

*City of Baldwin Park*

# Comprehensive Park and Recreation Master Plan Executive Summary

## Introduction

The Baldwin Park Comprehensive Park and Recreation Plan, initiated in fall 2005, establishes a community-supported road map for providing high quality, well-managed parks and recreation facilities throughout the community. The Master Plan identifies current and future recreation needs. It establishes goals, standards, and guidelines to improve parks and recreation facilities. In addition, the Master Plan presents costs and strategies for implementing capital and non-capital projects that will provide the most benefit to the Baldwin Park community.

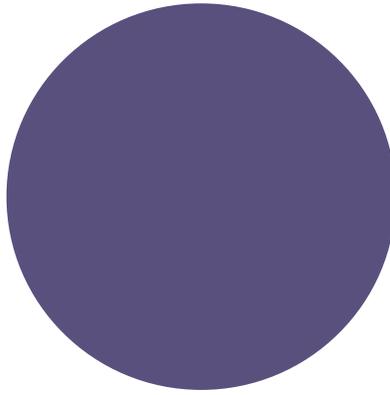
The Plan is designed to guide the City in the development of a diverse, accessible, and community-oriented park system that meets the recreation needs of residents for years into the future. When implemented, the Plan will help the City provide adequate and safe recreation opportunities for residents throughout Baldwin Park.

### PLAN VISION STATEMENT:

Baldwin Park envisions optimum health and wellness for all individuals and families in the community with an interconnected and accessible system of parks, facilities, and diverse recreational opportunities that support making active and passive recreation an integral part of every day.



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## Vision, Goals, & Actions

Parks and recreation is vital to the community of Baldwin Park. The City's parks and recreation facilities help create **healthy living environments, enjoyable outdoor opportunities, and a sense of place** for our continuously growing and changing community.

From 2000 to 2005, the population of Baldwin Park increased by more than **7 percent**. Despite no plans to expand the geographic area of Baldwin Park, the 2020 General Plan projects growth to nearly 87,000 residents from a current population of 81,226. If this trend continues, the residential density will increase by **850** people per square mile between 2005 and 2020.

The City's vision and goals were derived from input received throughout the planning process, from a variety of stakeholders including city staff and officials, community members, and other service providers. Taken together, the vision, goals, and objectives provide a framework for the Comprehensive Park and Recreation Plan.

The Parks and Recreation Department vision is optimum health and wellness for all individuals and families in the community with an interconnected and accessible system of parks, facilities, and diverse recreational opportuni-

ties that support making active and passive recreation an integral part of every day. The City will achieve this vision by implementing the following goals:

**Goal 1:** Provide active and passive recreation opportunities conveniently accessible to residents.

**Goal 2:** Provide inclusive, accessible, and affordable recreational programs and places.

**Goal 3:** Support and enhance individual and community health and wellness – social, physical, emotional, intellectual, career, environmental, and spiritual.

**Goal 4:** Integrate the local park and transportation network with regional park and trail projects such as the Emerald Necklace.

**Goal 5:** Establish long-term financial stability through fiscally responsible practices and a constant eye to the future.

**Goal 6:** Ensure an efficient and effective organization that provides the best value possible with limited resources.

**Goal 7:** Build community and environmental stewardship through resource management, sustainable and strategic design, appropriate maintenance, and volunteer opportunities.

**Goal 8:** Provide active recreation and transportation corridors that meet the needs of people of multiple ages and abilities.

Each goal has been assigned a timeline with actions and responsible parties.



The plan recommends improving access to existing elementary schools to improve recreation opportunities for residents. The first step is establishing a **formalized joint use agreement** between the City of Baldwin Park and the Baldwin Park Unified School District that spells out responsibilities and terms of joint use of facilities.

## Park, Facility, and Access Recommendations

The Master Plan recommends a park system that includes number of improvements to Baldwin Park's **existing parks** to meet the needs of current residents; emphasizes acquiring or securing adequately sized **future park sites** as redevelopment occurs in the City's relatively built-out environment; provides a citywide **pathway network** to link parks, schools, neighborhood, and other destination points; and addresses active and passive community **recreation facility needs**.

### Indoor Recreation Facilities

Baldwin Park has a full range of indoor recreation facilities that serve **diverse recreation interests** and constituencies. To manage these community resources, the plan encourages each facility to become specialized towards its target population and continue upgrades and maintenance as needed.

### Outdoor Recreation Facilities

Recommendations include **improvements to all facilities** and increased **sports field opportunities** through school district partnership.

### Pedestrian/Bicycle Access Ways

Among many accessibility and design recommendations, the plan calls for the creation of a **pedestrian and bicycle network** that provides complete connectivity to recreation facilities and the regional trail network. Baldwin Park's **network of access ways** will connect all parts of the city to each other, with linkages to downtown, schools, neighborhoods, and park sites. The off-street pathways focus on **recreation opportunities**,

**Recreation Facility Needs Summary**

Recreation Facility	Existing Inventory (2007)	Current Need (2007)	Existing Shortage (2007)	Future Need (2020)	Future Shortage (2020)
<b>Active</b>					
Playgrounds	3	16	13	17	14
Places to Toss and Catch	5	23	18	24	19
Athletic Court Locations	3	20	17	21	18
<b>Passive</b>					
Places to Gather	4	10	6	10	6
Green Oases	2	10	8	10	8
<b>Pedestrian &amp; Bike Access</b>					
Off-Street	0	4	4	4	4



while also serving non-motorized transportation needs. The on-street access ways meet transportation needs, but also supplement the **off-street system** by providing linkages and offering a connection where no off-street connection is possible. Wherever possible, linkages should exist between parks, residential areas, and the **citywide trail and pathway system** to connect the City's system into a **regional network** that includes the **San Gabriel River path and the Emerald Necklace**.

## Program & Services Recommendations

In addition to improvements in the areas of administration, communications, financial stewardship, and maintenance, the plan recommends improvements to program and services in order to serve the recreation needs of all residents, including:

- Implement **on-line registration** for programs
- Implement a **marketing program**

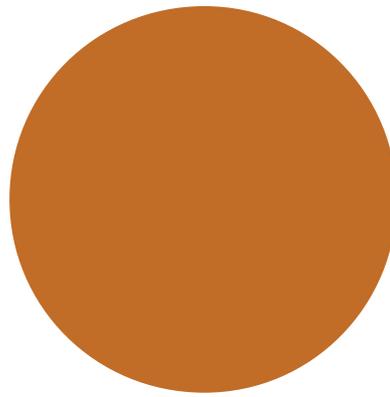
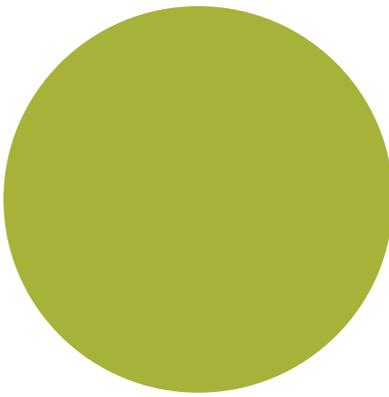
- Set **participation goals** and track progress
- Implement **user evaluation** of programs
- Consider adding **drop-in childcare**
- Design and implement **new programs**
- Provide **accessible programs**

### Program Accessibility

Barriers such as **program costs, outreach/marketing, class scheduling/format, and language** may limit participation for some people of diverse economic and cultural backgrounds. City staff should evaluate program access in terms of all potential barriers to participation, including **access for people with disabilities**, and develop strategies for improvements. The City should consider adopting a “resident first policy” to ensure that all City residents have **equitable, affordable and priority access** to programming. As part of this effort, a scholarship fund should be implemented and be available to City residents.

#### PROGRAM RECOMMENDATIONS AT A GLANCE:

- Scholarship fund
- New arts, dance, and sports programs
- Drop-in childcare
- Marketing program
- User evaluations
- Online registration
- Participation goals
- Resident first policy



Music and other performing arts are of interest to Baldwin Park residents. Over 36% of adult respondents of a Community Questionnaire want concerts or other performing arts programs (theater, dance, etc.) held in community parks, and 26% of youth aged 15-18 would like to attend more concerts and dances.

### Strategic Communications

In addition to improving communications on park and recreation issues within the City, the parks department should develop a **strategic communications plan** for communications with the public. **Lack of awareness** about parks and programs was one of the major reasons for lack of program or park use in Baldwin Park. **Increasing awareness of community recreation resources will encourage a healthy and active community.** The strategic communications plan should address the website, program guide, marketing, and other outreach tools, including maps and signage. At minimum, the City should evaluate the effectiveness of the program guide, which is currently printed quarterly but not mailed to households. In addition, the City website should be referenced in all marketing and public outreach efforts.

### Plan Implementation

The Master Plan recommends a number of capital and non-capital projects. Because the anticipated cost for implementing all improve-

ments in the short term exceeds the City's available funds, projects were categorized according to priority level.

A **6-year capital improvement plan** outlines priorities for determining which projects to complete first, and describes other funding issues, including a park impact fee and maintenance funding. An additional \$4,000,000 could be funded through a more aggressive financing concept intended to meet more of the immediate community recreation needs. The concept is to create a new **Landscape and Lighting District** to pay for capital expenditures, then to sell bonds and use the annual revenue from the assessment district to pay for debt service. This new L&L District would be in addition to the existing park maintenance district.

### Proposed CIP Options

The capital improvement plan outlines two options for parks expenditures and funding. In **Option A** approximately \$5.8 million worth of projects are fundable over the next six years. With this budget restriction, it is recommended that the City focus on providing small park improvements throughout the City, so that everyone benefits. In **Option B** approximately \$9.8 million worth of projects are fundable over the next six years. This amount will pay for many of the needed park improvements but does not allocate money for land acquisition and development of new parks.



### Park Impact Fees

The City should consider establishing a **park impact fee** to ensure that new development is paying for its impacts on the park system. In California, an impact fee rate of \$10,000 per household is not unusual given the high cost of land and improvements. The impact fee should be established prior to significant new residential development in the revitalization areas. Park Impact Fees must be based on the current level of service to ensure that new development does not pay for any existing deficiencies in park development.

### Funding Parks Maintenance

Currently, Baldwin Park assesses \$27.55 per year on each property for park maintenance. This assessment has not been increased in a decade. The assessment is the only dedicated source of parks maintenance funding, with the remainder of funding provided by the General Fund. There are several ways Baldwin Park could establish **dedicated funds** for parks maintenance.

- Increased Assessment or New L&L District
- Revenue Generated From Parks
- Sponsorships/Naming Rights/Banners, Etc.

### POTENTIAL REVENUE SOURCES:

General Fund	\$2,100,000
Quimby Fees	\$720,000
Development Tax	\$50,000
Community Development Block Grants	\$ 2,100,000
Donations	\$ 60,000
Grants	\$ 750,000
Miscellaneous Sources	\$ 50,000
<b>Total Revenue</b>	<b>\$5,830,000</b>

### Next Steps

The Master Plan provides the guidelines for the City of Baldwin Park to give its residents the **best parks and recreation system possible**, by providing a healthy living environment in an urbanized setting, with ample **cultural, recreational and artistic opportunities** and a rooted sense of community. By implementing the recommendations of the Master Plan in a timely manner, the City can achieve its goals and deliver the the community's vision.

# Parks and Recreation Master Plan



## Access Way Type

- High Traffic On Street Route
- Low Traffic On Street Route
- Off Street Path
- \* Proposed City Park
- \* Proposed School Park
- Greenway
- Recreation Facility
- City Park
- School Facility
- Public School Property
- Railroad
- City Limits
- Flood Control Basins
- Tax Parcels

## Planned Parks & Access Ways



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