



SAN RAFAEL
THE CITY WITH A MISSION

rhaa
Landscape
Architecture
& Planning

City of San Rafael
**CITYWIDE PARKS
AND RECREATION
MASTER PLAN**

Parks and Recreation
Commission Meeting
June 22nd, 2022



AGENDA

- I. Our Team
- II. Master Plan
- III. Inventory and Assessment
- IV. Community Outreach
- V. Questions and Discussion
- VI. Next Steps

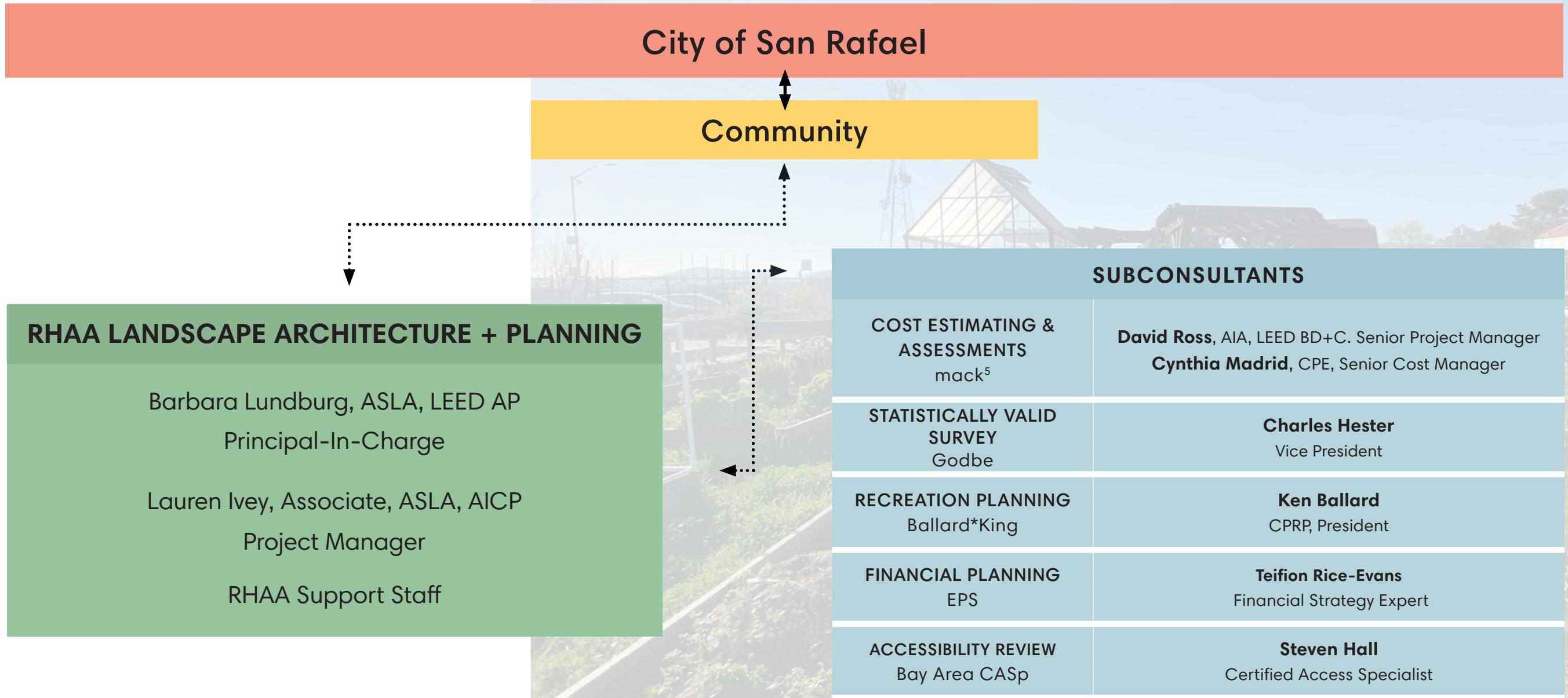


Our Team



Canal Community Garden

Our Team



City of San Rafael

Community

RHA LANDSCAPE ARCHITECTURE + PLANNING

Barbara Lundburg, ASLA, LEED AP
Principal-In-Charge

Lauren Ivey, Associate, ASLA, AICP
Project Manager

RHAA Support Staff

SUBCONSULTANTS

COST ESTIMATING & ASSESSMENTS
mack⁵

David Ross, AIA, LEED BD+C. Senior Project Manager
Cynthia Madrid, CPE, Senior Cost Manager

STATISTICALLY VALID SURVEY
Godbe

Charles Hester
Vice President

RECREATION PLANNING
Ballard*King

Ken Ballard
CPRP, President

FINANCIAL PLANNING
EPS

Teifion Rice-Evans
Financial Strategy Expert

ACCESSIBILITY REVIEW
Bay Area CASp

Steven Hall
Certified Access Specialist



Master Plan



Gerstle Park



Project Goals

- Assess existing system and previous planning
- Understand community needs and demand
- Understand necessary funding and resources to implement identified priorities for maintenance and enhancement of parks and recreation facilities




Master Plan Scope

- Inventory and Assessment of Existing Conditions

CURRENT PROGRAMS BY CATEGORY

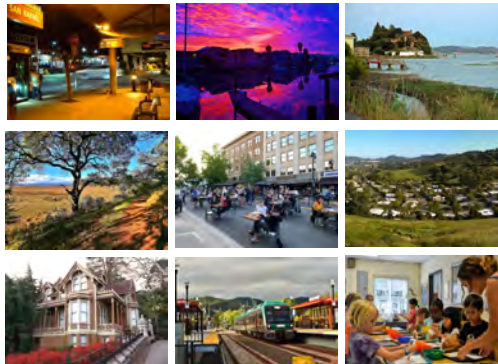
Programs	CORE	SECONDARY	SUPPORT
Youth Sports	Core		
Adult Sports		Secondary	
Fitness / Wellness			Support
Cultural Arts		Secondary	
Aquatics	Core		
Youth	Core		
General Interest			Support
Education		Secondary	
Special Needs			Support
Special Events		Secondary	
Outdoor Recreation	Core		
Seniors	Core		
Tennis			Support
Self-Directed	Core		
Social Services	Core		

Programs	Core	Secondary	Support
Youth Sports	●		
Adult Sports	●		
Fitness/Wellness	●		
Cultural Arts		●	
Aquatics		●	
Youth	●		
General Interest			●
Education			●
Special Needs			●
Special Events		●	
Outdoor Recreation		●	
Seniors	●		
Teens		●	
Self-Directed	●		
Social Services		●	



**Downtown San Rafael Precise Plan
Historic Resources Inventory Summary Report**

Originally Published December 2020
Revised and Re-released May 2021



**San Rafael
General Plan 2040**
DRAFT FOR CITY COUNCIL ADOPTION

July 2021

SAN RAFAEL
A CITY WITH A VISION


Downtown San Rafael
Precise Plan

City of San Rafael, CA
Final Draft
June 2021

January 7, 2021

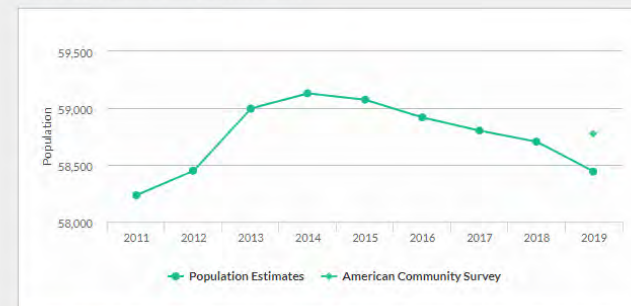
State Clearinghouse Number: 2019039167

**SAN RAFAEL
GENERAL PLAN 2040 &
DOWNTOWN PRECISE PLAN
DRAFT EIR**
for the City of San Rafael



**SAN RAFAEL
GENERAL PLAN
2040**

San Rafael Population



Sources: United States Census Bureau, 2019 American Community Survey 5-Year Estimates, U.S. Census Bureau, American Community Survey Office, Web, 10 December 2020, <https://www.census.gov>; United States Census Bureau, Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2019, U.S. Census Bureau, Population Division, Web, May 2020, <https://www.census.gov/>. Check out our [FAQs](#) for more details.

San Rafael Demographics Summary

Population

With 58,775 people, San Rafael is the 161st most populated city in the state of California out of 1,490 cities. But watch out, San Rafael, because [Arcadia](#) with 58,152 people and [Huntington Park](#) with 58,353 people are right behind you.

Race & Ethnicity

The largest San Rafael racial/ethnic groups are White (57.0%) followed by Hispanic (31.0%) and Asian (6.7%).

Median Income

In 2019, the median household income of San Rafael households was \$91,742. San Rafael households made slightly more than [San Juan Capistrano](#) households (\$91,600) and [Vandenberg Village](#) households (\$91,618). However, 6.2% of San Rafael families live in poverty.

Median Age

The median age for San Rafael residents is 41.1 years young.

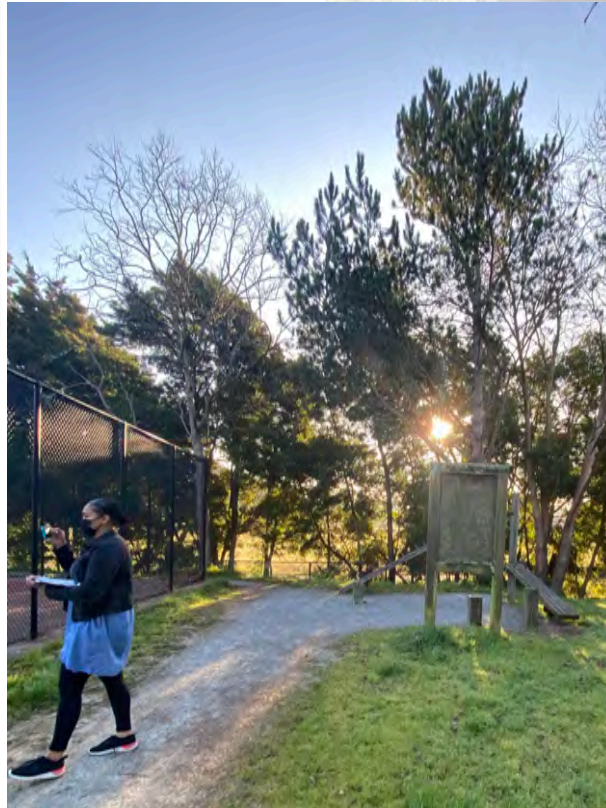
Master Plan Scope

- Inventory and Assessment of Existing Conditions

Sun Valley Park



Peacock Gap Park



Albert Park



Boyd Memorial Park



Gerstle Park



Arbor Park



Master Plan Scope

- Community Outreach

Surveying



CITY OF SAN RAFAEL
2022 Park & Recreation Needs Assessment Survey


Topline Report
n=575
22 minutes
Residents / Registered Voters Hybrid Sample
Languages: English (n=559) & Spanish (n=16)

March 20, 2022

www.godberesearch.com

Northern California and Corporate Offices
1220 Howard Avenue., Suite 250
Burlingame, CA 94010

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521



SAN RAFAEL
THE CITY WITH A MISSION

San Rafael Citywide Parks and Recreation Questionnaire

Parks and Recreation Questionnaire

The City of San Rafael is developing a Citywide Parks and Recreation Master Plan to shape the future of our parks and recreation. By creating a Master Plan, we will have a guide to further develop our parks and recreational programs, create and maintain funding, and set priorities for the future. Please take 15 minutes to complete this brief questionnaire so we know how you enjoy the City's parks, facilities, and recreational programs, and what you would like to see to improve your experience. By including your feedback and input in the planning process, we'll be able to further promote the quality of life for San Rafael residents.

Thank you for your participation in this questionnaire!

City of San Rafael

Next

Master Plan Scope

- Community Outreach

Steering Committee



CITYWIDE PARKS & RECREATION MASTER PLAN STEERING COMMITTEE AGENDA

Wednesday, March 16, 2022
5:00 P.M.

Watch on Zoom:
<https://tinyurl.com/CPRMP-03-16-2022>
Telephone: (669) 900-9128
Meeting ID: 850 2143 7334

-
- 1. WELCOME**
 - a. Project Team
 - b. Steering Committee Introductions (2 min each max)
 - c. Role of the Citywide Parks and Recreation Master Plan (CPRMP) Steering Committee
 - 2. PROCESS OVERVIEW & UPDATES**
 - a. Project Goals
 - b. Master Plan Scope
 - c. Current Status
 - i. Document Review
 - ii. Inventory and Assessment
 - d. Schedule
 - iii. Steering Committee Meeting #2
 - 3. SURVEY**
 - a. Survey Purpose and Beta Testing
 - b. Complete Survey
 - c. Survey Feedback
 - d. Survey Promotion
 - 4. QUESTIONS & DISCUSSION**
 - 5. HOMEWORK**
 - a. Needs Assessment
 - b. Document Review
 - c. Inventory
 - d. Community Profile

Notice

Any records relating to an agenda item, received by a majority or more of the Commission less than 72 hours before the meeting, shall be available for inspection online. Sign Language interpreters may be requested by calling (415) 485-3066 (voice), emailing Lindsay.lara@cityofsanrafael.org or using the California Telecommunications Relay Service by dialing "711", at least 72 hours in advance of the meeting. Copies of documents are available in accessible formats upon request.

March 16th, Steering Committee Meeting #1

Master Plan Scope

- Needs Assessment and Gap Analysis



Master Plan Scope

- Recommendations, Prioritization, and Action Plan

5.2 PRIORITIZATION

FACTORS FOR CONSIDERATION

Recommendations for projects made in the *Parks and Recreation Facilities Master Plan* are prioritized based on identified factors for consideration. These factors weight the recommendations based on the following: their standing as a:

- Their standing as a high priority of the community
- Their ability to address unmet needs
- The extent of the service area they will serve
- Their potential to generate revenue to support recreation and maintenance programming
- Their inclusion in previous planning efforts
- Their role in code and regulation compliance.

HIGH PRIORITY OF THE COMMUNITY

Based on the community survey, the following are high priorities of the community. See **Appendix A** for complete survey results. (Percentages reflect combined very and fairly important).

PARK FACILITY IMPROVEMENTS

- Addressing infrastructure maintenance (77.4%)
- Provision of more park amenities (76.1%)
- Improved lighting for safety and pathways (75.4%)
- Improve litter maintenance (74.2%)

CLUBHOUSE AND RECREATION FACILITY IMPROVEMENTS

- Additional after school services (68.6%)
- Creation of a teen center (63.6%)
- Environmental learning space (62.7%)

EXISTING CONDITIONS

Canyon Trail Park is separated into Lower Canyon Trail Park (passive riparian space, walking trails, creek and pedestrian bridges, open lawn, tennis courts, play area, clubhouse, horseshoe site) and Upper Canyon Trail Park Playfield (grass sports field). The park has the City's 2nd largest athletic field and the Upper Canyon Trail Park Playfield is actively programmed for baseball and soccer year-round. The park's lower field is programmed for youth soccer. The adjacent private Prospect Sierra School pays usage fee for Upper Canyon Trail Park Playfield use during school hours but the City maintains and owns it with minimal schedule conflict. Amenities at Canyon Trail Park include tennis courts, two picnic areas, a playground, and unique native, riparian habitat with walking trails and a pond. The Canyon Trail Park Clubhouse is currently programmed as an art center for the City.

RECOMMENDATIONS

IMMEDIATE WORK PRIORITIES	
5.1	Address immediate work priorities at Canyon Trail Park and Clubhouse - repair park pathways, update or remove horse shoe pit, monitor roof leaks, bathroom exhaust fan, replace make-up air bird screen, replace grate for floor drain
EARLY WINS	
5.2	Improve group picnic areas - replace picnic tables in poor condition; consider formalizing picnic site with shade structure or concrete grill
5.3	Improve signage for entry at Lower Park - incorporate a trail map as well as environmental and archeological signage
5.4	Establish a pollinator pathway up Conlon Avenue between the Ohlone Greenway and Canyon Trail Park - Urban Greening Plan, Focus Area 9

Recommendations Total \$1,120,974



(P) Policy/Program	
5.5	Consider relocating art center to create rentable/venue space - consider expanding program use for adult fitness during weekdays
(DEF) Deficiencies	
5.6	Address facility repairs from 2018 Inventory and Deficiencies Assessment at Canyon Trail Park Clubhouse
5.7	Correct identified ADA deficiencies per 2009 ADA Transition Plan
5.8	Address remaining park amenity deficiencies - benches/seating
(ENH) Enhancements/New Projects	
5.9	Update or replace play area for park identity - consider theme relating to Ohlone cultural resource
5.10	Improve playfield and digout - turf and irrigation, replace benches, concrete pads, and fencing
5.11	Support and protect natural areas - dedicated natural riparian habitat to remain protected per Urban Greening Plan, provide interpretive signage for natural areas, protect urban forest, preserve and protect known cultural resource

ALIGNED MASTER PLAN GOALS

- Goal A: Enhance El Cerrito's Park Network
- Goal B: Enhance El Cerrito's Recreation Facilities
- Goal C: Support Recreation Programs
- Goal D: Improve Pathways and Trails
- Goal E: Improve Natural Areas

ESTIMATE OF COST

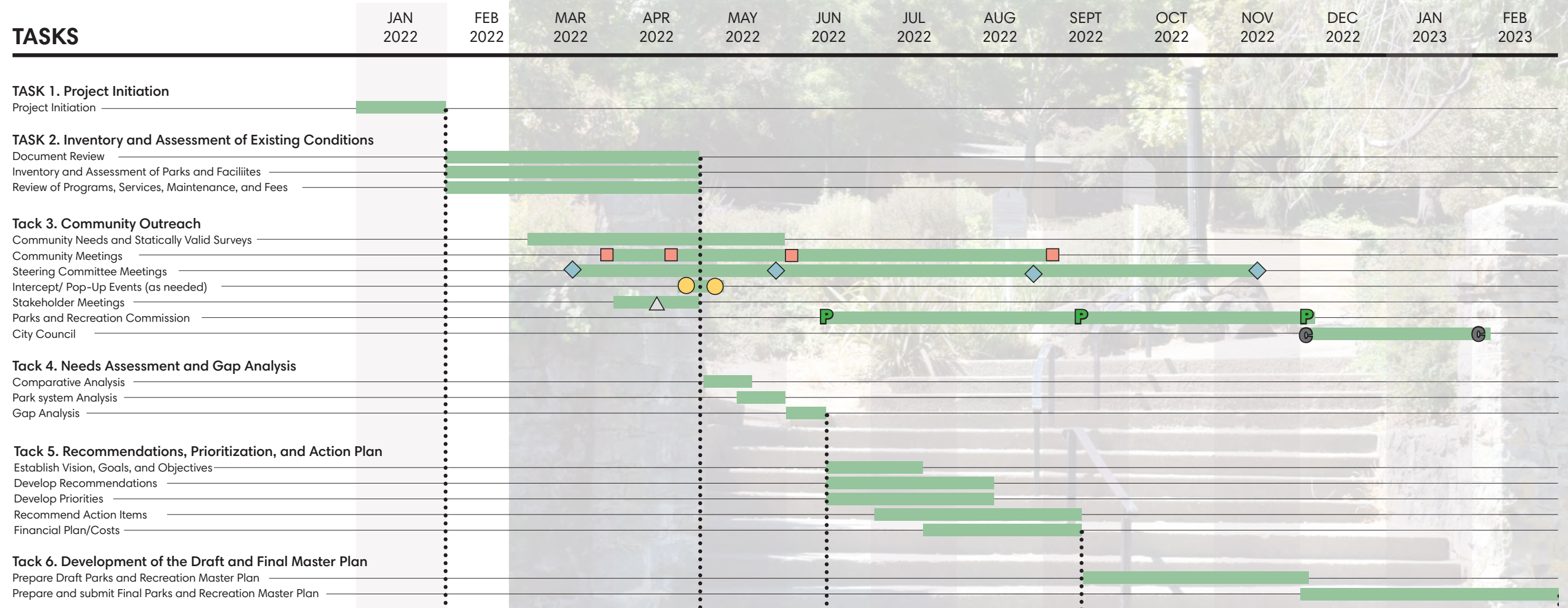
This estimate does not include relocation of the art center, support and protection of the park's natural areas, or relocation or removal of the horse shoe pit as scope is not yet determined.

FIGURE 19. FACTORS FOR CONSIDERATION RANKING



Master Plan Scope

- Schedule





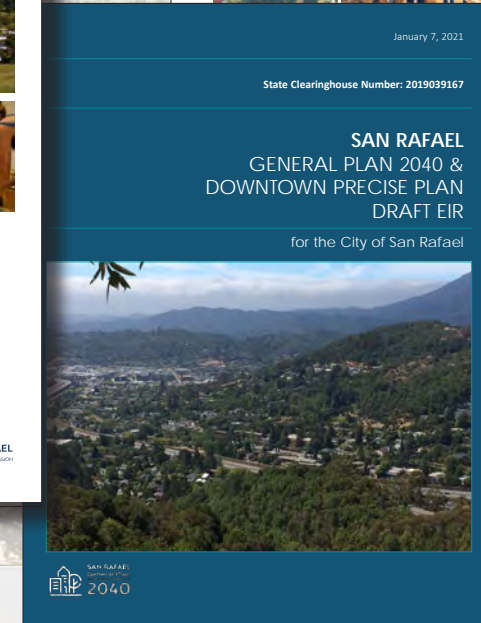
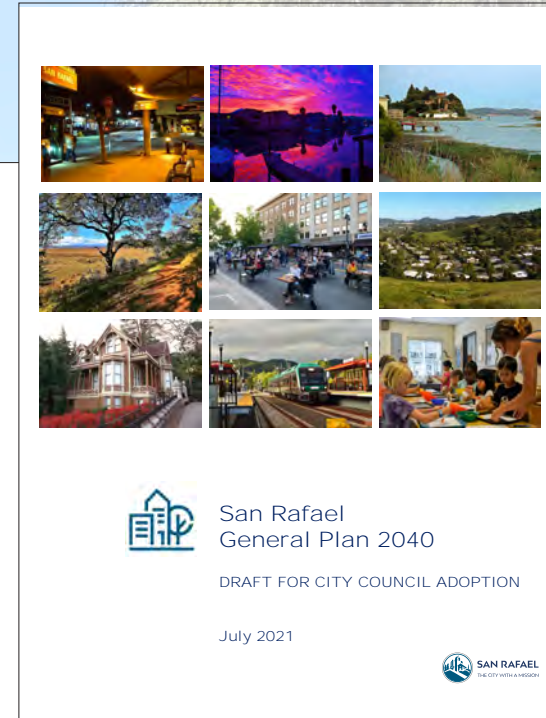
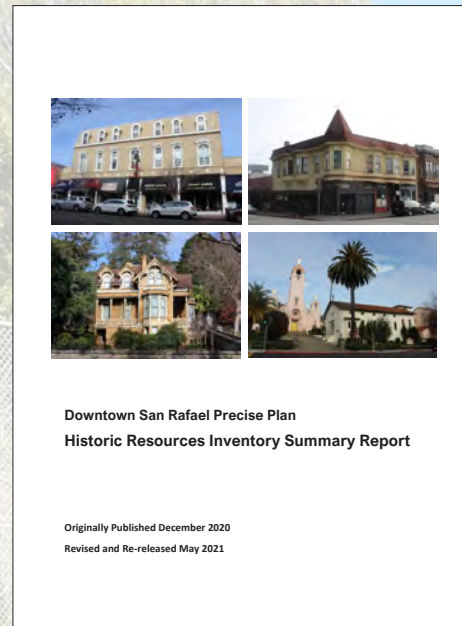
Inventory and Assessment



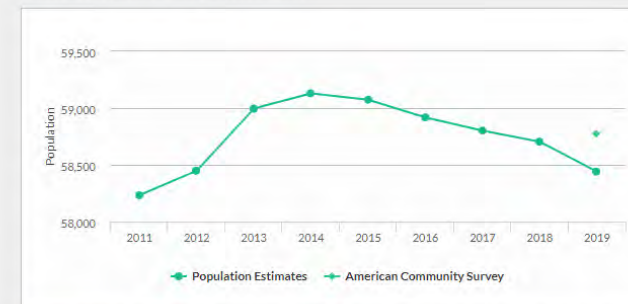
Boyd Memorial Park

Document Review

- *San Rafael General Plan 2040*
- *Bicycle and Pedestrian Master Plan 2018*
- *Parking and Wayfinding Study 2019*
- *Downtown Precise Plan 2021*



San Rafael Population



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Median Age

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Parks and Recreation Facilities

Neighborhood Parks (12)	Pocket Parks (6)	Recreation Facilities (4)	Community Parks (3)	Special-Use Parks (3)	Community Gardens (2)
Bernard Hoffman Field/Park	Arbor Park	Albert J. Boro Community Center	Albert Park and Stadium	Boyd Memorial Park	Canal Community Garden
Freitas Park	Beach Park	Falkirk Cultural Center	Pickleweed Park	Falkirk Cultural Center Grounds	Terra Linda Community Garden
Gerstle Park	Bret Harte Park*	San Rafael Community Center	Terra Linda Park	Jean and John Starkweather Shoreline Park	
Jerry Russom Memorial Park*	Hillview Park	Terra Linda Community Center			
Loch Lomond Park	Oliver Hartzell Park				
Los Ranchitos Park	Riviera Park				
Munson Park					
Oleander Park					
Peacock Gap Park					
Santa Margarita Park					
Sun Valley Park					
Victor Jones Park					



*Park classification is based on the *San Rafael General Plan 2040*

Parks Inventory

- Many parks constructed in mid-20th century (60-70yrs old)
- 3 parks originally built in the 19th century (close to 100yrs old)
- Strategic park development and enhancement/renovation from the 1990s to present
- Initial needs include:

Updated playground amenities per code and accessibility

Renovated sport courts

Improved signage

Infrastructure repairs and replacement

Riviera Park



Bret Harte Park



Oleander Park



Santa Margarita Park



Gerstle Park



Boyd Memorial Park



Boyd Memorial Park



Oliver Hartzell Park



Facilities Inventory

- Large range in age, construction type, and recreation provided
- Strategic and continuous enhancement and renovation
- Common maintenance and repair issues include:

Water intrusion

Aging mechanical equipment

Outdated electrical distribution

Door and window replacement

Moveable partition repairs

Painting and finishes

Exterior wood deck replacements

Albert J. Boro Community Center



Falkirk Cultural Center



San Rafael Community Center



Terra Linda Community Center



CASp Assessment

Major Accessibility Needs	Minor Accessibility Needs	Minor Accessibility Needs with Maintenance Improvements
Beach Park	Albert Park and Stadium	Arbor Park
Freitas Park 'Annex'	Canal Community Garden	Bernard Hoffman Field/Park
Jerry Russom Memorial Park*	Freitas Park	Boyd Memorial Park
Oliver Hartzell Park	Loch Lomond Park	Bret Harte Park
	Los Ranchitos Park	Falkirk Cultural Center Grounds
	Pickleweed Park	Gerstle Park
	Sun Valley Park	Hillview Park
		Jean and John Starkweather Shoreline Park
		Munson Park
		Oleander Park
		Peacock Gap Park
		Riviera Park
		Santa Margarita Park
		Terra Linda Community Garden
		Terra Linda Park
		Victor Jones Park

Recreation Assessment

- Initial challenges identified:

Aging facilities with limited space, parking, sport fields, and joint-use agreements

Limited program growth and long-range program planning

Deferred maintenance impacts program opportunities - sport fields, sport courts, etc

Limited asset management planning to track lifecycle costs

Limited staffing and funding



IV

Community Outreach



Albert J. Boro Community Center

Survey Results Overview

- Statistically Valid Survey

March 7th - March 10th

575 Responses - 559 English, 16 Spanish

- Parks and Recreation Questionnaire

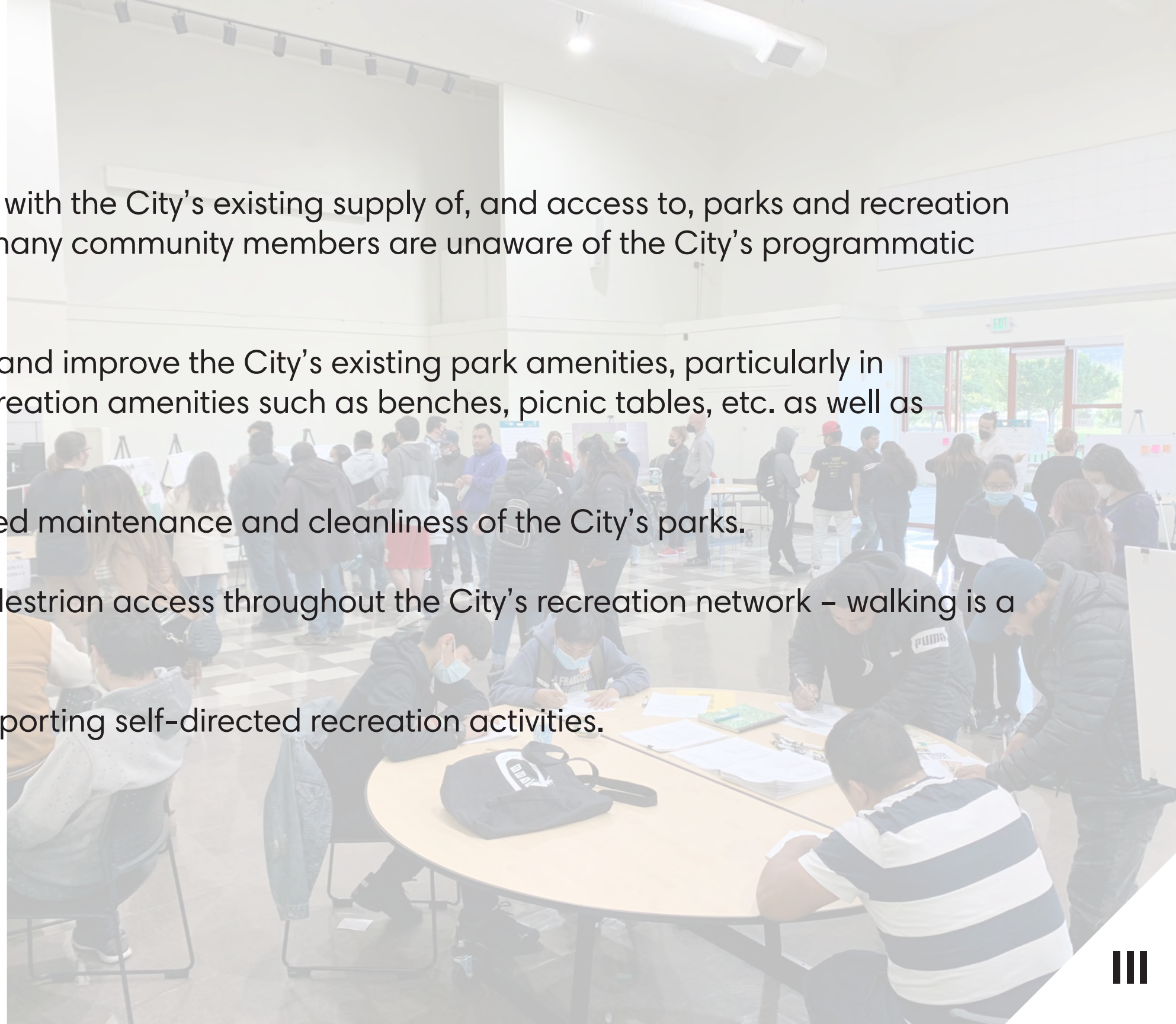
March 30th - May 31st

*1,131 Responses - 1,046 English, 84 Spanish,
1 Vietnamese*

The image shows two overlapping screenshots of survey-related documents. The top screenshot is a report from Godbe Research, featuring a lightbulb icon and the text: 'CITY OF SAN RAFAEL', '2022 Park & Recreation Needs Assessment Survey', 'Topline Report n=575, 22 minutes, Residents / Registered Voters Hybrid Sample, Languages: English (n=559) & Spanish (n=16)', and 'March 20, 2022'. The bottom screenshot is the introduction to the 'San Rafael Citywide Parks and Recreation Questionnaire', including the City of San Rafael logo and the text: 'The City of San Rafael is developing a Citywide Parks and Recreation Master Plan to shape the future of our parks and recreation. By creating a Master Plan, we will have a guide to further develop our parks and recreational programs, create and maintain funding, and set priorities for the future. Please take 15 minutes to complete this brief questionnaire so we know how you enjoy the City's parks, facilities, and recreational programs, and what you would like to see to improve your experience. By including your feedback and input in the planning process, we'll be able to further promote the quality of life for San Rafael residents. Thank you for your participation in this questionnaire! City of San Rafael'. A blue 'Next' button is visible at the bottom right of the questionnaire page.

Emerging Themes

- Overall, the community is satisfied with the City's existing supply of, and access to, parks and recreation facilities and programs, however many community members are unaware of the City's programmatic offerings.
- There is a strong desire to update and improve the City's existing park amenities, particularly in modernizing playgrounds and recreation amenities such as benches, picnic tables, etc. as well as repairing failing infrastructure.
- There is a strong desire for improved maintenance and cleanliness of the City's parks.
- The community is interested in pedestrian access throughout the City's recreation network – walking is a priority.
- The community is interested in supporting self-directed recreation activities.



Executive Summary

1. The San Rafael community is **generally satisfied with the City's parks and recreation facilities.**

- Godbe Research respondents reported slightly higher satisfaction – 73% Satisfied (Very Satisfied and Somewhat Satisfied)
- Questionnaire respondents reported slightly lower satisfaction – 55% Satisfied (Very Satisfied and Satisfied)

2. The San Rafael community is **generally satisfied with the City's recreation programs, however there is a substantial portion of the community that is **unaware of the City's recreation program offerings.****

- Godbe respondents reported slightly higher satisfaction – 56% (Very satisfied and somewhat satisfied)
- Questionnaire respondents reported slightly lower satisfaction – 46% (Very satisfied and satisfied)
- Roughly 30% of respondents to both surveys were unfamiliar with the City's recreation programs

Executive Summary

3. Respondents generally reported that the City's parks and recreation facilities are of good quality.

- Godbe Research respondents reported slightly lower quality – 8% Excellent, 40% Good
- Questionnaire respondents reported higher quality – 5% Excellent, 61% Good

4. The most frequented parks and recreation facilities include the following, in order of popularity:

PARKS

- Gerstle Park
- Sun Valley Park
- Terra Linda Park
- Peacock Gap Park
- Albert Park

RECREATION FACILITIES

- Terra Linda Community Center and Pool House
- San Rafael Community Center
- None
- Albert J. Boro Community Center
- Falkirk Cultural Center

Executive Summary

5. Respondents are **typically traveling** to parks and recreation facilities by:

- Driving
- Walking
- Cycling

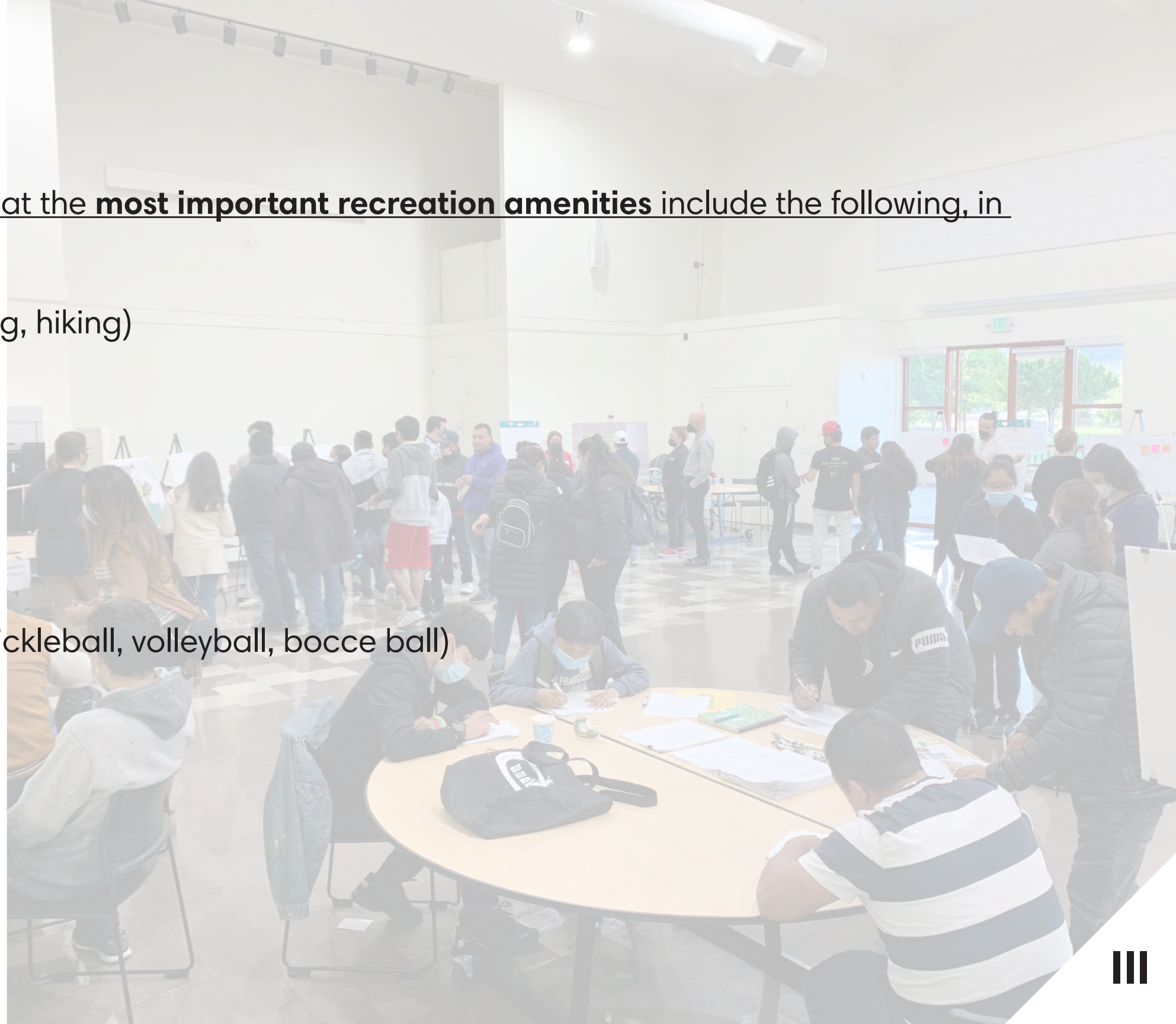
6. **Most important park improvements** to achieve in San Rafael include:

- Improved cleanliness and maintenance
- Addressing and/or replacing outdated recreation equipment
- Making infrastructure improvements
- The least important park improvements include incorporating technology into City parks

Executive Summary

7. Surveyed respondents reported that the **most important recreation amenities** include the following, in order of popularity:

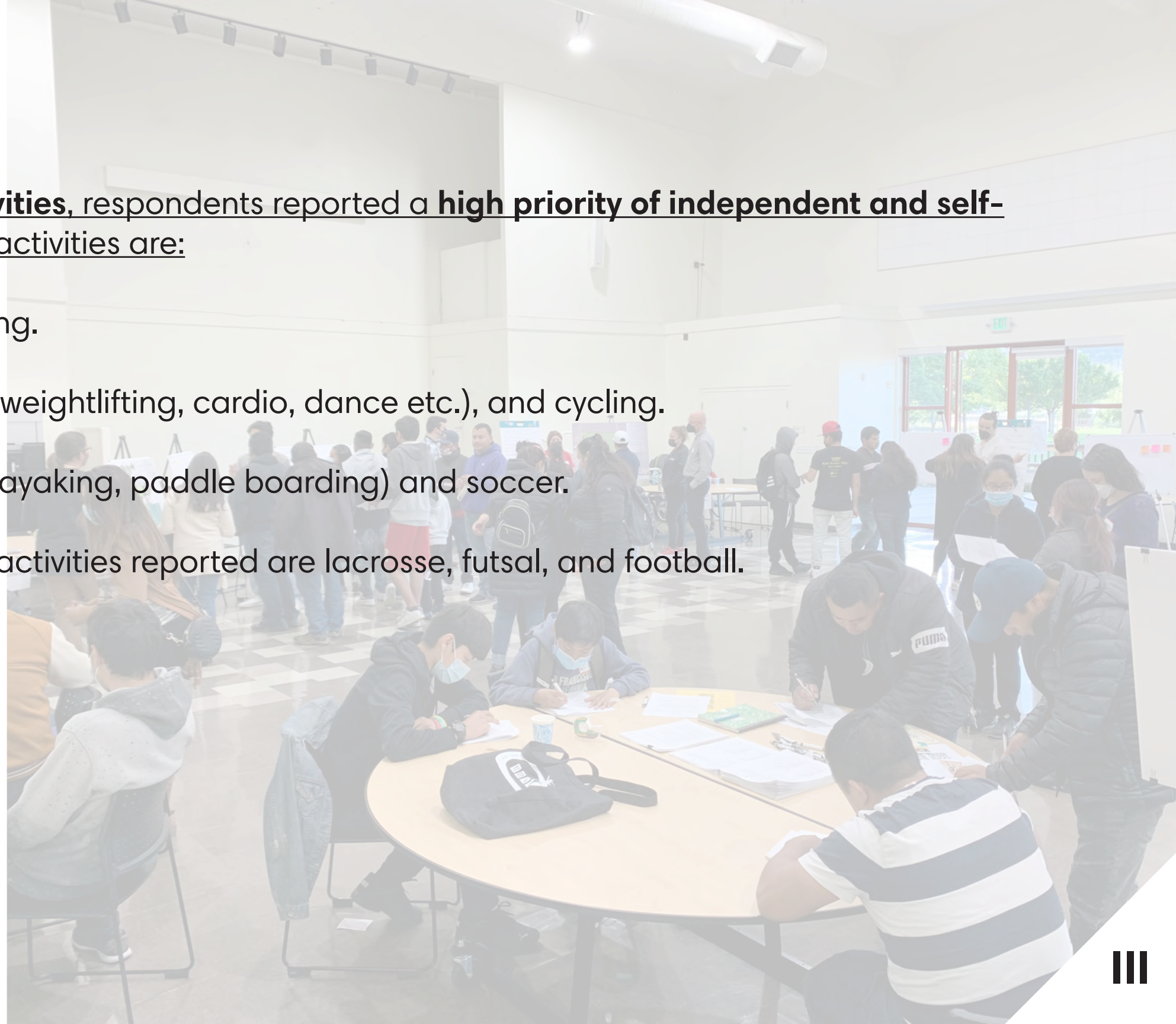
- Trails and pathways (walking, biking, hiking)
- Playgrounds
- Restrooms
- Swimming Pools
- Sport Courts (tennis, basketball, pickleball, volleyball, bocce ball)
- Picnic Areas



Executive Summary

8. Regarding **sports or athletic activities**, respondents reported a **high priority of independent and self-lead activities**. The most important activities are:

- 1st Tier: Walking, hiking, and jogging.
- 2nd Tier: Swimming, fitness (yoga, weightlifting, cardio, dance etc.), and cycling.
- 3rd Tier: Water sports (canoeing, kayaking, paddle boarding) and soccer.
- Least important sports or athletic activities reported are lacrosse, futsal, and football.



Executive Summary

9. Regarding recreation programs and services, the most important are:

- Community events
- Youth sports
- Nature and environmental programming
- Self-directed activities (i.e. outdoor fitness courses, active play areas, and pathways with distance markers)
- Childcare services
- Games, in person or online, are reported to be the least important recreation activity.

10. Survey respondents find **value in improving existing facilities over adding new ones.**

Executive Summary

11. Impact of covid on use of parks, recreation facilities and programs.

STATISTICALLY VALID SURVEY
- will you?

- More Frequently: 54%
- About the Same: 38%
- Less Frequently: 5%
- DK/NA: 4%

PARKS AND RECREATION QUESTIONNAIRE
- are you?

- More Frequently: 33%
- About the Same: 44%
- Less Frequently: 23%

Executive Summary

12. Additional recreation programming and facilities requested include:

- Infrastructure repairs
- Educational classes
- Concerts/music events
- Additional walking and jogging paths
- Community events
- Activities for children and/or enhanced playgrounds
- Aquatic/pool programming
- Art programs/art in parks
- Pickleball
- Community gardens
- Skate Park
- Spaces for dogs
- Improvements to and more programming at Terra Linda Park and Community Center

Community Workshop #1

- March 30th - San Rafael Community Center
- April 28th, Terra Linda Community Center
- May 5th, Online
- May 11th, Albert J. Boro Community Center





Questions & Discussion



San Rafael Community Center

VI

Next Steps



San Rafael Community Center

Master Plan Scope

- Needs Assessment and Gap Analysis

