



# AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION  
Meeting Date: June 10, 2014

Agenda Item 5.A.  
**Approvals:**  
Dept. Head [Signature]  
Manager \_\_\_\_\_  
Admin. Assistant \_\_\_\_\_

**Department:** Beaches, Parks & Recreation  
**Prepared By:** Pamela Passow, Recreation Manager  
Aeryn Donnelly, Park Planner

**Subject:** *C.A.R.E. PROGRAM*

**Fiscal Impact:** None.

**Summary:** Staff recommends that the Beaches, Parks & Recreation Commission recommend the City Council approve the proposed C.A.R.E. (Celebrate, Acknowledge, Remember, and Enhance) Program.

**Background:** At its regular meeting on October 1, 2013, the City Council conceptually approved a Tribute Program for the donation and naming of public amenities, and approved the formation of a subcommittee to develop program details. At the December 10, 2013 Beaches, Parks, and Recreation Commission meeting, the Commission formed a Tribute Program subcommittee to work with staff and the public to further develop the details of the Tribute Program.

**Discussion:** Existing memorial benches were considered on a case by case basis, purchased by donors, and installed without a comprehensive program or policy in place. The City was not recouping all of the costs associated with the maintenance of the bench, did not have a strategy for replacement benches or vandalism, and did not have enough space in desired locations to meet demands. The proposed C.A.R.E. program was designed to address the following:

- Public benefit
- Full cost recovery
- Public perception
- Space available
- Design Consistency
- Lifespan
- Streamline process

The Subcommittee met several times from January to May 2014, and worked with City staff to create a program that would balance the needs of the community with those desiring to have a memorial bench or pay tribute to an individual. The C.A.R.E. program was designed to balance all of those parameters:

- Celebrate—an anniversary or special event
- Acknowledge—a hero or graduate
- Remember—a loved one
- Enhance—a public park or public amenity

- The Subcommittee and staff reviewed many options including benches, picnic tables, stair risers, table tennis, chess and checker tables, wave tile mural, urban forestation (tree planting), and drinking fountains. The first two options were considered as an essential part of the future of this program, since the benches had always been part of the informal program, and the picnic tables are in most of the parks and have similar attributes. The other items were items that the Subcommittee felt should be vetted by the public.

Other considerations for the program included what should be on each amenity, which included verbiage, signage, and length. As a result, options were given at the public meeting held on Thursday, May 29, 2014. Each participant was given thought dots to choose their favorite placement for signage on the benches and picnic tables. In addition, they chose their top two favorites of the other considered amenities. The participants chose *Option 1* for the benches, which included text engraved along curved back of the bench, text engraved along one side of the arm rest, and text engraved along the side of the seat. They also chose *Option 1* for the picnic tables, which includes text engraved along the side of the seat. Their top two amenities were the stair risers leading to the beach and a wave tile mural in the pier bowl tunnel.

Each participant was also given a comment card and an opportunity to speak and ask questions. Notes from the meeting and comment cards are attached.

Based on the input from the public meeting and the Commission's subcommittee, it is recommended to move forward with phase one of the C.A.R.E. Program offering benches, picnic tables, stair risers, and wave mural. Approximate prices are listed with presented amenities in Attachment 3. The other amenities are recommended to be considered in a future phase.

***Recommended***

***Action:*** STAFF RECOMMENDS THAT the Beaches, Parks & Recreation Commission recommend the City Council approve the proposed C.A.R.E. Program, and recommend a preferred design for customized tables and benches.

***Attachments:***

1. Public Meeting Notes
2. Public Meeting Comment Cards
3. Presentation from Public Meeting

***Notification:*** Interested parties

C.A.R.E. Program PUBLIC INPUT MEETING

May 29, 2014 7:00pm – 9:00pm

Number of Public Participants: 15

Number of Staff: 3


Number of BP&R Commissioners: 3

PUBLIC COMMENTS in addition to COMMENT CARDS COLLECTED:

- Children’s Memorial Garden BPR master plan
  - Possibly Leslie park
- Incorporate tiles into design of benches
- Itemize what is included in donation
- Self supporting program
- Clear parameters of the program
- Pavers
  - Del Mar
  - Pier
- Private fundraising
- Site specific memorial “accident” locations – El Camino Real – possible medallions in the sidewalk
- Private memorial walks conducted by individuals
- Picnic table option 1/2 combine
- City “magazine” biography, website
- Leverage premium
- Respect the waiting list
- Sponsorship to other donors to offset cost
- No subletting
- Donate to the general fund
- Tree plaques
- Compass Rose tile mural at the top of Del Mar

Comment Cards:

A	Excellent presentation- I like the idea of phasing this program in (level 1 etc). Questions regarding how you decide who might "get" a particular location. I really want to attend further meetings to see what you have done.
B	Great Job! You covered and considered all important aspects! See attached notes I brought in. 1.) Maintenance/Repair- self supporting. 2.) Duration. 3.) Memorial Park with all trees Donated/ Memorial Gardens. 4.) Review board/panel. 5.) Quality of work? 6.) Other memorial opportunities. 7.) Wait List. 8.) Prioritization. 9.) Mission Statement. 10.) Memorial handout/booklet.
C	1.) Originally never told there would be a life span of the bench or a "re buy". Maybe would be moved only if major construction. 2.) Substandard maintenance of benches. No prep, paint slapped on peeling within days, paint splattered on plaques and "gold" paint on plaques peeling and falling off. 3.) Contract needed with details of how maintenance will be done to warrant 5,000\$ cost. 4.) Existing benches should have current number of plaques "grandfathered" in-shouldn't limit number of plaques. 5.) Notifying of meetings etc. need to be better. Letter was mailed 5/27/14 I received it 5/29/14 not much time to be informed. 6.) One of the many things that makes San Clemente great is the small town feel. Memorial benches or tables tell a history and a personal insight into the person it is honoring. Personal plaques help tell that story.
D	Garden club flower show bench outside of this building. Bench was donated to the city of S.C. from the east official standard flower Show of the S.C. garden club. I was one of the co-chairs of the flower show and it was our pride and joy, the fruits of our hard labor to put on the standard flower show in the pride and benefit of S.C. A token of our love and labor in the future garden club families, members, children, and visitors. I would like it to stay where it is. Please contact me, thanks.
E	Family is interested in knowing if a bench/plaque can be placed at the site of the 4 fatality accident on S. El Camino real. I'd love to see Spanish tiles incorporated into the bench/table design.
G	Benches-I believe people chose option 1 because they chose for themselves and not so much for the public at large. I chose option 3 because it's more classy and the best balance of both worlds and wants. Picnic Tables- I wanted to choose option 2, but it would be hard to read. I chose option 1, but would have liked a 4th option with both. Water Fountain- I like the dog fountain, would be great for our dog loving community. My desire and wish is to have a bench or table at Calafia, T street, and the Pier.
H	Remembrance interest. (C.A.R.E. Program) Memorial garden at Leslie Park-it's quite rarely used-pretty-would be a great place to reflect-remember-find peace and solitude.
I	Would the stair risers option allow us to write or have something in writing? Can you customize a bench or stair riser? To what extent? Will the city choose the location of the stair risers? Have some kind of connection in the city magazine to advertise the history of memorial.
J	Can anything be done at site of accident? -Flowers? (beautify city) How many times can lifespan be renewed?
K	Memorial garden Leslie park perfect location. Pavers that can have engraved name/text. Benches \$. Tile wall \$. Tress with plaque \$. Park being maintained now at cost to city. This can make park use friendly to all who mourn now rarely used.



Proposed  
**C.A.R.E. PROGRAM**  
Celebrate Acknowledge Remember Enhance  
Naming opportunities for Public Amenities

May 29, 2014

BP&R Commission Sub-Committee:  
Sherry Murphy, Dagmar Foy & Michael Smith  
Staff Project Managers: Aeryn Donnelly & Pam Passow

**C.A.R.E. Program**

- ▶ **Celebrate** an anniversary or special event
- ▶ **Acknowledge** a hero or a graduate
- ▶ **Remember** a loved one
- ▶ **Enhance** a public park or public amenity

## Existing Memorial Bench Program:



- No formal program
- City not recouping full costs
- Locations requested are:
  - not where needed
  - difficult to access for installation
  - not in the City's ownership (Beach Trail and Beach Access Points)
- No strategy for vandalism or replacement
- Program currently on hold
- Existing Memorial Benches will be addressed by the City on a case by case basis

## Beach Trail and Beach Access points

- "Less is More" was directive by public
- Land is not owned by the City
- No additional amenities are proposed at this time
- Coastal Commission restrictions apply



## Items to be Addressed with New Program



- **Public Benefit / Aesthetics** - provides needed amenity, reduces vandalism, beautifies City
- **Indirect Costs** - Full cost recovery including installation and maintenance
- **Demands for Beach/Ocean Locations** - balance with actual need/space
- **Public Perception** - Some do not believe public space should be used for personal tributes

## Items to be Addressed with New Program Continued



- **Design Consistency**
- **Lifespan**
  - define amenity expectations
  - mitigate cases of vandalism or breakage
  - allow for others to have opportunities in future
- **Streamline Process**
  - easy to access
  - lists amenities & locations available

## Benches - \$5,000

### Option 1

#### Public Benefit:

- Replacement of aging Amenity

#### Text Option 2:

- Text engraved along curved back of bench
- Text engraved along one side of arm rest
- Text engraved along the side of the seat



## Benches - \$5,000

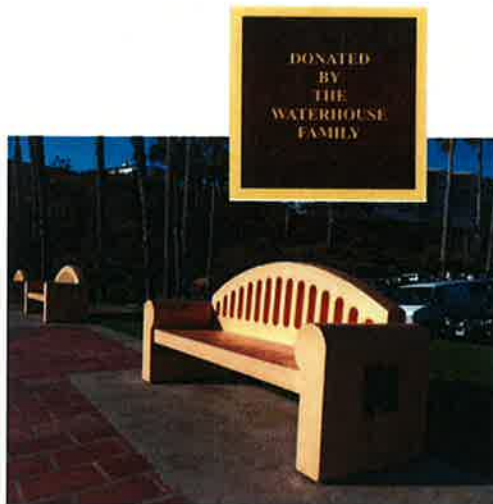
### Option 2

#### Public Benefit:

- Replacement of aging Amenity

#### Text Option 2:

- Plaque on one side of arm rest





## Benches - \$5,000 Option 3

### Public Benefit:

- Replacement of aging Amenity

### Text Option 1:

- Plaque on one side of arm rest
- Text engraved along the side of the seat



## Benches- \$5,000 Option 4

### Public Benefit:

- Replacement of aging Amenity

### Text Option 2:

- Anonymous Donor
- No Plaque



## Picnic Tables - \$5,000

### Option 1

Public Benefit:

- Replacement of aging Amenity

Text Option 1:

- Text engraved along the side of the seat



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## Picnic Tables - \$5,000

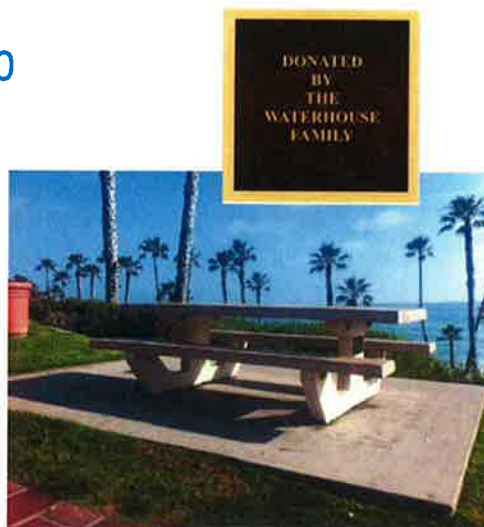
### Option 2

Public Benefit:

- Replacement of aging Amenity

Text Option 2:

- Plaque at one end of the table



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## Picnic Tables - \$5,000

### Option 3

#### Public Benefit:

- Replacement of aging Amenity

#### Text Option 2:

- Anonymous Donor
- No Plaque



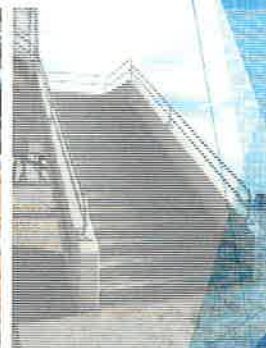
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## Stair Risers

### Donation - \$1600

#### Public Benefit:

- Way finding - each location will be identified
- City Beautification
- Graffiti deterrent



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## Table Tennis Donation - \$7500

- Provide a more sport centric activity to the public park system
- Excellent sport for people returning to exercise from injury and for seniors



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## Chess & Checkers Tables Donation - TBD

- Chess has beneficial effects on learning & on development, especially when played from a young age
- Chess tables in parks stimulate activity youth and senior communities



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## Wave Tile Mural - Pier Bowl Tunnel Sea Life Ceramic Tiles \$300 - \$500



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## Urban Forestation Donation \$500

- Parks and trails in need of trees will be identified by staff
- Tree species will be determined by park master plan
- Donor will receive a City of San Clemente Certificate commemorating the planting



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## Drinking Fountains



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## Vista Hermosa Park Amenities

Donations are available through the Friends of San Clemente Beaches, Parks & Recreation Foundation.



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## Proposed C.A.R.E. Program

- Benefit to the public at large
- Streamline process - clear guidelines
- Identified life expectancy
- Right of first refusal to repurchase the amenity
- donor may replace amenity at their cost if damaged or vandalized
- Available amenities will be posted online with a standard application
- Installed within one year of application and funds

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