COUNCIL REVIEW:

At its November 18, 2013 meeting, City Council directed staff to initiate the process of preparing the Shores Park Master Plan. At its January 21, 2014 meeting, the City Council reviewed the draft request for proposals and scope of work for the Shores Park Master Plan. At the October 6, 2014 City Council meeting, the Council awarded a contract for the Master Plan to Schmidt Design Group.

ATTACHMENTS:

Attachment A - Goals for Community Engagement Process
Attachment B - Tentative Project Timeline / Shores Advisory Committee Action Items

Shores Park Advisory Committee

Goals for Community Engagement Process

- Goal 1: Gather as many ideas as possible early in the process through a wide variety of approaches and by being as inclusive as possible. Collect ideas about what the community wants and does not want for the space.
- Goal 2: Get the community as involved as possible. Aim for wide participation, representing both specific interest groups and the community at-large (non-specific interests). Ensure everyone feels they have had the opportunity to provide input, even if they choose not to do so.
- Goal 3: Seek to learn what people want to use the park for. Start by gathering “use” ideas rather than “design” ideas.
- Goal 4: Encourage “pie in the sky” thinking, while balanced with an understanding of the realities of the site, which may present challenges as well as opportunities.
- Goal 5: Design a park to stand the test of time.
- Goal 6: Find the people who do not use the park currently, but would use it if the park is designed differently.

Tentative Project Timeline / Shores Advisory Committee Action Items

Dates below are tentative.

Step	Date(s)
Phase 1: Discover	
Documentation Review & Data Collection	
Shores Advisory Committee Meeting	12/10/2014
Site Inventory & Analysis	12/11/14 - 1/13/15
Existing Facilities Analysis	12/11/14 - 1/13/15
Operations & Maintenance Evaluation	12/11/14 - 1/13/15
Shores Advisory Committee Meeting	1/14/2015
Conduct Statistically Valid Survey	1/15/15 - 2/7/15
Conduct Interest Group Interviews	1/5/15 - 2/11/15
Shores Advisory Committee Meeting	2/11/2015
Informal Community Pop-Up Event	Prior to 2/12/15
Use MindMixer Web Tool for Citizen Engagement Question/Topic	Prior to 2/13/15
Prepare Site Awareness Workbook	2/16/15 - 3/4/15
Community Workshop #1 <i>(Site Tour, Vision Statement, Guiding Principles and Preliminary Park Program Discussion)</i>	Tentative Date Saturday, 3/7/15
Data and Community Synthesis	3/9/15 - 3/17/15
Shores Advisory Committee Meeting	3/18/2015
Parks & Recreation Committee Meeting	3/19/15 - 3/25/15
City Council Meeting	4/6/2015
Phase 2: Imagine	
Case Study Exploration	4/7/15 - 5/2/15
Shores Advisory Committee Meeting	5/6/2015
Informal Community Pop-Up Event	Prior to 5/7/15
Use MindMixer Web Tool for Citizen Engagement Question/Topic	Prior to 5/14/15

Step	Date(s)
Community Workshop #2	Approximately Mid-May
Prepare Refined Park Program	5/18/15 - 5/22/15
Shores Advisory Committee Meeting	5/27/2015
Phase 3: Create	
Prepare Master Plan Alternatives	5/28/15 - 7/15/15
Prepare Precedence Boards	5/28/15 - 7/15/15
Prepare Simulations	5/28/15 - 7/15/15
Prepare Rough Order of Magnitude Costs	5/28/15 - 7/15/15
Review and Revisions with City Staff	7/16/15 - 7/22/15
Informal Community Pop-Up Event	Prior to 7/31/15
Use MindMixer Web Tool for Citizen Engagement Question/Topic	Prior to 7/31/15
Community Workshop #3	Approximately Mid to Late-July
Prepare Preferred Master Plan Statement	8/3/15 - 8/7/15
Shores Advisory Committee Meeting	8/12/2015
Further Develop the Preferred Master Plan	8/13/15 - 9/23/15
Prepare Precedence Boards	8/13/15 - 9/23/15
Prepare Simulations	8/13/15 - 9/23/15
Prepare Rough Order of Magnitude Costs	8/13/15 - 9/23/15
Formulate Operations & Maintenance Recommendations	7/15/14 - 9/23/15
Review with City Staff and Revisions	9/24/15 - 10/14/15
Community Workshop #4	Approximately Mid October
Design Review Board Presentation	10/21/2015
Shores Advisory Committee Meeting	10/28/2015
City Council Meeting	11/2/2015
Master Plan Refinements and Final Master Plan Book	11/3/15 - 11/17/15
Design Review Board Presentation	11/18/2015
Final Master Plan Refinements	11/19/15 - 12/8/15
Parks and Recreation Committee Meeting	12/9/15 - 12/22/15
Planning Commission Meeting	1/13/2016
City Council Meeting	1/18/2016