

town of
yucca valley

parks & recreation master plan update



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DECEMBER 2007



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TOWN OF YUCCA VALLEY

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TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Executive Summary
(Placeholder)

TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Chapter 1 | Introduction

1.0 – INTRODUCTION

1.1 Scope and Purpose

In Spring 2007, the Town of Yucca Valley entered into an agreement with Moore, Iacofano, Goltsman Inc. (MIG) to initiate a study that would assess the community's parks, recreation and cultural needs and update the previous Parks and Recreation Master Plan.

This document will address the following subjects:

- ◆ Describe current and future demographic projections and regional context;
- ◆ Examine the current conditions of parks and facilities;
- ◆ Study and analyze current public demand and needs for parks, recreation and cultural facilities and programs;
- ◆ Develop goals based on future needs expressed by the staff and the community;
- ◆ Recommend improvements of existing parks and facilities;
- ◆ Examine and analyze current policy documents;
- ◆ Propose future recreation, parks and cultural facilities locations and developments;
- ◆ Describe financing strategies and funding actions to enable the Town to reach goals set by this document.

1.2 Planning Process

This Plan was developed by a collaboration of the MIG team with active involvement of staff from the Yucca Valley Community Services department, Parks and Recreation staff, Public Works, elected and appointed officials, and community participation.

Information used in this document was gathered from several resources including federal, state, county and town documents and materials supplied by Yucca Valley staff, the Internet and through primary research conducted by the MIG team. The MIG team with the assistance of town staff also

made several site visits in and around the Town of Yucca Valley.

In addition, community input was solicited through public workshops, in-person interviews, a telephone survey, community task force meetings and feedback from a local radio call in program “Up Close” broadcast on Z107.7.

1.3 Public Involvement

In order to gain feedback from the community, several forums were employed to engage the public in the process. Three community workshops were held at which participants were asked to give their opinions on needed facilities, programs or services.

A telephone survey was conducted among the residents of Yucca Valley, the results of which are reported in Chapter 6.

In person and telephone interviews with key stakeholders were conducted in order to understand the direction community leaders feel the Town is or should be headed in the future.

Questionnaires were circulated to community service groups for their insight into their particular views about the Town’s future needs.

Several community task forces were formed to provide information about the needs of special interest groups including the business community, equestrians, youth and adult sports organizations, dog park proponents, and environmental groups, to name a few.

The variety of tools used to gain information for this document enabled the team to get a balanced and wide range of outlooks and opinions on which to base its recommendations for the future direction of Yucca Valley.

1.4 Report Organization

This Master Plan is designed to lead the reader through the process the team used to make its findings.

The first chapter sets the stage for the path the team took in assembling information contained within these pages.

Chapter Two gives an overview of the Town location, demographics, context and profile which forms the basis for the future growth of the Town.

Chapters Three, Four and Five report on the current conditions of existing recreation and cultural facilities, parks and programs, which gives the Town a measurement of where to begin to meet the needs of its residents.

Chapter Six summarizes and highlights key information gained from the several public input tools employed by the team to determine the needs of the community.

In Chapter Seven, the Plan examines and evaluates the state of the Town's current land dedication and fee ordinances for potential changes and improvements.

Chapters Eight and Nine provide a practical roadmap for the Town by making recommendations for future development, proposing policies and goals, and recommending implementation strategies to make those goals a reality.

Following the body of the document are the Appendices which contains materials referenced throughout the Master Plan, including a glossary of terms, original forms and questionnaires submitted to individuals and groups, unedited input from the various workshops, presentation materials, telephone survey results, plus more.

The complete telephone survey results will be presented as a separate document due to its size.

TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Chapter 2 | Planning Context

2.0 – PLANNING CONTEXT

2.1 Regional Context

Yucca Valley is a Southern California high desert community (elevation 3,300 ft.) in San Bernardino County that lies conveniently between the San Bernardino Mountains and the Joshua Tree National Park. Located about 25 minutes from Palm Springs, the town is characterized by moderate temperatures, clean air and amazingly starry nights. Situated on State Highway 62 where it is intersected by State Highway 247, Yucca Valley is the hub of the Morongo Basin communities and a host of recreational opportunities and tourist attractions. The community is a frequent stop for travelers en route to the Colorado River vacation destinations.

With its rich western and mining heritage, Yucca Valley has maintained its small town atmosphere while experiencing recent residential and commercial growth. Voters approved incorporation in 1991 and the community has thrived ever since.



2.2 Service Area

The Town of Yucca Valley Community Services Department primarily provides facilities and recreation services for residents of Yucca Valley. However, the actual service area extends beyond the town’s limits due to the fact that there are

no park and recreation agencies providing facilities and services comparable to the Town of Yucca Valley in Morongo Valley, Joshua Tree, and the unincorporated areas of San Bernardino County adjacent to the Town.

Exhibit 2.1 is a map of the Town of Yucca Valley showing the Town limits as well as the surrounding areas that utilize the Community Service Department facilities and programs.

2.3 Demographic Characteristics

A quick look at the Town of Yucca Valley shows a current population of approximately 25,500 people. Future residential development will ultimately increase the population to around 60,000.

The male and female distribution is approximately 49% male and 51% female. The median age in Yucca Valley is 41 years of age, which is older than the national average of 36 years.

The number of persons five years of age or younger makes up 7% and the number of persons 6 to 17 makes up 15% of the Town’s population. This is the same as both the state and national average for under five population, which is approximately 7% and slightly higher than the state and national average of 11% for 6 to 17 year olds.

The population between the ages of 18 to 65 makes up 58% of the population and the remaining 20% are senior citizens, which is higher than the 12% national average.

The approximate population distribution by age currently looks like this:

Children 5 or under:	2,000
Youth 6 to 17:	4,000
Adults 18-65:	14,500
Seniors 65 and over:	5,000

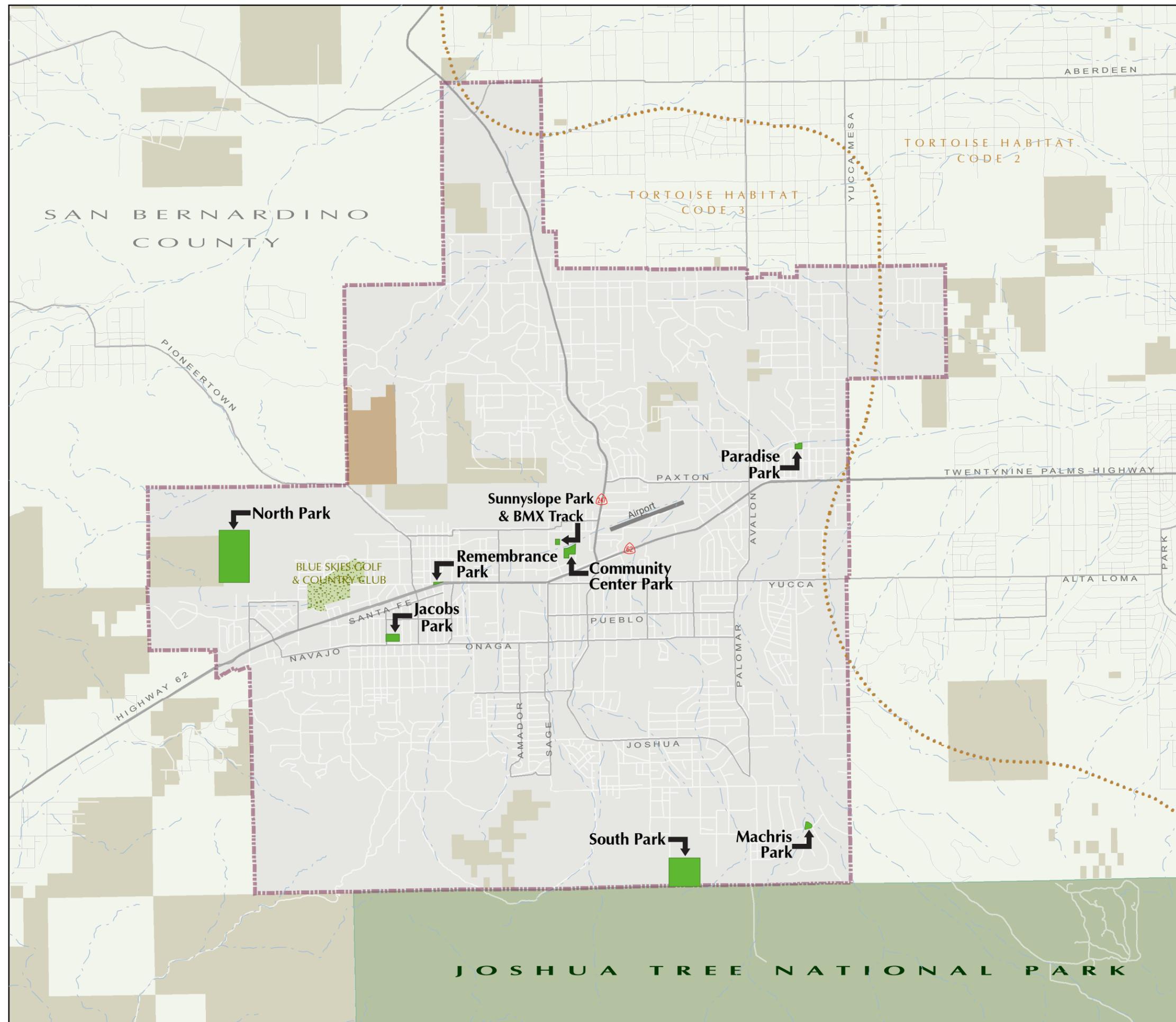
The number of both youth and seniors is projected to grow larger as new residential development is designed to attract young families and senior citizens.



Park & Recreation Master Plan

Town of Yucca Valley, California

Existing Parks and Recreation Areas Exhibit 2.1



-  Park Land
-  Golf Course
-  Joshua Tree
-  US Bureau of Land Management
-  State Lands Commission
-  Tortoise Habitat Boundary
-  City Limits
-  Highway
-  Major Roads
-  Intermittent Streams / Rivers



Yucca Valley, California



MOORE IACOFANO GOLTSMAN, INC.

November 2007

According to the U.S. Census, the average household size in 2005 was 2.4 persons per household. However, the average family size was 3.0.

There are approximately 8,000 current housing units in Yucca Valley.

Owner-occupied housing makes up about 70% of the households, and rental-occupied housing makes up the remaining 30% of the households.

The percentage of owner-occupied housing units is right in line with the national average for cities with a population the size of Yucca Valley, and so are the renter-occupied housing units.

Thirteen percent of the population in Yucca Valley has a four-year college degree or higher. This is lower than the national average of 27% with a four-year college degree or higher for cities with a population the size of Yucca Valley.

Fifty-six percent of the population is married, and 10% of the population speak a language other than English at home.

In the labor force the average travel time to work is 29 minutes. This means that the average worker in Yucca Valley spends approximately one hour a day traveling to and from work.

The median family income in 2005 was \$37,000 and the per capita income in 2005 was \$18,000. This indicates that a significant number of families have more than one income in the household.

2.4 Demographic Trends

In the coming years national trends in the perception of the environment, socio-economics, technology, and in urban development will affect the need for and use of recreation and park recreation facilities. In 2004 the National Recreation and Park Association (NRPA) developed a list of trends which will cause the greatest impact on local agencies planning for recreational facilities. The NRPA's list of pertinent trends that will affect the Town of Yucca Valley's

planning efforts for developing recreation facilities and programs are as follows:

- ◆ A greater need for walking and biking on trails, sidewalks, within parks and along streets, and utility corridors.
- ◆ Collaboration between parks and schools to share construction, development, and use of lands and facilities.
- ◆ Preventive recreation, that is, recreation as an antidote for social problems.
- ◆ Recreation for groups limited by income, physical disability, language, or cultural barriers.
- ◆ Collaboration among program and facility providers, partnering and cooperation between public, private, and non-profit sectors, especially cultural organizations.
- ◆ Family recreation centers (Intergenerational Campuses) that offer a variety of services for each family member.
- ◆ Pressure to increase park capacity and infrastructure of existing parks and concern for adequate maintenance.
- ◆ Community volunteering opportunities, such as adopt a park projects, friends of the parks groups, and park watch programs.
- ◆ Increased demand for Tiny-Tot and Pre-School programs and activities.
- ◆ Protective measures for open space.
- ◆ Provision for aquatics programs and water safety instruction.
- ◆ Provision for Senior Citizen programs and Activities.
- ◆ The need for financial sustainability in order to deliver quality recreation services and facilities.

In addition to these national trends, the future socio-demographic make up of Yucca Valley will also influence the planning for recreation and parks.

In summary, planning for recreation services and park facilities should take into account the following:

- ◆ The Town is primarily a working class community with limited discretionary income
- ◆ It is desirous of protecting their “small town atmosphere” and is concerned about too much growth
- ◆ Residents want to protect their open space and environment
- ◆ The Town is increasing in population, especially in family residential and senior citizens.

TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Chapter 3 | Existing Parks and Facilities

3.0 – EXISTING PARKS AND FACILITIES

3.1 – Introduction

This Chapter provides a description of the Town’s existing parks and recreation resources. This includes maps showing the locations of the Town’s parks and schools, the Park Amenities Inventory, along with an overview of recreation facilities offered by other organizations for the community.

The Community Services Department currently oversees the use of eight built parks, recreation areas and open spaces encompassing more than 174 acres within the Town limits. These sites range in size from 80 acres to 0.2 acres and offer a variety of passive and active recreation opportunities including organized sports, informal play, hiking, picnicking or group gatherings. (See *Exhibit 2.1 – Existing Parks and Community Facilities* and *Exhibit 2.2 Local Schools*)

3.2 Park Land Definitions

In order to address specific planning needs for park, open space, and recreational areas, park classifications have been used. Each park class provides a distinct type of recreational opportunity. The ideal community park system is made up of several different types or classifications of parks. Design guidelines for each park type are found in Section 4.3. The classification system used in this document is as follows:

Neighborhood Parks: Neighborhood parks are designed primarily for non-supervised, non-organized recreation activities. They are generally small in size (3-15 acres) and serve people living within approximately one-half mile of the park. Since these parks are located within walking and bicycling distance of most users, the activities they offer serve the entire neighborhood, including children. Typical facilities found in a neighborhood park include: playgrounds, picnic areas, trails, open grass areas for passive use, outdoor basketball courts, and multi-use open grass areas for practice field sports.

Community Parks: A community park (15-40 acres) is planned primarily to provide active and structured recreation opportunities for young people and adults. Community park facilities are designed for organized activities and sports, although individual and family activities are also encouraged. Community parks can also provide indoor facilities to meet a wider range of recreation interests. Community parks serve a much larger area and offer more facilities. As a result, they require more support facilities, such as parking, restrooms, and covered play areas. Community parks usually have sport fields or similar facilities as the central focus of the park. Their service area has roughly a 2-3 mile radius.

Regional Parks: Regional parks are large recreation areas designed to serve an entire region beyond the city limits. Often they are acquired to provide a specific and sometimes unique recreation opportunity. Most frequently they are owned and maintained by a County agency.

Special Use Areas: Special use areas are sites often occupied by a specialized recreation facility. Some uses that fall into this category include waterfront parks, boat ramps, botanical gardens, community gardens, single purpose sites used for a particular field sport, or sites occupied by recreation buildings.

Natural Open Space: Natural open space is defined as undeveloped land primarily left in its natural form with recreation uses as a secondary objective. It is usually owned or managed by a governmental agency and may or may not have public access. This type of land may include wetlands, steep hillsides, or other similar spaces. In some cases, environmentally sensitive areas are considered open space and can include wildlife habitats, stream and creek corridors, or unique and/or endangered plant species.

Undeveloped Land: This land is undeveloped and has not yet been designated for a specific park use.

3.3 Inventory of Yucca Valley Park & Recreation Facilities

An inventory of park and recreation facilities for this Master Plan was developed using information provided by the Town of Yucca Valley Community Services Department, from site visits by the MIG team, and from private and non-profit agencies that also provide recreation facilities and programs for the community. The Park Amenities Inventory is a matrix showing total amenities in each of the parks in the Town and total acreage for each park as well as additional facilities available through the schools, private, public or non-profit agencies.

Following the inventory is an overview of each Town park including an aerial or other photo identifying the site, a description of size, classification, development status, existing amenities, its overall condition and any proposed improvements.

Town of Yucca Valley Park Amenities Inventory

	Town Parks						Schools						Churches		Other Institutions				TOTAL OF ALL ORGS											
	North Park	Community Center Park	South Park	Machris Park	Sunnyslope	Jacobs Park	Paradise Park	Remembrance Park	TOTAL	Yucca Valley Elementary	YV High School	Onaga Elementary	Yucca Mesa Elementary	Sky High School	Joshua Springs Christian School	La Contenta Middle	TOTAL	Evangelical Free Church		Calvary Baptist	TOTAL	Joshua Tree National Park	Brehm Youth Sports Park	Boys & Girls Club	Tri-Valley Little League	TOTAL				
Acreage	80.0	22.2	40.0	12.0	10.0	5.0	5.0	0.2	174.4	15.1	37.6	16.4	3.8	29.0																
Ball Field Sports																														
Baseball Fields									0					1												1	1	2		
Baseball Fields-Junior									0																		1	1	1	
Football Field									0				1														0	0	2	
Multipurpose Field		1							1																		0	0	2	
Rugby Field									0																		0	0	0	
Soccer Field									0																		0	0	0	
Soccer Field, open space									0																		0	0	1	
Softball Fields									0						1												0	1	2	
Softball Fields w/ backstop		1		1					2																		0	0	3	
T-Ball Field							2	1	3																		1	1	4	
Hard Court Sports																														
Basketball Full Court		2							2				2														0	12	0	
Basketball Half Court				2		2	1		5																		0	5	0	
Handball Walls/Court									0																		0	0	0	
Tennis Courts							2		2																		6	0	8	
Tetherball									0																		0	0	0	
Volleyball – Sand/Grass		1							1				1														0	0	2	
Volleyball Hard Court									0																		0	0	0	
Buildings/Structures																														
Amphitheater/Stage									0																			1	0	1
Community Center		1							1																		0	1	0	
Computer Lab									0																		0	0	0	
Concession Bldg		1		1					2																		0	0	2	
Equipment/Storage Bldg.		1				1			2																		0	0	2	
Gymnasium									0						1												2	1	4	
Maintenance Building/Yard									0																		0	0	0	
Meeting Rooms		5				1	1		7																		0	1	8	
Neighborhood Center									1																		0	0	1	
Picnic Shelters - Family		1							2																		0	0	2	
Picnic Shelters - Group		1		1		1			3																		0	0	3	
Restroom Building		1		1		1	1		4																		0	0	4	

Town of Yucca Valley Park Amenities Inventory

	Town Parks						Schools						Churches		Other Institutions				TOTAL OF ALL ORGS							
	North Park	Community Center Park	South Park	Machris Park	Sunnyslope	Jacobs Park	Paradise Park	Remembrance Park	TOTAL	Yucca Valley Elementary	YV High School	Onaga Elementary	Yucca Mesa Elementary	Sky High School	Joshua Springs Christian School	La Contenta Middle	Evangelical Free Church	Calvary Baptist		TOTAL	Joshua Tree National Park	Brehm Youth Sports Park	Boys & Girls Club	Tri-Valley Little League	TOTAL	
Senior Center	1							1											0					0	1	
Dugouts, Bleachers		1				2		3					1					1	1				4	9		
Shade Coverings								0											0					0	0	
Play Areas								0											0					0	0	
Trash Enclosures		1					1	2											0					0	2	
Other/Passive Facilities																										
Bike Path								0											0						0	0
BMX Track					1			1											0						0	1
Campgrounds								0											0						0	1
Equestrian Facilities								0											0		1				1	1
Fishing Lake/Pond								0											0						0	0
Fitness Par Course								0											0						0	0
Frisbee Golf Course								0											0						0	0
Horseshoe Pit		3						3											0						0	3
Open Space Area	1	1	1					3											0						0	3
Dog Park								0											0						0	0
Shuffleboard Court								0											0						0	0
Skatepark		1						1											0						0	1
Splash/Water Play								0											0						0	0
Sump/Lake								0											0						0	0
Swimming pool								0											0						0	0
Trails	X							0											0						0	0
Furnishings/Amenities																										
BBQ - Group								0											0						0	0
BBQ w/sinks		2						2											0						0	2
BBQs						2	2	4											0						0	4
Benches		2				4	4	11											0						0	11
Bicycle Racks/Lockers		8						8											0						0	8
Drinking Fountains ADA		1				1	1	4											0						0	4
Drinking Fountains non/ADA		2						2											0						0	2
Picnic Tables		10		4		4		18											0						0	18
Picnic Tables – ADA Access		5				3	6	14											0						0	14
Security Lighting	Y					Y	Y	0											0						0	0

Town of Yucca Valley Park Amenities Inventory

	Town Parks							Schools							Churches			Other Institutions				TOTAL OF ALL ORGS			
	North Park	Community Center Park	South Park	Machris Park	Sunnyslope	Jacobs Park	Paradise Park	Remembrance Park	TOTAL	Yucca Valley Elementary	YV High School	Onaga Elementary	Yucca Mesa Elementary	Sky High School	Joshua Springs Christian School	La Contenta Middle	TOTAL	Evangelical Free Church	Calvary Baptist	TOTAL	Joshua Tree National Park		Brehm Youth Sports Park	Boys & Girls Club	Tri-Valley Little League
Signage – Info, Direct, Monument								1	3								0			0					0
Trash Receptacles		8	2	1		8	4	1	24								0			0					0
Vending Machine		2							2								0			0					0
Walkways - Concrete/A.C.		x		x			x	x	0								0			0					0
Playground Facilities																									
Tot Lot (2 to 5 years)						1		1	3								0			0					0
Tot Lot (2 to 5 years) w/ADA compliant structure	1								1								0			0					0
Tot Lot (5-12 years)						1			1								0			0					0
Tot Lot (5-12 years) w/ADA compliant structure	1								1								0			0					0
Parking Facilities																									
Parking Lot - lighted		1				1	1	1	3								0			0					0
Parking Lot - unlighted		1		1					2								0			0					0
Parking Spaces		91	8	26		20	8	153	153								0			0					153
Parking Spaces - HC		4		3		?	1	8	8								0			0					8
Fencing Materials																									
Fence – Chain link or Steel		x				x	x		0	x	x	x	x	x	x	x	0			0	x			x	0
Fence - Wood									0								0			0					0
Wall – Block or Conc.									0								0			0					0

COMMUNITY CENTER PARK

built in 1973



Size:	22.2 Acres
Address:	57090 Twentynine Palms Highway
Classification:	Community Park
Status:	Developed
Existing Facilities:	Community Center w/meeting rooms; Library; Senior Center; large parking lot; softball field with turf outfield, 2 sets of bleachers; 2 full lighted basketball courts; covered group picnic shelter w/3 ADA tables and 4 non ADA tables; 2 BBQs; 2 sinks; 1 non ADA drinking fountain; lighted sand volleyball court; 9-element skatepark; 2-5 & 5-12 accessible tot lots; swings; turf multi-use open space; family picnic shelter; 3 horseshoe pits; doggie waste stations; grass area near playground; restroom bldg. The site is also the location of Town Hall, the Hi Desert Nature Museum, and a public safety substation.
Conditions:	Facilities well-maintained and clean; turf areas very well kept; skatepark needs improvement; picnic shelter needs upgrading and more ADA tables needed.
Planned Improvements:	Complex redesign recommended.

MACHRIS PARK

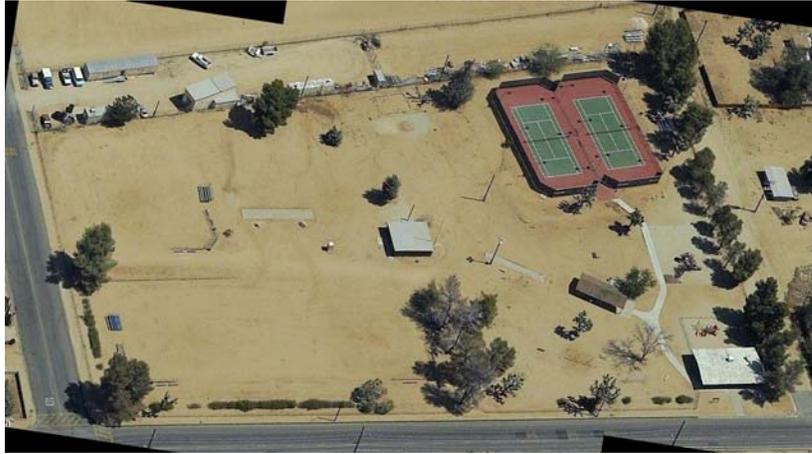
built prior to 1970



Size:	12 Acres
Address:	59100 Santa Barbara Drive
Classification:	Neighborhood Park
Status:	Developed
Existing Facilities:	26 parking spaces + 3 ADA; restroom/concession bldg.; tot lot and swings; fenced and lighted softball field w/turf outfield; group picnic shelter, drinking fountains, doggie waste station, community meeting room
Conditions:	Well-maintained grounds; tot lot surface filled with wood chips needs ADA upgrading
Planned Improvements:	No improvements planned at this time

JACOBS PARK

built prior to 1970



Size:	5 Acres, leased from Morongo Unified School District
Address:	55680 Onaga Trail
Classification:	Neighborhood Park
Status:	Developed
Existing Facilities:	Dirt ball fields with 2 backstops; group picnic shelter w/3 ADA tables; 4 non-ADA picnic tables in open area; 2 BBQs; 1 ADA drinking fountain; restroom bldg.; 2-5 tot lot on sand base; 5-12 tot lot on sand base; 2 basketball half-courts; 2 fenced lighted tennis courts; shuffle board court; small meeting room/bldg.; small parking lot
Conditions:	Clean and well kept; no turf; little shade; entire park needs ADA upgrading; adjacent to Yucca Valley Elementary school
Planned Improvements:	Two additional lighted tennis courts planned

PARADISE PARK

first phase built prior to 1970



Size:	5 Acres
Address:	58938 Barron Drive
Classification:	Neighborhood Park
Status:	Developed
Existing Facilities:	small parking lot; security lighting; basketball half-court; picnic shelter w/2 tables; 2 BBQs; 4 permanent picnic tables; restroom; recreation building; backstop with dirt t-ball field and 4 benches; 2-5 tot lot with partial ADA access; high/low drinking fountain; swings
Conditions:	Well-maintained; sparse landscaping and trees; large unimproved areas with little shade and no turf; needs ADA accessibility improvements.
Planned Improvements:	No improvements planned at this time

SOUTH PARK

built circa 1960



Size:	40 Acres, on patent from Bureau of Land Management
Address:	End of Black Rock Canyon Road
Classification:	Natural area
Status:	Undeveloped
Existing Facilities:	Trail head with .7 mile loop trail; 2 benches; 8 dirt parking spaces
Conditions:	Un-maintained
Planned Improvements:	No improvements planned at this time

REMEMBRANCE PARK

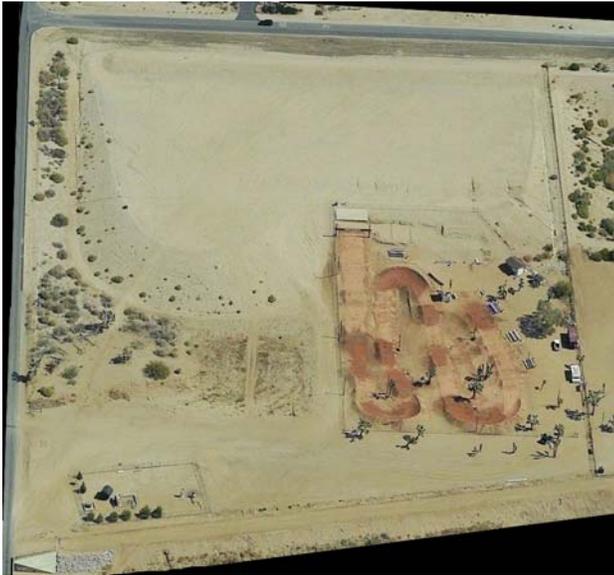
originally built prior to 1970, re-constructed 1995



Size:	.2 Acres
Address:	Highway 62 at Yucca Trail and Apache Trail
Classification:	Mini Park (landscaped island)
Status:	Developed
Existing Facilities:	Pathway; veterans memorial; saber tooth tiger sculpture; flagpole
Conditions:	Well-maintained landscape and hardscape
Planned Improvements:	No improvements planned at this time

SUNNYSLOPE PARK

built in 1994



Size:	10.53 Acres
Address:	Sunnyslope Drive at Sage Avenue
Classification:	BMX Track and undeveloped park area
Status:	2.53 Acres Developed; 8 Acres Undeveloped
Existing Facilities:	Fenced BMX track with bleachers, snack bar, and announcer booth. Thirty dirt parking spaces
Conditions:	Well-maintained
Planned Improvements:	No improvements planned at this time

NORTH PARK

acquired for local use prior to 1970



Size:	80 Acres on patent from Bureau of Land Management
Address:	Near the terminus of Fairway Drive
Classification:	Open Space
Status:	Undeveloped, rustic hiking trail
Existing Facilities:	None
Conditions:	Natural, access rights under review
Planned Improvements:	No improvements planned at this time

3.4 Facilities and Services Provided by Others

In addition to the facilities offered by the Town of Yucca Valley, federal and county agencies along with private and non-profit groups provide recreation facilities, activities and programs to local residents. These programs and facilities sometimes offer unique recreation experiences for participants or visitors to the area.

Joshua Tree National Park

Running along the southern boundary of the Town of Yucca Valley is the more than 800,000 acre Joshua Tree National Park which boasts approximately 1.4 million visitors per year. Cared for and maintained by the National Park Service, the park offers year-round interest for hikers, rock climbers,

equestrians, campers, birders, photographers, biologists, naturalists and fun seekers from around the world.

County of San Bernardino

The majority of land surrounding Yucca Valley is managed by the County of San Bernardino. The County and the federal government protects animal habitat and maintain several regional parks in the area and is considering adding new parks and trails in the Morongo Basin.

Public Schools

The Morongo Unified School District (MUSD), with headquarters located in neighboring Twentynine Palms, provides K-12 public education to nearly 9,300 students throughout the Morongo Basin. The MUSD runs five* schools in the Town of Yucca Valley; they are listed in the table below. (See *Exhibit 2.2 for a map of MUSD schools.*) (*Yucca Mesa Elementary School is not within Town limits, but serves some of the Yucca Valley population.)

MUSD Schools In Yucca Valley

School	Education Level
Yucca Valley Elementary School 7602 Hopi Trail	K-6
Yucca Mesa Elementary School 3380 Avalon Road	K-6
Onaga Elementary School 58001 Onaga Trail	K-6
La Contenta Middle School 7050 La Contenta Road	7-8
Sky Continuation High School 59273 Sunnyslope Drive	
Yucca Valley High School 7600 Sage Avenue	9-12

Colleges and Universities

Several higher educational campuses are within a two hour drive of Yucca Valley. The closest campus is Copper Mountain College in the adjacent community of Joshua Tree. Copper Mountain College, founded in 1966, is a member of the California Community Colleges and has it own district.

The college offers transfer curricula, two-year degrees and certificate programs in 24 fields of study. It operates on a semester system with session in fall, spring, and summer. Though its main campus is in Joshua Tree, it also operates satellite campuses in various locations.

There are two California State University campuses within an hour's drive from Yucca Valley: San Bernardino and its rapidly developing extension campus in Palm Desert. The University of California, Riverside campus is also within 70 miles. Transfer credits can be applied from Copper Mountain College to four-year degrees at these universities.

Local Nonprofit Organizations

Three local non-profit entities have developed recreational facilities in the area of Palm Avenue and Little League Drive. The facilities vary in purpose, but all contribute to meeting the public's recreational needs.

The Boys & Girls Club of Yucca Valley has played an active role in the lives of local children since the early 1980's. Its gymnasium and meeting rooms are a well-used resource to the community. The Club provides a well-attended after-school program during the week as well as a summer youth program. Through an annual agreement, the Town of Yucca Valley has use of the facility during off-peak times for a boxing program, youth basketball league, and other occasional activities and events.

The Brehm Youth Sports Park is a multi-use athletic field maintained by the Youth Sports Park Coalition and the Town of Yucca Valley. This sports park hosts organized and informal soccer and softball play.

Pop Rauch Park is owned and operated by Tri-Valley Little League, one of the few such organizations in the country that owns their own facilities. The park consists of a baseball field, a junior baseball field, a softball field and a t-ball field. The site also has restrooms, a snack bar, batting cages, bleachers and parking. Pop Rauch Park is the home of all local Little League and T-Ball games and some regional tournaments.

The softball field at Calvary Baptist Church is used for practice and game play by local leagues, however, the Calvary Baptist Church field is rarely, if ever, available for public use. The gym at the Evangelical Free Church hosts several town events during the year. The Community Services Department also rents space at the Evangelical Free Church gymnasium for youth basketball leagues. However, this facility is not available for drop in public use. The Town's recreation program also rents space in the Joshua Springs Calvary Chapel gym when available and the La Contenta Middle School multi-purpose room for its youth basketball program.

3.5 Conclusions

The overall impression of Yucca Valley Park facilities is that they are maintained at a high level and have a neat and clean appearance. Despite a comment from maintenance staff that there is a problem with vandalism and graffiti, it is apparent that these occurrences are dealt with quickly.

It is evident that all the parks are showing their age in terms of level of equipment, amenities and compliance with ADA accommodation.

Because Yucca Valley is located in the high desert both the residents and Town official have a strong concern about water usage. However, there are also issues with regard to providing public green spaces and shelter from the sun during warm season months. Both those issues must be given equal weight in making recommendations regarding upgrading or improving existing facilities.

Recommendations regarding existing facilities are covered in detail in Chapter 9.



Park & Recreation Master Plan

Town of Yucca Valley, California

Existing Schools Exhibit 3.1

- High School
- Elementary School
- Park Land
- Golf Course
- Joshua Tree
- US Bureau of Land Management
- State Lands Commission
- Tortoise Habitat Boundary
- City Limits
- Highway
- Major Roads
- Intermittent Streams / Rivers



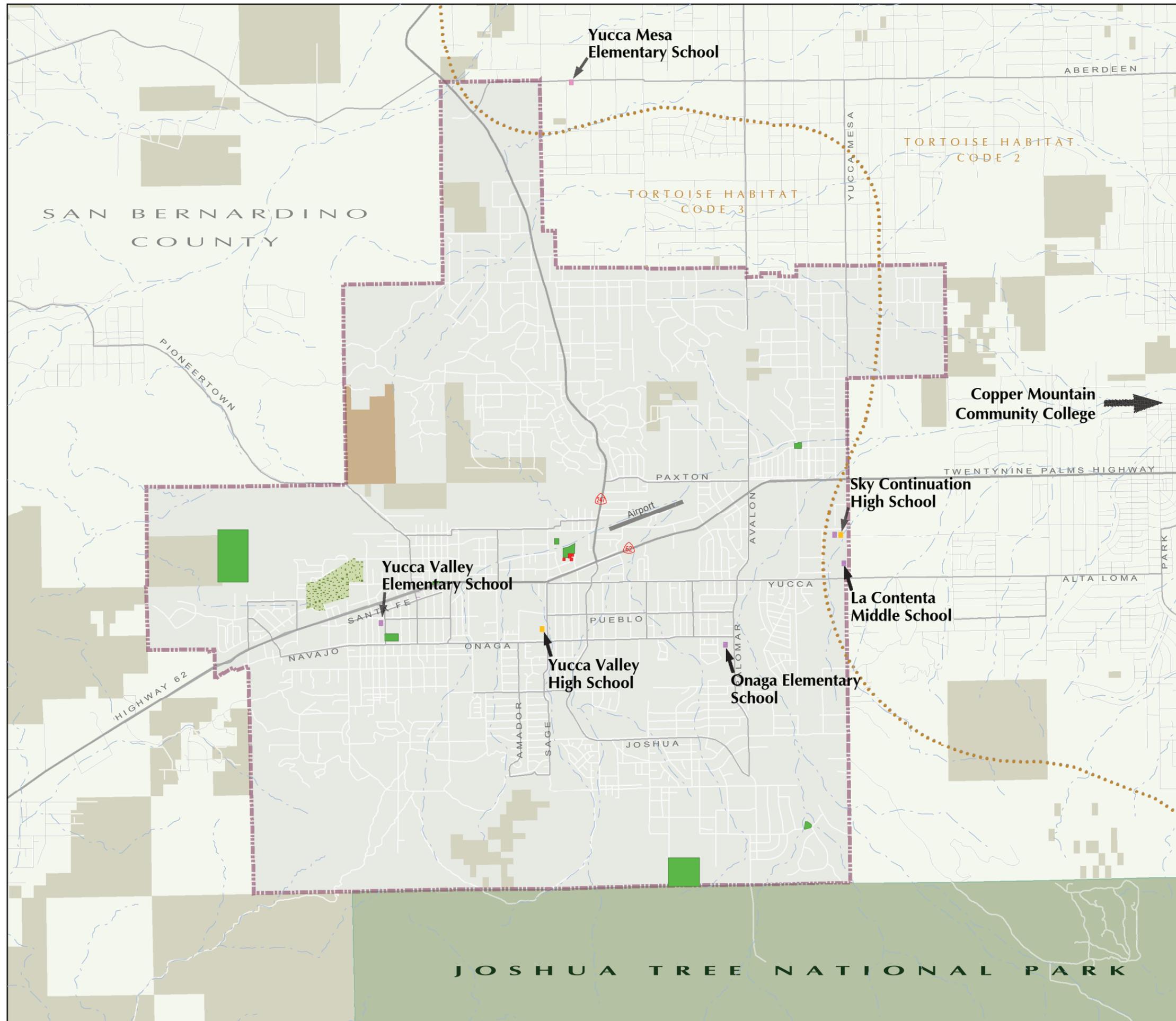
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Yucca Valley, California



MOORE IACOFANO GOLTSMAN, INC.

December 2007



TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Chapter 4 | Recreation Activities, Programs and Services
(Placeholder)

TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Chapter 5 | Cultural Component

5.0 – CULTURAL COMPONENT

5.1 Introduction

The Cultural Component to the Yucca Valley Parks, Recreation, and Open Space Master Plan is intended to provide an overview of cultural services, programs, and facilities available to Yucca Valley residents and visitors and to provide recommendations for meeting the community's future cultural needs.

Yucca Valley has a rich and diverse cultural environment. There is a significant population of artists and musicians in the Morongo Basin, as well as, a very high interest in the programs, events and exhibits presented by the Hi-Desert Nature Museum, the Yucca Valley Branch Library, the Community Services Department and various cultural groups and organizations.

The Cultural Component provides an updated look at the condition of existing cultural facilities; analyzes the need and demand for cultural facilities and programs; and presents key findings for the Town's consideration to address future needs. There are a number of issues related to providing cultural arts in Yucca Valley, including the effect of two concurrent planning projects (Public Facilities Master Plan and Old Town Specific Plan) on the Hi-Desert Nature Museum and the San Bernardino County Branch Library in Yucca Valley.

Residents and visitors to Yucca Valley enjoy a number of cultural activities throughout the year. A variety of festivals, concerts, exhibits and events contribute to an emerging cultural image. Over the past five years, the Town has developed a public art program which is complemented by a growing number of private galleries.

While Yucca Valley's art organizations face financial challenges, public support for the arts has confirmed a community interest in expanding a diverse range of cultural opportunities.

The goal of this section is to provide Town leaders with a vision for developing and expanding these cultural

opportunities in Yucca Valley and strategies and options to accomplish that vision.

5.1.1 Hi-Desert Nature Museum Overview

As the Morongo Basin’s museum of natural history, culture, and art the Hi-Desert Nature Museum is the institution most directly charged with preserving, interpreting, and fostering stewardship of these resources. The Hi-Desert Nature Museum has served this purpose for more than 40 years.



The museum’s natural history and cultural collections number over 3,000 specimens and artifacts. These represent a library of Morongo Basin culture, history, art, animal life, and geology. The Hi-Desert Nature Museum offers a full schedule of natural history programs related to the High Desert’s unique natural elements. The museum features educational opportunities for visitors of all ages, including natural history dioramas displaying wildlife in the desert, an interactive “Kids Corner” with plenty of hands-on activities, a mini-zoo with live desert creatures, a gem and mineral collection, a Native American artifacts exhibit and a fossil collection.

The museum collaborates closely with the Joshua Tree National Park and plays a key role in supporting heritage organizations, educational programs, and community arts organizations throughout the high desert region.

5.1.2 Overview of Culture, Arts & Music in Yucca Valley

In addition to the exhibits and programs at the Hi-Desert Nature Museum and Yucca Valley Branch Library, several community organizations offer a wide variety of concerts, performing arts, festivals, and cultural events to the community. As mentioned above, there is a vibrant art scene and music scene throughout the basin and the need for venues for art and music became very apparent during the public input received as part of the Master Plan process. Cultural arts activities scored very high as a response to

resident survey and interview questions regarding what they like about living in Yucca Valley and what they would like to see more of in the future.

Most respondents felt that it is important for Yucca Valley to be a year-round center for the arts, with “arts” defined to encompass all visual, literary, performing, traditional, dance, music, festivals, and cultural social events. Residents also felt that the arts should be sustained through increased collaborations between the Town, schools, library, local businesses, and community art organizations. Finally, residents surveyed felt that cultural facilities and programs are a key factor in Yucca Valley’s economic future and vital to the success of the Old Town Specific Plan.

5.1.3 Art in Public Places Program Overview

Public art is an important element in defining the quality of life in a growing community. The Yucca Valley Town Council adopted its first public art policy in the fall of 2002 and appointed the Public Art Advisory Committee shortly afterward. The Committee has cataloged the Town’s inventory of public art, identified locations for future placements and initiated dialogue with potential donors and contributors. The Committee continues to work with staff and the community to promote public art and to identify potential funding sources.

The open spaces, changing seasons and natural beauty of the high desert all provide inspiration for a growing community of exceptional artists who have chosen to make their homes in Yucca Valley and the other Morongo Basin communities.

This treasury of artistic talent has advanced Yucca Valley’s awareness that public art is vital in defining the values and image of the community. A fledgling but well-crafted public art program is positioned to assist in promoting the town’s unique atmosphere and thus to heighten the local quality of life.

When Yucca Valley incorporated in 1991, the public art inventory consisted of three sculptures:

- ◆ Sabre-Tooth Tiger (Antoine Martin) – displayed at Remembrance Park
- ◆ Angel of Flight (Antoine Martin) – displayed in the Community Center rose garden
- ◆ Owls (Howard Pierce) – displayed in front of the Hi-Desert Nature Museum



Since the adoption of the Public Arts Policy in 2003, eleven additional pieces have been acquired through donation or commission:

- ◆ “Sunburst” 10-06-01 (Simi Dabah) – displayed on the California Welcome Center north-facing wall
- ◆ Unnamed sculpture 05-12-01 (Simi Dabah) – displayed at the Park and Ride facility
- ◆ “Gecko” steel sculpture (John Gleason) – donated by Hi-Desert Nature Museum Association, displayed on Museum wall
- ◆ Unnamed sculpture 4-4-04 (Simi Dabah) – displayed at the Community Development building
- ◆ “Eagle” metal sculpture (Ric Vigallon) – displayed on the east-facing wall of the Town Hall building

- ◆ “Nautilus” paper sculpture (Keith Anderson) – displayed in the Community Development building lobby
- ◆ Untitled Oil Painting (Irene Scoggins Bertrand) – on display in the Mesquite Room, Yucca Valley Community Center
- ◆ “Bloom Hill” Digital Photograph on Canvas (Geoffrey Fennel) – displayed in the Community Services Office
- ◆ Boys & Girls Club Statuette (Howard Pierce) – on display in the Yucca Valley Town Hall
- ◆ “Together We Can” sculpture (John Fisher) – temporarily displayed in the Yucca Valley Branch Library
- ◆ Unnamed sculpture 11-28-01 (Simi Dabah) – installation pending

The goals of the program are to create an artistic harmony between the buildings, land and open spaces in Yucca Valley, as well as, provide permanent, outdoor art work accessible to the general public throughout the Town in order to bring art into the community's daily life.

5.2 Existing Conditions

5.2.1 Hi-Desert Nature Museum

The Museum is currently housed in a 5,300 square-foot, single-story, reinforced concrete block and masonry building that is part of the Town of Yucca Valley’s Community Center Complex.



The museum building is over 30 years old and in need of upgrades to accommodate the long-term preservation of its collections. There is currently a need for environmental controls, additional office and work space, and modern collection storage facilities.

The museum has out grown the exhibition spaces which are not large enough to accommodate displays and exhibits requested by museum audiences. The museum offers permanent collection exhibits, which are rotated on a periodic basis in order to ultimately display all of the Museum’s permanent collection; and temporary or traveling exhibits, that present short-term, topical education opportunities for all ages.



Additional storage space with environmental controls is needed for the permanent collection. There is currently a need for a receiving and shipping area so that traveling exhibitions can be inventoried and staged prior to installation.

The museum offers a multitude of education programs independently and also in cooperation with the Morongo Unified School District and the library. Additional rooms for educational programs are needed. The children’s discovery and educational corner is often filled to capacity and could benefit from additional space. It often doubles as a workshop, demonstration and lecture area.

In addition to providing indoor space for exhibitions and programs, the museum also does periodic outdoor events and programs in the available space adjacent to the facility.

The Hi-Desert Nature Museum staff is currently working on a five-year Strategic Plan, which will attempt to synchronize museum growth and activities with the master plans being developed for the Town. The Strategic Plan will articulate goals and objectives for the future that will allow it to increase its educational offerings, public programs, exhibits, storage of its collections, interactive technologies, marketing, and revenue development. The Museum Strategic Plan will recommend an expansion of the existing building to increase

in size from its current 5,300 sq. ft. to a final build-out of 15,000 sq. ft. The additional square footage is contemplated to provide a 5,000 sq. ft. gallery space for traveling and temporary exhibits; a 3,500 sq. ft. exhibition space for permanent collection display; a 1,000 sq. ft. of meeting room space; 2,000 sq. ft. of multi-purpose performance and event space; and the remaining 3,500 sq. ft. for offices, controlled climate storage, lobby/reception, and restrooms.

While the existing site at the Community Center Complex could accommodate an expansion of the Hi-Desert Nature Museum to the 15,000 sq. ft. required, the Strategic Plan will incorporate the flexibility to relocate to another site if necessary.

5.2.2 San Bernardino County Library - Yucca Valley Branch

The Library is located in the Town Hall building within the current Community Center Complex. In addition to typical library services, the library offers a number of cultural activities and coordinates education programs with the Hi-Desert Nature Museum. The library offers themed activities for children, youth, and adults and coordinates with the museum when school tours are scheduled through the Morongo Unified School District and other agencies.

The Public Facilities Master Plan currently being conducted by the Town indicates that the library should be a 20,000 square-foot facility at the town's build-out population. In its current location there is not enough room for expansion to accommodate a 20,000 sq. ft. facility. The library is in the same situation as the Hi-Desert Nature Museum, in that a different site might be necessary to accommodate future needs.

5.2.3 Festival & Events Space

The Community Services Department, several community organizations, and various community groups conduct a wide variety of cultural activities year round in Yucca Valley. From Holiday events to the annual Grubstake Community Faire, Starry Nights Festival, equestrian events, to the annual

Summer Music Festival, Yucca Valley residents and visitors can participate in community events all year long.

Because of the growth that has taken place over the past several years, the sites that the Town has traditionally used to stage community events have become less available. During the community input process it became very apparent that there is a great need for venues that can hold both small and large events within the Town.

A number of events are equestrian-related or otherwise draw large attendance for shows or festivals. The Needs Analysis contained in Chapter 6 indicates that a “Yucca Valley Show Grounds and Events Center” should be developed to accommodate these large scale events. The second type of facility needed for community events are places for small concerts/music presentations, local performing arts activities, art shows, community organization activities, and outdoor show space. If the Town does not create these two kinds of venues then its ability to continue to host large scale events and smaller community cultural activities will be severely hampered.

5.3 Facility Analysis

5.3.1 Hi-Desert Nature Museum

The ultimate goal for the Hi-Desert Nature Museum should be a 15,000 sq. ft. facility containing a permanent exhibit hall, traveling exhibition gallery, youth discovery/events space, secure patio exhibit/performance space, conference/meeting rooms, reception/lobby, secure climate-controlled storage, administrative offices, and restrooms.

There are two possible scenarios for obtaining this square footage requirement. The first scenario would be to expand existing museum at the Community Center Complex. There is space to the north of the existing museum building to accommodate the additional square footage. There has been discussion about adding a second floor to the existing building; but the financial feasibility of meeting retrofit requirements of the building is questionable.

A two-story museum building would allow exhibition and event space to have higher ceilings to accommodate taller exhibits and would provide sufficient wall space to project film and other media on. If the museum is expanded in its current location a two-story building should be designed to compliment the existing single story building and create the ceiling height necessary to implement the Museum's planned programming.

The second scenario would be for the Town to relocate the Hi-Desert Nature Museum into the area considered in the Old Town Specific Plan. This option would allow the design and development of a 15,000 sq. ft. museum building to specifically provide the type of spaces needed to allow the museum to implement its vision and mission. It would also put the museum in a desirable location to attract people into the Old Town District thus creating pedestrian traffic for adjacent Old Town commercial uses. Finally, moving the museum to the future Old Town area would allow the museum to coordinate with other planned cultural arts uses, such as private galleries, artist in residency development projects, and local businesses.

The ideal scenario would incorporate both the Hi-Desert Nature Museum and the San Bernardino County Branch Library in a single project whereby the two entities would have separate facilities but share common amenities, such as reception/lobby area, conference/meeting rooms, receiving areas, restrooms, outdoor plaza/amphitheater area, and staff parking. This would promote visitation to both the library and the museum, allow for joint programming and joint marketing, and decrease both capital and overhead costs for development and operation of both facilities.

By combining the museum, the library, and an amphitheater/activities plaza space in the Old Town Specific Plan, the Town would not only realize an economic benefit for the Old Town commercial district but would also gain a venue that would enable the Town to implement its vision for establishing its cultural image.

5.3.2 San Bernardino County Library – Yucca Valley Branch

As stated above, the ideal scenario for the future of the Branch Library would be to combine it with the Hi-Desert Nature Museum in an Old Town Specific Plan project.

If the combined building scenario in Old Town cannot be implemented for the museum and library, it should be considered important that the two facilities continue to be located within a short walking distance of each other so that the two agencies can continue to coordinate education programs, lecture series, and themed events.

5.3.3 Yucca Valley Events Show Grounds

Yucca Valley has a strong sense of community ownership of the Town's special events. The annual Grubstake Parade and Community Faire, Rodeos & Equestrian Events, Summer Music Festivals, Art Shows, Shakespeare in the Park, Collector's Shows, and other events that attract regional audiences are an important part of the fabric that makes up the social and cultural environment throughout the Morongo Basin. Town leaders, community organizations and residents all recognize the importance of having a venue to host major events. Yucca Valley's location and climate allow for a year-round events schedule in a desirable weekend destination. By developing a facility specifically designed to host a variety of shows, festivals, and cultural events the Town can continue its tradition of community events and enhance the opportunities for increased tourism and economic benefit.

The ideal design for such a facility would accommodate equestrian events including rodeos, shows, and competitions; summer music festivals and concerts; outdoor performing arts; specialty collector shows; and holiday celebration events. This facility should also contain support amenities such as an RV Park, group picnic facilities, adequate restrooms, food concessions, and covered exhibition space. Such a facility would require 100-200 acres and should be located in an area of town that is easily accessible but does not impact residential neighborhoods.

The show grounds facility would be intended primarily for weekend events; however, it could also serve as meeting and activity space for local 4H Clubs, Boy Scouts and Girl Scouts, and other community organizations during the week. The RV Park could also serve in-transit visitors traveling to and from other areas in addition to those attending planned events.

Another use for this facility would be as a staging and/or sheltering area in the event of a local disaster or other emergency.

5.3.4 Performing Arts Center

During the community input process, particularly in the resident phone survey, there was a high degree of support and interest in developing a Performing Arts Center in Yucca Valley for both school related performing arts and community based performing arts programs. A large auditorium/performing arts facility in Yucca Valley could serve the entire Morongo Basin and become a visitor destination that would positively affect the local economy..

Performing Arts (i.e. plays, concerts, cabaret, lectures, etc.) were highly requested during the community workshops and stakeholder interviews conducted as part of the Master Plan process. The music scene in Yucca Valley and the Morongo Basin would be enhanced tremendously with the development of a Performing Arts Center.

The ideal scenario for developing a Performing Arts Center would be for the Town and the School District to partner together for the development and operation of a performing arts facility adjacent to Yucca Valley High School.

Other options could include a Performing Arts Center within the Old Town Specific Plan or a joint development project with the Copper Mountain Community College.

5.3.5 Amphitheater/Activities Plaza

In addition to large scale destination events, the Needs Analysis clearly indicated that residents are desirous of less formal venues for smaller events associated with the

performing arts, visual arts, music, social activities, and family-oriented cultural programs.

This trend is growing in popularity nationwide. Towns and cities are incorporating small amphitheater/activity plazas in the design of their downtown redevelopments, community center projects, and within community park development. These venues primarily serve local neighborhoods or business districts and allow outlets for local performing and visual artists to present their talents to the community. These amphitheater/activity plazas also serve as a community gathering space, a place to relax and contemplate, and usually contain public art and unique landscaping to visually enhance the environment that they are located in. While design of these types of venues varies widely, the common elements include a seating area surrounding a platform or stage; a level plaza area that can be used for displays or activities; and public art, usually commissioned from local artists to enhance the cultural environment.

Within the recommendations in Chapter 9 of the Yucca Valley Parks, Recreation & Open Space Master Plan there are three sites where it would be appropriate to include an Amphitheater/Activities Plaza. The first would be in conjunction with the Hi-Desert Nature Museum and Library in the Old Town Specific Plan. The second venue could be designed into the Multi-Generational Community Center Complex; and the third venue could be included in the Community Park Design for the Yucca Mesa area.

These versatile, programmable spaces not only add to the ability to increase the number and frequency of community events, but also serve as passive open space in a cultural park-like setting. The amphitheater/activity plazas should also incorporate shade structures so that programming can take place during the warm summer months. Themed landscaping and public art can be added to discourage anti-social behavior and provide a comfortable upscale environment. Given the tremendous number of musicians, artists, and cultural organizations in Yucca Valley, these spaces will provide programming opportunities on a continuous year-round schedule.

5.4 Key Findings

5.4.1 Yucca Valley's Arts Strengths and Assets

An analysis of Yucca Valley's cultural strengths and assets, confirmed by the stakeholder interviews and surveys conducted during the Master Plan process are:

- ◆ The abundance of local creative talent
- ◆ The popularity and awareness of the Hi-Desert Nature Museum
- ◆ The high attendance and use of the Branch Library
- ◆ The large community support for festivals and town wide events
- ◆ A population interested in arts education
- ◆ A vibrant music and art scene in the region
- ◆ Local leaders with a desire to enhance cultural programming
- ◆ A diverse number of private sector commercial art establishments

5.4.2 Greatest Challenges

From the information gathered through the public input process and the consultant's analysis of the current cultural conditions in Yucca Valley, the following are the major challenges facing the arts community in Yucca Valley:

- ◆ Lack of sufficient funding for cultural facilities and programs
- ◆ The need for performance venues
- ◆ Insufficient space at the Museum & Library facilities to accommodate programs and events
- ◆ Lack of resources for audience development efforts
- ◆ Need for greater involvement from local media
- ◆ Need for collaboration among community arts groups

- ◆ Consensus building among the diversity of lifestyles in the town
- ◆ Involving young people in arts and culture
- ◆ Enhancing Yucca Valley's cultural image in the region and beyond

5.4.3 Culture & Arts Contribution to Yucca Valley's Economic Growth

Measuring the impact of cultural and arts from a financial perspective is difficult and can be subjective; however, recent studies conducted on a national and local level by the Americans for the Arts shows that nationally, the art industry spends approximately \$134 billion annually. Federal tax revenue from these expenditures amounts to over \$10.5 billion dollars per year.

On a more local level, the revenue generated by restaurants, hotels/motels, retail stores, art galleries, and other businesses has a major impact on the economy in Yucca Valley. The impact is not only by patrons attending cultural facilities, Town events, and private galleries, but also by organizations that spend hundreds of thousands of dollars locally in pursuit of their cultural interests.

Cultural facilities and events are a key to the economic growth of tourism in the Morongo Basin. Quality of life issues, including a community's cultural image, contribute significantly to businesses' site selection decisions. Cultural facilities available in the community act to attract and retain a creative work force and to generate pedestrian traffic that bring people into an area that who in turn partake of other retail opportunities. Finally, tourists who attend cultural events, museums, and performing arts functions spend nearly twice as much traveling as those who do not travel for cultural reasons.

It is apparent that the economic success of the Old Town Specific Plan will be tied to the Town's ability to develop and implement cultural facilities and programs as a key component of the overall development plan for Old Town.

The economic benefits of pursuing cultural facilities and programs in Yucca Valley include:

- ◆ Increased Transit Occupancy Tax (TOT) from visitors attending festivals and events
- ◆ Spending by non-profit arts businesses and industry (???)
- ◆ Employment in both public and private arts related jobs
- ◆ Event related spending i.e. meals, lodging, souvenirs, retail, etc.
- ◆ Admission fees
- ◆ Donations and other financial support for the arts

5.4.4 Cultural Facilities and Venues Development Vision Plan

The results of the community surveys and interviews provide concrete evidence of the importance of cultural arts in Yucca Valley. The vision for Yucca Valley is to enhance its cultural image, provide quality of life cultural experiences for its citizens, and use cultural facilities and programs as an economic strategy for future financial health.

Therefore, the following objectives and strategies for reaching this vision should be pursued by the Town as funding and resources permit.

5.4.4a Cultural Facilities Development

- ◆ Support cultural groups with facilities in which to work, perform, exhibit, and teach.
- ◆ Plan comprehensively for cultural facility development including the following:
 - Pursue development of a new Hi-Desert Nature Museum and Branch Library, along with a amphitheater/activities plaza in the Old Town Specific Plan area
 - Pursue development of a Yucca Valley Show Grounds and Events Center to provide a venue for large scale community events, equestrian

activities, exhibitions, and specialty shows and festivals

- Include smaller amphitheater/activity plazas in the design of the future Multi-Generational Community Center Complex and the Yucca Mesa Community Park

5.4.4b Positioning, Marketing, and Promotion

- ◆ Position Yucca Valley as a major center known for quality art offerings.
- ◆ Increase media participation in marketing cultural arts in Yucca Valley
- ◆ Promote multi-cultural expression and participation in the arts
- ◆ Act as an advocate on behalf of Art in Public Places and take steps to expand and refine the Art in Public Places Program to compliment Yucca Valley’s natural beauty
- ◆ Continue to expand online events calendar for cultural arts programs and activities
- ◆ Promote Old Town when it is developed as a “Cultural Corridor”

5.4.4c Arts Education: Audience Development and Advocacy

- ◆ Work to increase public awareness of the value of arts and culture in Yucca Valley and the region
- ◆ Build participation in cultural arts programs and activities
- ◆ Increase collaboration with the schools and library to provide targeted programs and outreach tied to broad educational themes

5.4.4d Organizational Development

- ◆ Support the organizational development efforts of community arts organizations.
- ◆ Consider facilitating the evolution of the current Public Arts Advisory Committee into a Cultural Arts

Commission with representation from the many cultural organizations now established in Yucca Valley. The Commission should be responsible to oversee and encourage collaboration between public arts and community arts organizations, and to facilitate the acquisition and care of public art

- ◆ Pursue development of a Yucca Valley Cultural Foundation as a 501(c)3 non-profit organization with the specific purpose of raising funds for implementation of the Cultural Master Plan

5.4.5 Community Arts Partnerships

The key to successfully implementing the Cultural Master Plan will be the Town's ability to develop greater resources within public and private sectors to support the arts. The Town will have to broaden partnerships beyond Town boundaries to become a part of a regional arts community. The Town will need to work to support the efforts of Yucca Valley's art organizations to help them sustain each other through collaborations and by sharing information, resources, and facilities.

Keeping arts leaders in the community together and focused will be a challenge for the Town. In addition to the establishment of a Cultural Arts Commission and non-profit Arts Foundation, the Town should formalize its intent and future direction by developing and adopting a Public Arts Master Plan. With a Master Plan in place, the Town can work through the Commission and Foundation to pursue collaborative grants, develop re-granting programs, develop a sense of community ownership of the arts, create a strong arts representation in educational settings, strengthen communication among cultural groups, and create effective partnerships between arts organizations and the business community.

Two specific ways to accomplish the above would be to strengthen partnerships with higher education, arts educators and arts resource providers such as colleges, universities, libraries, and other regional cultural institutions; and to recruit local artists as resources for art curriculums and activities.

Expansion of Yucca Valley’s Art in Public Places program will make it possible for talented artists of local and national renown to enhance public spaces throughout the Town with works of art ranging from outdoor sculptures and murals to functional works integrated into architecture. Art in Public Places can create cultural landmarks that will become cornerstones of Yucca Valley’s cultural identity and it can promote Yucca Valley’s image as the premier arts community of the high desert.

In summary, the emerging cultural themes developed from this planning process include:

- ◆ Yucca Valley is uniquely defined by its history of diverse lifestyles, natural beauty, high desert terrain, desirable climate, small town atmosphere and community support for the arts
- ◆ Arts and culture, as part of the mix of “quality of life” factors, can be a powerful tool for economic development
- ◆ Arts and culture are key to passing on traditions. Involving young people in arts and culture can build audiences, enhance learning and communication skills, build self esteem, foster community involvement, and train potential artists and arts appreciators
- ◆ Building a dynamic program to raise the awareness of Yucca Valley’s cultural offerings throughout the Morongo Basin will not only build audiences in Yucca Valley but will enhance Yucca Valley’s image in the region and beyond
- ◆ A “state of the art” Hi-Desert Museum, Branch Library, Amphitheater/Activities Plaza and Show Grounds/Events Center will provide the following benefits:
 - Cultural and artistic resources that enhance the quality of life for individuals living in, working in and visiting the city

- A balanced development of cultural and artistic resources for programming the diverse cultural demands of the community
 - Improved image of Yucca Valley making it a marketable commodity as a destination place
 - Facilities that will promote the general welfare through balancing the community's physical growth and revitalization and its cultural and artistic resources
- ◆ It will be critical to the success of the Old Town Specific Plan to include development of both public and private arts and cultural venues
 - ◆ Significant effort will be required to resolve the space and facility requirements of the Hi-Desert Nature Museum and the Branch Library
 - ◆ Little of this plan will be implemented without additional human and financial resources

Strategies for funding and implementing the Cultural Component are contained in Chapter 9 of this document.

TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Chapter 6 | Needs Assessment

6.0 – NEEDS ASSESSMENT

6.1 Introduction/Methodology

The purpose of a Demand and Needs Analysis is to quantify and understand both the facility and recreational program needs of the community. In order for the Yucca Valley Community Services Department to develop a long range plan for providing the right recreational facilities and programs it must understand the nature of the community, its recreational desires, its actual needs, its social makeup, and its ability to provide the services that are determined necessary through the Demand and Needs Analysis.

Demand and Needs is sometimes difficult to quantify. A numerical standard may not reflect the makeup of a community, its economic situation, history, traditional recreation uses, or political environment. This report assesses the recreational programming and park facilities needs of the Town of Yucca Valley starting with national and state trends, past levels of service, public involvement, and identified community demands and desires.

6.2 Socio-Demographic Analysis and Projections

In the coming years national trends in the perception of the environment, socio-economics, technology, and in urban development will affect the need for and use of recreation and park recreation facilities. In 2004 the National Recreation and Park Association (NRPA) developed a list of trends which will cause the greatest impact on local agencies planning for recreational facilities. The NRPA's list of pertinent trends that will affect the Town of Yucca Valley's planning efforts for developing recreation facilities and programs are as follows:

- ◆ A greater need for walking and biking on trails, sidewalks, within parks and along streets, and utility corridors.
- ◆ Collaboration between parks and schools to share construction, development, and use of lands and facilities.
- ◆ Preventive recreation, that is, recreation as an antidote for social problems.

- ◆ Recreation for groups limited by income, physical disability, language, or cultural barriers.
- ◆ Collaboration among program and facility providers, partnering and cooperation between public, private, and non-profit sectors, especially cultural organizations.
- ◆ Family recreation centers (Intergenerational Campuses) that offer a variety of services for each family member.
- ◆ Pressure to increase park capacity and infrastructure of existing parks and concern for adequate maintenance.
- ◆ Community volunteering opportunities, such as adopt a park projects, friends of the parks groups, and park watch programs.
- ◆ Increased demand for Tiny-Tot and Pre-School programs and activities.
- ◆ Protective measures for open space.
- ◆ Provision for aquatics programs and water safety instruction.
- ◆ Provision for Senior Citizen programs and Activities

In addition to these national trends, the socio-demographic make up of the community will also influence the demands and needs for recreation and parks. A quick look at the Town of Yucca Valley shows a current population of approximately 25,500 people. Future residential development will ultimately increase the population to 40,000 to 60,000.

Using US Census Bureau statistics and updating them with growth information from the Town of Yucca Valley Planning Department we find that the current male and female distribution is approximately 49% male and 51% female. The median age in Yucca Valley is 41 years of age, which is older than the national average of 36 years. The number of persons five years of age or younger makes up 7% and the number of persons six to 17 makes up 15% of the City's population. This is the same as both the state and national average for under five population, which is approximately 7% and slightly higher than the state and national average of 11% for six to 17-year-olds. The population between the ages of 18 to 65

makes up 58% of the population and the remaining 20% are senior citizens, which is higher than the 12% national average of senior citizens in a community. The approximate population distribution by age currently looks like this:

Children 5 or under:	2,000
Youth 6 to 17:	4,000
Adults 18-65	14,500
Seniors 65 and over:	5,000

The number of both youth and seniors is projected to grow larger as new residential development is designed to attract young families and senior citizens.

According to the U.S. Census, the average household size in 2005 was 2.4 persons per household. However, the average family size was 3.0. There are approximately 8000 housing units in Yucca Valley. Owner-occupied housing makes up about 70% of the households, and rental-occupied housing makes up the remaining 30% of the households. The percentage of owner-occupied housing units is right in line with the national average for cities with a population the size of Yucca Valley, and so are the renter-occupied housing units.

Thirteen percent (13%) of the population in Yucca Valley has a four-year college degree or higher. This is lower than the national average of 27% with a four-year college degree or higher for cities with a population the size of Yucca Valley.

Fifty-six percent of the population is married, and 10% of the population speak a language other than English at home.

In the labor force the average travel time to work is 29 minutes. This means that the average worker in Yucca Valley spends approximately one hour a day traveling to and from work.

The median family income in 2005 was \$37,000 and the per capita income in 2005 was \$18,000. This indicates that a significant number of families have more than one income in the household.

In summary, the demand and needs for recreation services and park facilities should take into account that the Town is

primarily a working class community with limited discretionary income that is increasing in population, especially in family residential and senior citizens.

6.3 Public Opinion Surveys

6.3.1 Introduction

Research Network Ltd. conducted a resident survey for the Town of Yucca Valley. The resident survey was done as part of the Parks and Recreation Master Plan Update. The purpose of the survey was to obtain statistically valid, community-wide input on a variety of issues related to the Master Plan.

The resident survey is one of several methods being undertaken to involve the community in the Parks and Recreation Master Plan Update process. Other methods included public workshops, stakeholder interviews, and surveys with organized sports and community group organizations. The purpose of gathering community input through a variety of methods is to ensure that the Park and Recreation Master Plan Update is as inclusive as possible and that it reflects the views, preferences, and recreating patterns of Yucca Valley residents.

Below is a summary of the results of the telephone survey. The entire report is contained in *Appendix XX*

6.3.2 Methodology

A total of 300 interviews were completed with adult household heads living in the Town of Yucca Valley. These respondents were contacted through the use of a random digit dial sample. This sample methodology compensates for the incidence of unlisted telephone numbers.

Such a methodology, however, introduces to the sample telephone numbers of non-residential locations as well as residential locations not in Yucca Valley, since telephone prefixes do not respect jurisdictional boundaries. Therefore, within the design of the survey instrument, a screening question was implemented to eliminate those contacts that did not constitute residents of the Town of Yucca Valley.

The subject areas of interest within the resident telephone survey included:

- ◆ One Feature that Makes Yucca Valley Desirable
- ◆ One Improvement Wanted in Yucca Valley
- ◆ Recreation Information Sources Used
- ◆ Recreation Benefits Desired
- ◆ Frequency of Recreation Facility Usage
- ◆ Frequency of Joshua Tree National Park Usage
- ◆ Park Most Often Used in Last Year
- ◆ Frequency of Recreation Activities Participation
- ◆ Frequency of Recreation Program Participation
- ◆ Rating Town Recreation Facilities Maintenance
- ◆ Preferred Type of Area Improvements
- ◆ One New Recreation Facility Desired
- ◆ One New Recreation Program Desired
- ◆ Willingness to Pay Additional Annual Funding
- ◆ Awareness of Name Hi-Desert Nature Museum
- ◆ Reported Visitation of Hi-Desert Nature Museum
- ◆ Reason Not Visited Hi-Desert Nature Museum
- ◆ Propensity to Use Performing Arts Center
- ◆ Propensity to Use Art Galleries, Art Festivals
- ◆ Propensity to Use New Museum/Interpretive Center
- ◆ Age Distribution of Population
- ◆ Tenure in Yucca Valley
- ◆ Employment in Yucca Valley
- ◆ Ethnicity
- ◆ Household Composition
- ◆ Household Income

6.3.3 Highlights

After a careful review of the responses to the Yucca Valley resident survey, Research Network Ltd. has gleaned the following highlights.

6.3.4 One Desirable Feature

- ◆ Three of every ten residents polled (28%) identified “Small Town Atmosphere” as the one feature that makes Yucca Valley a desirable place to live
- ◆ An additional 21% reported “Climate.”
- ◆ Similarly, an additional 7% of households polled volunteered the feature “Air Quality”
- ◆ Six percent 6% more cited “Open Space.”
- ◆ One of every twenty respondents (5%) volunteered “Quiet/Peaceful” as the feature
- ◆ “No Traffic” (4%) and “Affordable Housing” (3%) were also reported.

6.3.5 One Desired Change

When asked what improvement they would make in Yucca Valley:

- ◆ Fifteen percent (15%) of the households polled stated that they would “Create New Parks and Recreation Facilities”
- ◆ While 10% of respondents would “Repair Streets”
- ◆ An additional 8% of those interviewed stated they would “Increase Street Signalization”
- ◆ Eight percent (8%) would “Limit Growth.”
- ◆ “Preserve Open Space” was a volunteered response by 7% of the households polled
- ◆ One in twenty respondents (5%) stated that they would “Add More/Better Shopping”
- ◆ Five percent (5%) would “Widen or Connect Streets.”

6.3.6 Recreation Sources

- ◆ Nearly four of every ten residents polled (39%) stated that they get their recreation program and facility information from the Town of Yucca Valley
- ◆ While an additional 24% reported using the Newspaper.
- ◆ Nearly one of every ten respondents (9%) stated that they use Postings at Recreation Sites as their information source.
- ◆ Eight percent (8%) reported using the Telephone Book.
- ◆ The Town of Yucca Valley Website was reportedly used by 7% of respondents as their information source.
- ◆ Six percent (6%) reported using the Internet.
- ◆ An additional 5% refer to the Town Brochure; and
- ◆ Four percent (4%) stated that such information is gathered from the library.

6.3.7 Recreation Benefits

- ◆ More than one-third of the households polled (35%) stated that they seek physical fitness, health and well being benefits from their recreation choices.
- ◆ An equal share of respondents (35%) replied that an opportunity to gather and socialize with others is the primary benefit they seek from recreation.
- ◆ Together, these two benefits were identified by 70% of those polled.
- ◆ The benefit of learning opportunities for hobby, self-improvement or career development was cited by 18% of those polled.
- ◆ While the benefit from recreational opportunities to give back to the community through volunteer work was a priority for 13% of the Town's responding residents.

6.3.8 Recreation Facility Use

- ◆ One third (33%) of the sample of telephone respondents described themselves as a "Frequent User" of parks and

recreation facilities (patrons of facilities at least three times per month).

- ◆ Four of every ten residents (40%) were “Moderate Users” (patrons of facilities at least two to 24 times annually) of recreation facilities during the past year.
- ◆ The remainder (27%) was labeled “Light/Non Users” (patrons of facilities once per year and non-users).

6.3.9 Joshua Tree National Park Use

- ◆ Frequent users of Joshua Tree National Park represented 4% of the sample of telephone respondents
- ◆ While an additional 28% were “Moderate Users” (patrons at least two to 24 times annually) during the last year.
- ◆ The remainder (68%) was labeled “Light/Non Users” (patrons once per year and non-users.)

6.3.10 Most Used Facility

The recreation facilities reportedly most often used by households polled included:

- ◆ Yucca Valley Community Center (Including Community Center, Senior Center & Hi-Desert Museum) (42%)
- ◆ Joshua Tree National Park (12%)
- ◆ Yucca Valley High School (4%)
- ◆ Machris Park (4%)
- ◆ Jacobs Park (2%)
- ◆ Boys and Girls Club (2%)
- ◆ South Park (2%)
- ◆ Yucca Valley Branch Library (2%)
- ◆ Big Bear Lake (2%)

6.3.11 Recreation Activities

The tested activities cited as being undertaken by the largest portion of Yucca Valley residents surveyed were:

- ◆ Biking, walking, running, horse riding, and hiking on unpaved trails for recreation or fitness (46%);

- ◆ Picnicking in developed sites (43%);
- ◆ Swimming in public pools for recreation or lessons (20%);
- ◆ Use of senior and mature adult services and programs (20%);
- ◆ Use of play equipment/tot lots in public parks (16%);
- ◆ Outdoor basketball/ informal play for youth or adults (12%);
- ◆ Tennis: adults or youth (10%);

The remaining activities tested were reportedly conducted by less than one of every ten resident households.

6.3.12 Programs Use

When asked about frequency of recreation program use:

- ◆ Fifteen percent (15%) of the sample of telephone respondents described themselves as a “Frequent User” (patrons of programs at least three times per month.)
- ◆ Less than one of every five residents (17%) was a “Moderate User” (patrons at least two to 24 times annually) of recreation programs during the past year.
- ◆ The remainder (68%) was labeled “Light/Non Users” (patrons of programs once per year and non-users).

6.3.13 Program Participation

The tested programs cited as being undertaken by the largest portion of Yucca Valley residents surveyed were:

- ◆ Special Community Events (25%)
- ◆ Music, Drama or Performing Arts Classes (15%)
- ◆ Arts, Crafts, or Cooking Lessons (14%)
- ◆ Fitness, Gymnastic or Wellness Classes (13%)
- ◆ Parenting, Early Childhood Development Lessons or Classes (8%).

6.3.14 Facilities Maintenance

When asked to describe their satisfaction with the maintenance of recreation and parks facilities in the Town of Yucca Valley, *95% of those polled stated they are either “very” or “somewhat satisfied.”*

6.3.15 Preferred Improvement

The tested type of improvement receiving the largest responses were:

- ◆ Open Space Preservation and Enjoyment, chosen by more than one-third of households polled (34%)
- ◆ The next most often chosen category, “Arts and Cultural, Museum, or Performing Arts Facilities and Programs,” was chosen by nearly three of every ten households (29%)
- ◆ Active Sports Facilities and Programs was the selection of more than one in five residents (22%)
- ◆ Classes, Lessons, and Community Events garnered a 14% response rate.

6.3.16 One Desired Facility

The recreation facilities cited as most desired by Yucca Valley residents surveyed were:

- ◆ Swimming Pool for Recreation or Lessons (11%)
- ◆ Golf Course/Driving Range (5%)
- ◆ Bike Trails (4%)
- ◆ Walking/Running/Jogging Paths (4%)
- ◆ Gymnasium (3%)
- ◆ Picnic Facilities (3%)
- ◆ More/Better Parks (3%)
- ◆ Performing Arts Center (3%)
- ◆ Off-Road Vehicle Facilities (3%)
- ◆ Dog Park (3%)
- ◆ No desire for new facilities (19%)

6.3.17 One Desired Program

The recreation programs respondents most often desired included:

- ◆ Arts or Crafts Instruction or Lessons (10%)
- ◆ Dance Instruction or Classes (6%)
- ◆ Swimming Lessons (3%)
- ◆ Aerobics, Spinning, or Fitness Instruction or Classes (3%)
- ◆ Cooking Instruction or Classes (3%)
- ◆ Yoga, Meditation, or Stress Relief Instruction or Classes (3%)
- ◆ Gymnastics Instruction or Classes (3%)
- ◆ No desire for new recreation programs (24%)

6.3.18 Propensity to Pay

- ◆ Three of every four households polled (75%) stated they are “somewhat” or “very” willing to support a \$12 per year tax increase to fund new parks and recreation facilities and programs.
- ◆ Nearly one in five respondents (18%) stated they are “not at all” willing to support such an increase.
- ◆ Seven percent (7%) were undecided

6.3.19 Museum Awareness

- ◆ Two of every three Yucca Valley respondents polled (66%) reported having visited the Hi-Desert Nature Museum.
- ◆ Eight percent (8%) of those surveyed had heard the name, but had not visited the Museum
- ◆ Thirteen percent (13%) of households stated they had never heard the name “Hi-Desert Nature Museum”

6.3.20 Reasons Not Visited

- ◆ Nearly three of every four respondents (74%) of the respondents that stated they had not visited the Museum

stated that they either had no time or were not interested in visiting the Museum.

- ◆ An additional 8% of those responding to this inquiry stated their disability or illness prevented such a visit
- ◆ Five percent (5%) volunteered “don’t know what’s there.”

6.3.21 Visits in Last Year

When asked how frequently they had visited the Hi-Desert Museum in the past year:

- ◆ 2% of the sample of telephone respondents described themselves as a “Frequent User” of the Hi-Desert Museum (patrons at least three times per month)
- ◆ Three of every ten residents (30%) was a “Moderate User” (patrons at least two to 24 times annually) of the Hi-Desert Museum during the past year
- ◆ The remainder (68%) was labeled “Light/Non Users” (patrons once per year and non-users). Half of the polled Yucca Valley household stated they had not visited the Museum in the past year.

6.3.22 Proposed Facility Use

Respondents polled reported high likelihood of using all of the tested types of facilities:

- ◆ The highest share of residents (85%) stating they would use a Performing Arts Center
- ◆ The smallest share (78%) stating they would visit Art Galleries, Art Festivals and Events.

6.3.23 Demography

Key demographic characteristics (household composition and ethnicity) of households interviewed were compiled and reviewed against comparable benchmark data from the 2000 Census to conclude that the sample of respondents polled is a statistically reliable representation of the Town of Yucca Valley as a whole.

6.4 Focus Groups & Community Interviews

6.4.1 General Comments

All of the stakeholder groups and individuals interviewed were very supportive of the Community Services Department. For the most part they understood the major issues facing the department were growth, funding, and community perception of what Yucca Valley actually deserves or should have compared to other communities. The following comments are arranged by issue, facility, or perceived need in Yucca Valley.

6.4.2 Programs and Facilities for Youth

The most recurring theme throughout the interviews as far as facilities and programs were concerned, programs for youth was the most often mentioned. From the need for youth sports fields; the need for before and after school programs; the need for children enrichment programs; the need for teen programs; and the need for places and facilities for youth that are clean and safe was the most predominant issue brought out in the interviews.

6.4.3 Sports Fields

There are both immediate and long-term needs for sports fields. Boys and Girls high school fields are in fair to poor condition and need improvement. Field amenities such as bleachers, lights, and synthetic turf were suggested. Scoreboards, shade shelters, and concession stands were also requested. All school and town fields are pretty much used on a year round basis. There is a need for more game fields that can host tournaments. Youth sports such as soccer, softball, baseball, and football have different age divisions using fields at different locations which makes transportation a problem. All youth sports organizations reported that they are running out of field space for both practice and games. More lighted fields were requested by both youth and adult organized sports groups.

6.4.4 Facilities Currently Being Used

According to the interviewees the facilities most used by the community are the current Community Center; Gyms at the High School and Boys & Girls Club; Swimming Pool at the High School; Hi-Desert Nature Museum; Senior Center and the Library.

6.4.5 Coordination with Other Agencies

The Town of Yucca Valley Community Services Department seems to work well with the School District and staff interviewed seemed to have the perception that the Town and the School District shared facilities and made joint use of facilities. Further investigation needs to be completed regarding Town, School District relationship and what potential opportunities there may be for joint facility development and use of school facilities for recreation programming. The Community Services Department also works well with the Boys & Girls Club, Churches and Organizations in the community to coordinate and meet both program and facility demands.

6.4.6 Miscellaneous Comments

The following are quotes and or comments made by the interviewees that pertain to a variety of issues:

- ◆ There should be a dog park on both the West and the East end of the Town
- ◆ Competitive swimming opportunities need to be expanded with a new swim complex
- ◆ More senior activities especially for handicapped seniors are needed
- ◆ It would be nice to have a “Side by Side” facility that offers ice and roller skating rinks
- ◆ A commercial family fun center with miniature golf and activities would be good to have
- ◆ There should be more parks like in Europe where there are trees, fountains, walkways and places to sit

- ◆ Drag racing on streets in Yucaipa Valley is a problem, maybe there should be a drag strip for locals to race their cars
- ◆ The senior citizen population is growing and we need an expanded senior center with more socializing activities for seniors
- ◆ The Town needs more tot lots with children play equipment that are covered with a shade structure
- ◆ There should be a community park with a lake for fishing and operating remote controlled boats
- ◆ Parks should contain more native trees for shade
- ◆ There should be a lawn bowling facility for senior citizens
- ◆ New neighborhood parks are needed in the outlying areas so that residents don't have to drive long way to visit a park
- ◆ There is a grass root music and art scene in Yucca Valley and venues for music and art need to be developed
- ◆ There should be a connection between our environment and the arts in the design and development of future parks
- ◆ The Town needs a new fair grounds/events space as people here love outdoor events that they can attend year around
- ◆ The Community Services Department needs a better marketing campaign to let people know what facilities and programs are available to them
- ◆ New facilities need to be thought about differently and designed to pay for themselves. Fee based activities and activities that draw from a larger area should be considered
- ◆ The Town and School District should partner together on a new swim complex and gymnasium
- ◆ The surrounding open space needs to be appreciated, respected, and conserved for future generations and this should be a priority in the Master Plan

- ◆ More soccer fields, baseball fields, and tennis courts are needed to meet the growing demand for these activities
- ◆ A multi-purpose gymnasium that can host all types of sports and cultural activities should be the Town's number one priority for new facilities
- ◆ More activities for youth and for senior will be needed in the future
- ◆ More music venues and places for outdoor concerts are needed
- ◆ The Town needs to host more art shows and festivals
- ◆ A large museum complex centrally located and easily accessible to attract tourist is needed
- ◆ Places for walking and jogging i.e. a trail system that is convenient for families should be included in all new park development
- ◆ The current community center is booked to capacity. A new community center with more classrooms and multi-purpose space is needed.

6.5 Summary of Community Input Workshop #1

The following is a summary of the comments and input made by attendees at the first community input workshop.

Attendees were divided into two groups and asked to discuss their priorities for the Recreation and Parks Master Plan. The groups presented the following comments:

GROUP 1

6.5.1 Desired Programs:

Soccer, basketball, swimming, baseball, bridge, summer arts, art programs, concerts in park, Grubstake Community fair/parade, exercise classes, Earth Day volunteer programs, drop in adult programs, Farmers Market, Kite Day, 5k/10k runs, snow day, Starry Nights Festival.

6.5.2 Sites/Facilities (new/needed):

Dog Park, Senior Park (shuffle board, checkers, shade benches, walking paths), basketball courts, soccer fields, bike trails, gym space, water park/splash pool.

6.5.3 Open Space/Trails:

Improve upon existing areas, botanical garden, equestrian trails, bike trails, hiking trails, fair grounds, more park space/playgrounds, open space to retain desert environment.

GROUP 2**6.5.4 Desired Programs:**

Tennis (youth/adult, wheelchair tennis; cardio workout with tennis) Table Tennis, Softball, Earth Day, Starry Nights, Kites Over Yucca Valley, Xmas parades, Senior trips, Summer concerts, Sport/Fitness, Maintain cohesive community, cultural activities including Amphitheater, art, music, performing arts, and dance. Public Art, sidewalk competitions. Hands on exhibits, desert ecology is an asset, Environmental education, Senior citizen educational programs, Programs for tots – mommy time, Adult night school, woodshop, crafts etc.

6.5.5 Sites/Facilities (new/needed):

Art Park, meditation memorial, Library, class room facilities, Miniature golf, water park, Pool, Playgrounds, Handicapped baseball field, tennis courts, Cultural Center, amphitheater, Community Hall/Dining, Synergy between facilities, Equestrian facilities/Fairgrounds, Dog Park, Skate Board Park, indoor skate rink, Tennis courts – 4 court groupings to run programs, Tennis Center

6.5.6 Open Space/Trails

Acquire more land, save wildlife corridors, save the tortoise, Conserve open space, pedestrian friendly walking and bike trails, no development on Ridgeline/Hillside, enforcement of Light Ordinance, strict enforcement/expansion native plant

ordinance, horse trails into pioneer town, rock climbing, Save the Joshua trees.

6.5.7 Ranking

Participants were asked to rank their priorities and the groups attending ranked the following items:

1. Gym/Pool/Sports Complex
2. Teen Center
3. Senior Center and park
4. Splash pools/water parks
5. Dog Parks
6. Fair Grounds, Equestrian Center
7. Open Spaces, Wildlife Corridor/Preservation area
8. Bike/Walking trails
9. Community Center
10. Soccer Fields
11. Tennis Courts

6.5.8 Comments Regarding Current Operations

Finally, the Water Cooler board enabled the workshop participants to express additional thoughts about current operations by writing comments on post-its:

- ◆ More green areas
- ◆ Lights at night in the parks
- ◆ More swings in the parks
- ◆ Develop North Park
- ◆ We need Dog Parks
- ◆ The Town needs a YMCA
- ◆ More advertising of programs and services is needed
- ◆ Connect areas of town – Old Town, Southside Community Center, Shopping, Campgrounds, Library

- ◆ Rock climbing wall
- ◆ Provide Side Walks in the town
- ◆ Take care of existing facilities
- ◆ Better parking situation at community center
- ◆ Flood zone parks
- ◆ South Park needs better parking and trail identification
- ◆ Cover over the playgrounds at parks
- ◆ Fair Grounds/Event Facility
- ◆ More Meeting rooms
- ◆ We need more fields
- ◆ Rehabilitate and make use of tennis courts at Burnt Mountain
- ◆ Re-aim ball field lighting and BMX lighting downward
- ◆ Flying school
- ◆ Reopen the Yucca Valley Golf Course
- ◆ Develop trails in the Washes
- ◆ Develop joint use facilities: School District, College, Unincorporated area with County
- ◆ Build a Cultural Center
- ◆ Sculpture Garden/Public Art
- ◆ Handicapped youth baseball field / Rubberized for wheelchair use / ¼ sized / Low maintenance
- ◆ Indoor soccer facility
- ◆ Provide transportation for kids
- ◆ Need year round aquatics program
- ◆ Cash in by selling south side park land and build now
- ◆ Keep North Park for open space and trails
- ◆ Catering to the youth in the community by way of activities to keep them away from harm and out of trouble

- ◆ Bicycle Paths: Designated and well defined, Protected and fenced, Wide enough to accommodate runners, bikes, strollers, etc.
- ◆ Entertainment Center
- ◆ Alternative energy and “green” architecture may open up grant opportunities and alternative funding
- ◆ Grass is the key to meeting most of the demands for youth programs

6.6 Summary of Community Workshop #2

The second community workshop conducted as part of the Master Plan input process was another opportunity for the community to express its desire for facilities and programs.

Participants were asked if they thought centralizing community facilities was a better approach to serving all residents or if decentralizing and putting some facilities in each area of the town made more sense. The group attending came up with the following chart:

Pros & Cons of Centralization vs Decentralization

Centralizing New Facilities	
Pros	Cons
<ul style="list-style-type: none"> ◆ Economically better ◆ Ecologically better ◆ Less Travel Time ◆ Easier for Families to Transport Kids ◆ Easy Maintenance ◆ Able to Host Tournaments ◆ Multi-Use Facilities ◆ Promotes Meeting Diverse Cultures ◆ Water Limitations ◆ Easier for Kids to Get From One Program to Another <ul style="list-style-type: none"> ▪ Better safety control ▪ Easier Police Enforcement 	<ul style="list-style-type: none"> ◆ Events could conflict with one another ◆ Separate Uses need separate areas ◆ Possible Parking Impacts
Decentralizing New Facilities	
Pros	Cons
<ul style="list-style-type: none"> ◆ Don't need as large a piece of property ◆ Local Use More Convenient ◆ Provides for Specialty Parks ◆ Play Area That Kids Can Access Locally 	<ul style="list-style-type: none"> ◆ Separate Venues makes travel harder ◆ Increased Maintenance costs ◆ Increased security costs

Participants were asked to give input on possible locations for new facilities and provided the following insight:

Possible Locations for New Facilities	
Yes	No
<ul style="list-style-type: none"> ◆ Hi Desert Water District Land ◆ Center of Town ◆ Boys and Girls Club ◆ South Side Community Center-Dense Area (Low Impact Use) ◆ Section II – Old Woman Springs Road for Fairgrounds ◆ Flood Control Areas ◆ Pioneer Town Land ◆ Waymego Trail (Equestrian Uses) ◆ Current Community Center ◆ Land on Yucca Mesa 	<ul style="list-style-type: none"> ◆ Land Along HWY 247 ◆ South Side Park (Joshua Lane) ◆ North Park

Participants were asked what they would spend their dollars on in the community and the following is a summary of that exercise ranked in order of number of responses:

1. Gymnasium
2. Soccer Fields
3. Dog Park
4. Bike Trails
5. Community Parks
6. Neighborhood Parks
7. Tennis Courts
8. Swimming Pool
9. Multi-purpose Community Center
10. Walking/Jogging Trails
11. Senior Center
12. Teen Center
13. Open Areas
14. Festival/Event/Amphitheatre Facility
15. Cultural Center
16. Public Art
17. Sports Fields

18. Golf Course
19. Fitness/Exercise Center
20. Water Play Parks

6.7 Summary of Workshop # 3

Workshop 3 concentrated on community input as to possible locations for new facilities as requested from Workshops 1 and 2. Participants were given large maps of Yucca Valley (See *Appendix XX* for Sample Map) along with disks that represented all types of facilities including community centers, senior centers, dog parks, skate parks, swimming pools, neighborhood parks, community parks, equestrian centers, etc.

Participants were divided into several groups and asked to glue the disks onto the maps at the locations within the Town that their group believed was the best location for each of the facilities represented by the disks.

Some of the groups felt that all of the new facilities should be developed adjacent to the Highway 62 Corridor while other groups felt the facilities should be decentralized into various areas of the Town and the remaining groups felt facilities should be centralized in areas North, East, South and West within the Town.

Several groups felt that in addition to traditional facilities there should also be an area designated for extreme sports such as skate boarding, BMX, rock climbing, etc.

In summarizing all eight groups providing input on the maps the following were common themes:

- ◆ The Old Town Master Plan should contain a cultural center/art center/community plaza.
- ◆ Equestrian uses/rodeo/events area should be located where it does not impact residential developments.
- ◆ Multiuse community center/senior center/teen center/gymnasium/aquatics facility should be centrally located.
- ◆ More neighborhood parks are needed in residential areas.

- ◆ Community parks with sports fields, dog parks, informal play areas, tot lots, and splash pools should be located on both the East and West sides of Town.
- ◆ Public art should be included wherever new public facilities are built.
- ◆ The Town should pursue joint development of facilities with the School District.
- ◆ Street right of ways, flood control channels, washes, and pathways within parks should be used to develop a connecting town wide trail system.

6.8 Special Interest Input

In addition to providing input at the Community Workshops there were two special interest groups that provided the consultants with additional public input.

6.8.1 Old Town Specific Plan

The first was a group of interested citizens that provided a concept plan to the consultants for their idea to centralize a number of needed facilities adjacent to the “Old Town” specific plan.

Their idea to place community facilities on the North side of the proposed realignment of SR62 would connect the Old Town area with North Park via a linear park along the potential future alignment of Pioneer Town Road. By including a new community center, aquatics facility, arts and entertainment center, community park, festival and show grounds area, equestrian and rodeo arenas, and trail heads they believe that it would create a major destination attraction that would be convenient for the community and would allow the recreational uses and Old Town commercial uses to coordinate activities and generate pedestrian traffic for both venues.

6.8.2 Dog Parks

The second group of interested citizens submitted a petition with over 2,000 signatures requesting that the Master Plan include “Dog Parks” for the Town of Yucca Valley. The

consultants received is a letter from the group’s organizer listing the reasons people signing the petition believe are the positives for including “Doggie Parks” in the Master Plan.

The petition gathering was a grass roots effort spear headed by a volunteer organizer that united the community in support of Dog Parks for Yucca Valley.

6.9 Sports Organization Survey Questionnaires

A questionnaire was sent to each of the youth and adult sports organizations in the Town that use Town, School District, and Non-Profit Organization fields for their practices and games. (See *Appendix XX*)

The purpose of the questionnaire was to solicit the perceived needs of community sports organizations and achieve the objective of outreach to these community sports groups. The questionnaire was designed to provide valuable information regarding facility usage, team size, recreation season, and player volume. This data was then used in the demand analysis for future sports field needs.

Questionnaires were sent to all sports organizations within the Town. Six organizations responded, including Yucca Valley High School Sports, Morongo Basin Youth Soccer Association, J T Kids Club, Tri-Valley Little League, Morongo Basin Tennis Association and Yucca Valley Youth Football, with the requested information. The results of these surveys show that:

- ◆ There are approximately 900 kids involved in youth soccer
- ◆ Approximately 600 kids involved in youth baseball
- ◆ There are also over 175 kids involved in youth tennis
- ◆ About 80 kids in youth football
- ◆ Over a 100 girls softball; and
- ◆ Over 340 boys and girls involved in High School level Soccer, Softball, Baseball, Football, Track and Cross Country sports activities

The following table is a summary of the completed surveys, a copy of which is contained in *Appendix XX*. The common standard for practice fields is one field for every 10 teams and the common standard for game fields is one field for every six teams.

Sport	# Teams	# Players	Std # Practice Fields Req	Std # Game Fields Req
Jr Football	4	80	1	1
Girls Softball	8	100	1	1
Youth Baseball	48	600	5	8
Youth Soccer	80	250	8	12

These participation figures show that ideally, Yucca Valley should have a total of twelve soccer practice/game fields and one football practice/game field to accommodate the current number of teams participating in football and soccer. Based on future population growth these participation figures should grow about 6% per year.

Currently the Town has two soccer fields that are used for both practice and games. Therefore, the Master Plan should call for a minimum of at least 10 more soccer fields based on these standards.

There is currently sufficient number of football, softball and baseball fields, however the projected population growth will necessitate more fields in the future.

6.10 Key Findings

The Town of Yucca Valley has not built any new community recreation facilities for over 25 years, although it has purchased park property and has had park property acquired through land dedication by developers. It also is considering future land dedications and donations for future parks and facilities.

Park acreage standards are generally established through an acreage requirement per 1,000 residents. The Subdivision Map Act and the Quimby Act (Section 66477 of the Govt. Code) relating to parkland dedication allows a city or town to adopt a local ordinance establishing a citywide park standard and the requirement of parkland dedication or fair market value in-lieu fees when there is residential development.

Several years ago the National Recreation and Parks Association established guidelines for park facilities for both urban and rural communities. They also defined a number of issues that affect the demand for park facilities, including: environmental trends, social trends, economic trends, demographic trends, technology trends, and trends in urban development. The Project Team has identified a number of these issues that affect the demand for facilities in Yucca Valley:

- ◆ Disappearing resources such as open space and natural habitats.
- ◆ Cost of available land within the City limits to acquire for parkland.
- ◆ Environmental regulations regarding water quality, runoff, and hazardous waste.
- ◆ Reduction in number of vehicle trips mandated by states and communities.
- ◆ Poverty – homelessness and unemployment.
- ◆ Crime and violence in homes and school, drugs, vandalism, and social tension.
- ◆ Increased number of children at risk.
- ◆ Increased desire for citizen participation and involvement.
- ◆ Social service networking – organizing community organizations and resources to attack social problems.
- ◆ Increasing concern for personal and family safety.
- ◆ Increased public cost for maintenance and upgrading aging infrastructure.
- ◆ Increased labor and energy costs.
- ◆ Aging of the community.
- ◆ Fewer “traditional” family households, i.e.: single-parent families, families sharing living units, extended families living together, etc.
- ◆ Increasing cultural diversity.
- ◆ Increased residential density.

- ◆ Increased contact with computers in the home or the workplace.
- ◆ Increased media overload.
- ◆ Revitalization and retrofitting both residential and commercial development.
- ◆ Increased traffic congestion.
- ◆ Political pressure for parks, open space and recreation facilities.

Through the surveys and interviews obtained from the community, it is apparent that people expect the Community Services Department to provide essential recreation opportunities.

There was a strong demand for additional park space, open space, trails and recreation facilities for soccer, basketball, softball/baseball, children’s play areas, picnic facilities, aquatics, and public meeting room space. It was a unanimous consensus that additional land and facilities are needed in Yucca Valley for sports fields and community center expansion.

These preferences reflect an increased demand and appreciation for parks, open space, and facilities and the community’s desire to have them easily accessible. There was a strong consensus that the Town needs to work with the school district and non-profit organizations to “partner” in meeting facility demands.

Based on the interviews and surveys obtained through the input process, the project team has developed a list of facilities most requested by the community and that reflect the trends in park and recreation facility development. Table 6.9 shows these facilities and compares the current number of facilities in the Town of Yucca Valley Community Services Department Service Area with facility guidelines developed by the project team based on the number of each facility that is recommended in Table 4.3 for Community Parks and Table 4.4 for Neighborhood Parks. The Town’s desired standard for Community Parks is one Community Park each 4-mile radius and one Neighborhood Park each 1-mile radius. The total number of square miles within the Yucca Valley Town

limits is 40. Consequently, there are eight (8) 4-mile radius areas within the Yucca Valley Community Services Departments service area. Thus, the desired number of facilities in the total service area would be as follows:

Type Of Facility	Desired Number
Walking/Jogging Paths (One each area)	8
Child Play Area/Tot Lots (One each area)	8
Dog Parks (One for each 4 areas)	2
Family Picnic Facilities (One each area)	8
Group Picnic Facilities (One for each 4 areas)	2
Community Center/Gym (One for each 4 areas)	2
Informal Open Turf Areas (One each area)	8
Soccer Fields (One for each area)	8
Softball Fields (One for each 2 areas)	4
Baseball Fields (One for each 2 areas)	4
Aquatics Complex (One for each 8 areas)	1
Water Play Pools (One for each 2 areas)	4
Basketball Courts (One each area)	8
Tennis Courts (One each area)	8
Cultural Center/Museum (One for each 8 areas)	1

TABLE 6.10 – Difference Between Currently Available Community and Neighborhood Park Facilities and the Desired Number of Facilities Per Guidelines From Tables 4.3 & 4.4.

Facility Type	Facilities Currently Available in Yucca Valley Service Area	Desired Number of Facilities for Yucca Valley Service Area	Difference
Walking/Jogging Path	1	8	-7
Child Area/Tot Lots	6	8	-2
Dog Parks	0	2	-2
Family Picnic	2	8	-6
Group Picnic	3	2	+1
Community Center/Gymnasium	0	2	-2
Informal Turf Areas	1	8	-7
Soccer Fields	2	8	-6
Softball Fields	6	4	+2
Baseball Fields	3	4	-1
Aquatics Complex	0	1	-1
Basketball Courts	12	8	+4
Tennis Courts	2	8	-6
Cultural Center/ Museum	1	1	0

Note: The “Currently Available” column only includes facilities that the Town has access to for programming and community use. If a facility exist in the Town, but the Community Services Department does not have access to use it for either scheduling reasons or cost reasons, the facility was deemed unavailable and not included in this analysis.

6.10.1 Summary of Table 6.10

Table 6.10 is an indication of what facilities the Town of Yucca Valley should include when developing future Neighborhood and Community Parks. By addressing the deficits shown in Table 6.10 when the Town designs and builds future parks the Town will begin to provide the facilities most requested and desired by the community.

6.10.2 Methodology for Determining Key Findings

The methodology used to develop the key findings included:

- ◆ Survey questionnaires distributed to sports organizations and individuals associated with various user groups
- ◆ Individual interviews with stakeholders
- ◆ Review of Standards and Trends established by the National Recreation and Park Association adjusted to reflect the size, social economic makeup, ethnicity, and population density of Yucca Valley
- ◆ Review of facilities and programs available to Yucca Valley residents in the surrounding areas of Yucca Valley.
- ◆ Review of the Yucca Valley General Plan and associated documents
- ◆ Project Team site tour of all existing Yucca Valley recreation facilities and possible future sites that may be potential areas for future facility development
- ◆ A statistically valid citywide phone survey

Using the above methodology the Project Team believes the data, analysis and key findings regarding facility needs and demands reflect the desires of the Yucca Valley community.

6.10.3 Findings for Facility Requirements

The consultant team reviewed and analyzed all of the community input obtained through the various public input processes and in terms of community demand and needs the facilities that would best meet the desired demand for the future in Yucca Valley are:

- ◆ Multi-Generational Community Complex to serve all ages for recreation classes, meeting rooms and community events
- ◆ Aquatics Complex
- ◆ Multi-Purpose Gymnasium/Events Center
- ◆ Festival/Show Grounds/Equestrian Center
- ◆ Neighborhood Parks with fields, tot lots, spray pools, family picnic areas, and informal open space
- ◆ Community Parks with sports fields, dog parks, group picnic areas, trails, tot lots, rest rooms and open space
- ◆ Nature Parks with trail systems
- ◆ Cultural Facilities, including Museum, Library, Performing Arts Center, Art Center, Outdoor Amphitheater, Community Events Plaza
- ◆ Special Use Park for Extreme Sports

6.10.4 Findings for Space Requirements

The following represents the approximate space requirement the Town would need for the above desired facilities:

Recreational Facilities	Space Needed
Multi-Generational Community Complex	20 Acres
Aquatics Complex	10 Acres
Multi-Purpose Gym/Events Center	5 Acres
Festival/Show Grounds/Equestrian Center	200 Acres
Neighborhood Parks	8-12 Acres
Community Parks	15-20 Acres
Nature Parks with trails	Varies

Cultural Facilities	Space Needed
Museum	15,000 s.f.
Library	20,000 s.f.
Performing Arts Center	10,000 s.f.
Amphitheater	20,000 s.f.
Art Center	5,000 s.f.
Community Events Plaza	10,000 s.f.
Extreme Sports Park	20 -30 Acres

Note: Some facilities could be centralized and combined and therefore could require less space.

TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Chapter 7 | Park Land Dedication and Park Impact Fee Ordinances and
Other Strategies

7.0 – PARK LAND DEDICATION AND PARK IMPACT FEE ORDINANCES AND OTHER STRATEGIES

7.1 Introduction/Methodology

Park acreage standards are generally established through an acreage requirement per 1,000 residents. The Subdivision Map Act and the Quimby Act (Section 66477 of the Government Code) relating to parkland dedication allows municipalities to adopt a local ordinance establishing a townwide park standard and the requirement of parkland dedication or market value in-lieu fees when there is residential development.

Municipalities can also adopt ordinances requiring the payment of a Park Impact Fee which offsets the cost of the impact new residential development has on the Town's existing park and recreation system.

Towns, Cities, Counties and Park Districts can also adopt ordinances that establish Assessment Districts for Park and Recreation improvements and operations.

As part of the Yucca Valley Park and Recreation Master Plan, the consultant team reviewed all of Yucca Valley's ordinances pertaining to park dedication and park fee requirements in order to insure that the ordinances reflect up to date language and requirements to best position the Town for implementing its Parks and Recreation Master Plan.

7.2 Evaluation of Existing Ordinances

The Town of Yucca Valley last updated its Park Dedication and In-Lieu Fee Ordinance, as well as, its Park Impact Fee Ordinance in 2005. The Park Impact Fee is adjusted annually when all Development Impact Fees are reviewed and adjusted to reflect current costs. A review of Yucca Valley's Park Dedication and In-Lieu Fee Ordinance shows that it is up to date and current in terms of language and requirements to insure the dedication of 5 acres per 1000 population or the payment of fair market value in-lieu fees per the Town's General Plan when new residential development occurs within the Town limits.

Unfortunately, Yucca Valley does not have an agreement with the County of San Bernardino for the same park dedication requirements or Park Impact Fees, so when development takes place in unincorporated areas within the sphere of influence of Yucca Valley, no parkland is dedicated or in-lieu fees paid, but it is widely acknowledged that the residents of those outlying areas use Yucca Valley parks and recreation facilities.

The Yucca Valley Park Dedication and In-Lieu Fee Ordinance, adopted under the authority of the Subdivision Map Act and the Quimby Act (Section 66477 of the Government Code) is specifically designed to provide the Town with sufficient parkland to meet its Parkland Standard of 5 acres per 1,000 population as the Town’s population grows. Currently, Yucca Valley has 194.4 acres of total parkland, counting 54.4 developed acres, 20 usable currently undeveloped acres and 120 acres of open space natural areas that cannot be used for developing traditional parks because they are either inaccessible due to terrain or location, or they are BLM properties that have to remain open space. The following two charts present an analysis of current and future parkland needs. Chart 7.1 analyzes parkland needs based on the Town’s parkland standard of 5 acres per thousand population, counting both developed and undeveloped parkland the town processes that is accessible and usable for traditional park uses (74.4 acres). Chart 7.2 analyzes parkland needs based on future parkland acreage totals after the loss of 15 acres of the current Community Center Park for the development of a new Civic Center Complex (59.4 acres).

Chart 7.1

Town of Yucca Valley	Analysis of Current and Future Park Acreage Requirements	
	Current	Projected 2020
Population	Approx. 21,500	Approx. 35,000
Current Park Dedication Requirement	5 Acres/1000	5 Acres/1000
Acreage Required	107.5	175
Park Acreage	74.4	74.4
Surplus (Deficiency) of Park Acreage	-33.1	-100.6

Chart 7.2

Town of Yucca Valley	Analysis of Current and Future Park Acreage Requirements	
	Current	Projected 2020
Population	Approx. 21,500	Approx. 35,000
Current Park Dedication Requirement	5 Acres/1000	5 Acres/1000
Acres Required	107.5	175
Park Acreage	59.4	59.4
Surplus (Deficiency) of Park Acreage	-48.1	-115.6

Chart 7.1 shows that the Town has a park deficit of approximately of 33 acres which will grow to more than 100 acres by the year 2020 if additional parkland is not acquired. If the proposed reuse of 15 acres of the existing Community Center Park site for a Community Center Complex comes to fruition the current parkland deficit shown in Chart 7.2 is 48 acres and will grow to more than 115 acres if additional parkland is not acquired.

The town should begin planning efforts to acquire at least 115 acres of accessible usable parkland by the year 2020 to ensure it meets its parkland standard and to provide parkland for implementation of the recommendations for new parks and facilities contained in Chapter 9. Specific locations for future parkland acquisition to enable the Town to build the recommended new facilities are also contained in Chapter 9.

Working with future residential development projects, the School District, Boys and Girls Club, County of San Bernardino, potential land donors and potential concessionaires to insure that acquisition of future parkland fits the needed size and location for implementing future park development recommendations is a top priority.

In addition to the requirement of parkland dedication or payment of in-lieu fees when new residential development takes place, the Town also requires the payment of Park Impact fees to off set the impacts new development has on its existing park system.

The Development Impact Fee is intended to recover from each new development its reasonable share, as determined in accordance with Government Code section 66000, of the cost of each type of public park facility and infrastructure improvement that is needed to serve the additional

population of that development. This is done to ensure implementation of and consistency with the Town's General Plan and to protect the public health, safety and welfare by ensuring that adequate public park facilities and related improvements will be constructed and made available to serve new development concurrent with the need. The fees imposed under this ordinance are in addition to any other fees, dedications, construction requirements or other exactions imposed as a condition of approval for a development projects.

Both the Town's Park Dedication and In-Lieu Fee Ordinance and its Park Impact Fee Ordinance are current at this time; however, the Town needs to review and update the ordinances on a periodic basis to ensure the ordinances remain relevant for current conditions.

7.3 Strategies for Future Parkland Acquisitions

Yucca Valley will need additional parkland in the future for neighborhood parks, community parks, specialty parks and trails. In addition to acquiring parkland through dedication requirements placed on future residential developments and collecting park impact fees, there are a number of other strategies the Town can use to meet its future parkland needs. The following are some strategies the Town may wish to consider:

- ◆ Joint venture projects with public and private entities can be a way of obtaining parkland, particularly for specialized facilities such as sports parks, aquatic centers, performing arts facilities, trail systems, nature parks, etc. Working with other government agencies the Town of Yucca Valley can possibly expand its recreational opportunities. For example, Yucca Valley can work with the Water District to make use of property containing water wells or retention basins for park purposes. The Town can work with the Flood Control District to long-term lease or license right of way acquisition for trail systems. The Town already has a good relationship with the Bureau of Land Management and could continue to pursue joint

ventures for preservation of open space and development of nature parks.

- ◆ Pursuit of agreements with the County of San Bernardino to establish pass through parkland dedication and park in-lieu fees when development takes place within the sphere of influence Yucca Valley has on unincorporated County land. This would provide funding for future park acquisition. Also, Yucca Valley should pursue County interest and participation in providing regional park facilities, particularly with regard to the development of a Yucca Valley Show Grounds and Events Center.
- ◆ Acquiring property or expanding regional off road vehicle park prospects by working with State and Federal agencies could be a strategy to meet the community demand for off road vehicle park opportunities.
- ◆ During the community input process, there were a number of residents and stakeholder groups who supported the Town working with the Boys & Girls Club to acquire and develop more property near its current location to develop a community park which would give the Boys & Girls Club more programming opportunities.
- ◆ Consideration could be given to negotiating the donation of Pop Rauch Park (land containing the Tri-Valley Little League fields) into the Town's park system as a means of providing for long-term maintenance of the fields for Little League baseball and increasing the inventory of public sports fields.
- ◆ A number of cities and park districts in California have been successful in establishing non-profit 501(c)3 Community Park Foundations whose purpose is to solicit parkland donations and provide donors with a charitable tax deduction by donating property for public park purposes. The biggest area of parkland donations have come from people gifting property to Community Park Foundations as part of their *Last Will and Testament*. Community Park Foundations can provide both tax benefits and legacy benefits (i.e., naming rights) to individuals who leave property to the Foundation for

future park uses. While it is true that municipalities can accept tax exempt donations without establishing a non-profit foundation, history shows that donors tend to donate more readily to a group of their peers who are volunteering to raise funds for specific park purposes than they do to an agency they pay taxes to support. However, the Town should still establish a policy and procedure to accept donations as there is always the possibility that someone will want to donate to the Town directly.

- ◆ Joint Venture and Joint Use Agreements with the Morongo Unified School District can be another way of developing park facilities to meet community demands and needs. Working with the School District and future developers of residential projects to situate future schools adjacent to future parks will provide opportunities for both the Town and the School District, while making the developers' projects more economically feasible. The sharing of fields, courts, play equipment, etc. can allow for both schools and neighborhood parks to be built on less land than would be required if the school and neighborhood park were built separately.
- ◆ Other examples of joint ventures with the School District include the town pursuing the building of a new Performing Arts Complex in the vicinity of Yucca Valley High School. Joint acquisition and development of a Performing Arts Center to benefit both school district performing arts programs and community performing arts programs would split the financial burden between two agencies and thus could make the facility more economically feasible.

The Town could pursue joint venture opportunities for commercial recreation facilities whereby the Town acquires property through the use of lease-purchase financing which is then paid for by a Development and Operating Agreement with a commercial recreation entity. Extreme Sports Parks, Side by Side Skating facilities, golf courses, family fun centers, etc. are examples of joint ventures that could be pursued through this strategy.

In addition to the above strategies for possible acquisition and development of parkland and recreation facilities, the Town may want to consider one of several funding or financing options to acquire property and build park facilities. The following is a list and description of funding and financing methods local agencies can use if there is community support for specific acquisitions or park developments:

7.3.1 Use of Bonds to Finance Parks

General Obligation Bonds make sense when a Town has several different types of facilities it needs to develop and there is strong community support. For example, if a Town wanted to build a new police station, community park and library it may bundle all three into one General Obligation Bond. Hopefully this would create a wider voter support to get the two-thirds approval required by General Obligation Bonds. General Obligation Bonds usually do not succeed for special interest facilities. For example, a General Obligation Bond to build a new aquatics facility or sports complex would probably not receive the two-thirds voter approval necessary to issue the bonds.

Some agencies that need to develop a number of Recreation and Park facilities have had success in forming a Park District and selling General Obligation Bonds to support the district's implementation of its facility development plan. When voters know that the bonds will only go to the implementation of a Park Master Plan that they have approved, they tend to be more willing to support such initiatives.

General Obligation Bonds are paid for out of the Town's General Fund. So the allocation of dollars to a General Obligation Bond for park purposes will compete with the Town's needs for ongoing operations and other types of needed improvements, such as, public safety facilities, roads, and other infrastructure. Only agencies with excess general fund capacity are really able to use General Obligation Bonds for Park Facility Development.

7.3.2 Paying for Bonds

The most common method for implementing Recreation and Park facility development by the use of bonds is to gain voter approval for an additional property tax assessment to pay for the debt of the Park Bonds. The bond issuing method is the same as General Obligation Bonds; they require two-thirds voter approval. However, along with the voter approval to issue the bonds, the voters need to approve an additional annual tax assessment to pay for the debt service on the bonds.

This approach is successful if there is strong community support for park facilities and implementing the Master Plan. The key to a successful Park Bond and tax assessment approval campaign is to work with a community foundation to build support for the tax assessment and to educate the voters that the additional tax assessment can only be used for development of the approved park facilities.

Most agencies have found that Park Bonds with a tax assessment are most successful when placed on a general election ballot rather than a special election ballot. It usually takes at least two years to develop a community support foundation, educate the voters, and develop enough community support to get two-thirds approval. Consequently, agencies are most likely to be successful doing a Park Bond with a tax assessment only once every 10 to 20 years. Before this financing approach should be undertaken, the Town should allocate some resources to conducting a statistically valid community survey on how the community perceives the importance of implementing the elements of the adopted Recreation and Parks Master Plan, if they would be willing to pay additional taxes to implement it, and if so, how much additional taxes would be acceptable.

The public's perception of value is the most important element of generating a two-thirds voter approval. For example, the community may be willing to pay an additional \$30 a year on their property taxes to implement a number of facilities they believe they will use, but not \$100 a year. A statistically valid random phone survey is the only reliable way to find out what the community's acceptance might be. This

is absolutely necessary if the Town wishes to finance park facility development by going to the voters for approval of a Park Bond with a tax assessment.

7.3.3 Revenue Bonds

Revenue Bonds are a popular way for local agencies to finance capital improvements, especially Recreation and Park facilities, when the facility being developed will generate the necessary revenue to pay the debt service on the bonds. This method is common for development of sports arenas, convention centers, show grounds and other facilities that generate revenue through admission, concessions, and rentals. Revenue Bonds require the agency to provide collateral equal to one and half times the value of the bond issue. An agency must provide collateral in the form of property, or properties it owns that have a market value of at least one and a half times the amount of revenue bond it wishes to issue. Revenue Bonds do not require voter approval but do require a four-fifths vote of the Town Council. Revenue Bonds are usually combined with the establishment of an assessment district under AB1600 and Asset Management programs which are explained later in this section.

If the Town can design capital improvements with revenue generating components so that the debt service and the cost of maintenance and operations do not impact the Town's general fund, Revenue Bonds are a good approach to funding facilities where there is strong Council and community support and political motivation to develop the facilities.

7.3.4 Certificates of Participation (COPs)

Certificates of Participation (COPs) are similar to Revenue Bonds in that they do not require voter approval, just a four-fifths Town Council vote. And they require the Town to provide collateral in the form of property equity one and a half times the market value of the proposed issue. The advantage of COPs is that they are issued in script of \$5,000 or \$10,000 which allows for smaller investors to invest, and they are tax exempt, so interest rates are lower. Again, the key

to this type of financing is to design the proposed facilities with revenue generating components and/or combine it with an AB1600 assessment district so that there is no impact on the Town's existing general fund to issue the COPs.

7.3.5 Assessment Methods

There are two main methods for establishing assessments to pay for Recreation and Park acquisition and facility development; these are:

- ◆ Lighting and Landscape Assessment Districts, Mello-Roos, and other state legislation allowing local agencies to create assessment districts for capital improvements. Each of these requires approval by the property owners who are within the district and are subject to paying the assessment.
- ◆ State Law AB1600 allows local agencies to impose an assessment on properties within an improvement area when the Town can show a nexus that the improvements being made are a benefit to the properties being assessed. Under this method of assessment the Town sends a direct mail ballot to the property owners, if fewer than 50% of the property owners vote "No", the assessment could be implemented.

Agencies typically use enabling legislation for assessment districts for facility improvements that impact or benefit the whole Town or a specific area, such as for street lighting, storm drain improvements, sidewalks, etc. Some agencies have had some success using this legislation to fund large community or regional park developments where there is broad community support for the improvements. Newer agencies and park districts have had the most success in setting up assessment districts, because they can be established when only a few property owners are within the proposed assessment district.

Established areas where there are thousands of property owners within the proposed assessment district have had trouble getting 50% approval. This legislation requires the assessing agency to do an engineering study to determine the

proportionate benefit to each property within the proposed district.

AB1600 has several benefits over other assessment legislation in that it is an impact fee. Unlike the benefit assessment districts, the Town does not have to do an engineering study to proportion the cost according to benefit. The Town simply has to make a finding that there is a need for recreation and park facilities based on the impact of the proposed development, and the proposed development is not contributing to mitigate the impact. This is accomplished by preparing a nexus study showing the relationship between the proposed development and the facility or facilities that will be impacted.

For example, if the Town wanted to use AB1600 to impose an impact fee on new commercial and industrial development, it would need to do nexus studies to determine if existing commercial and industrial properties have an impact on its recreation and park facilities. If the Town finds that employees in commercial and industrial businesses use the Town's recreation and park facilities, employers use the park system and/or recreation programs as recruiting tools, and as a result commercial and industrial property increases in value due to a well developed and maintained park system, the Town could use the authority under AB1600 to impose a park fee on new commercial and industrial development.

7.3.6 Lease Purchase Financing

A newer concept in financing Recreation and Park improvements being used successfully by local agencies is a form of lease/purchase financing. Under the lease/purchase financing method the Town would contract with a financial institution that would put together an investment group. The Town would then lease the proposed site and facility to the investment group who would provide the funding for the development of the site and facility. The investment group then leases the site and facility back to the Town at a lease rate equal to the cost of the financing the investment group provides to the Town for the development of the site and facility.

The lease serves as the collateral for the financing, not other real property, as is the case in issuing revenue bonds or COPs. If the Town defaults on the lease payments, the investment group would own the lease and could operate the facility or contract the operation of the facility to a third party. The Town owns the site throughout the lease purchase period, and at the end of the lease period, the Town owns the improvements free and clear. This form of financing currently has very attractive interest rates, is tax exempt for investors, and does not impact the Town's bond indebtedness or credit rating.

This type of financing is best used for facility development whereby the facility generates revenue. Municipal parking structures are one type of facility that local agencies have been very successful in using this financing method. It can be used for non revenue producing facilities whereby the lease payments are paid from the agency's general fund; however, with competing needs it may be politically difficult to dedicate general funds for lease payments. The term of the lease is set by the agency and can be any length. Another attractive feature of this form of financing is the low cost of issuance compared to Bond issues.

The Town could also use non tax exempt lease purchase financing to acquire commercial or industrial property. As a lessee, the Town could lease to a commercial recreation developer/operator for the development and operation of major commercial recreation facilities, such as, batting cages, sports complexes, dance studios, fitness/health centers, community theatres, skateboard parks and off-road vehicle parks.

7.3.7 Asset Management

Besides raising revenue through bonds, assessment districts and impact fees, several local agencies in California are developing and implementing Asset Management Plans to generate income to pay for facility development and maintenance. Asset Management is defined as using the Town's facilities and other assets for business purposes in order to generate revenue without raising taxes. The

recommendations for this method of raising revenue are explained in Chapter 9.

7.3.8 Grant Programs

The Town should apply for and make use of both state and federal grant programs. Per capita grant programs such as Roberti-Z'berg and Community Development Block Grants (CDBG) can provide the Town with funding for both improvement of existing facilities and acquisition and development of new facilities. Most of these grant programs are based on a per capita distribution and some require matching funds by the Town. Federal grant programs such as CDBG and Urban Recreation and Park Programs (URPP) can provide funding for specialized facilities that meet the criteria for these particular grant programs.

The Town should also consider a combination of several different grant programs for the development of a single project. For example, the Town could apply for several different beautification grants, trails grants, storm drain improvement grants, urban park development grants, open space grants, and per capita grants to accomplish the funding necessary for developing a trails system through out the town.

7.3.9 Community Park Foundations

A key element of funding Recreation and Park facilities is community support. Whether the funding method is bonds, assessment districts, asset management, or joint partnerships, it will be necessary to build community support in order to implement facility development. The best way to build community support for facility development is by establishing a non-profit community foundation made up of concerned volunteers to support the Town's implementation of its Recreation and Parks Master Plan. In addition, a Community Parks Foundation can also provide the following:

- ◆ An organization that can accept donations that are tax deductible to the donor.
- ◆ An organization that can apply for grants that are not eligible for government application

- ◆ An organization that can put on fundraising campaigns and recruit a large volunteer base to implement donation campaigns
- ◆ An organization that can partner with other non-profits, such as churches, service clubs and organizations and private companies to jointly develop Recreation facilities

The key to developing a successful Community Parks Foundation is in the development of by-laws establishing the foundation, recruitment of board members and training of volunteers. The by-laws should be developed so that they are very specific about the role and duties of the foundation. Board members should represent all segments of the community and not be controlled by any one special interest group.

In summary, the Town should continue to monitor its Parkland Dedication or In-Lieu Fee Ordinance requirements and its Park Impact Fee requirements to insure they are kept current and provide the Town with the ability to acquire the parkland it will need to meet its future demand. The Town should also review the strategies and funding/financing methods presented herein when it wishes to pursue acquisition and development of the recommendations in the Park and Recreation Master Plan.

TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Chapter 8 | Policy Recommendations

8.0:- POLICY RECOMMENDATIONS

This section provides a policy framework for the Town Council and staff as they make decisions about meeting the recreation and cultural needs of Yucca Valley residents in the future.

The chapter is presented in five sections:

- ◆ Parks and Facilities
- ◆ Recreation Programs and Services
- ◆ Cultural Programs and Services
- ◆ Operating Procedures
- ◆ Trails

The policies recommended in this chapter are key to understanding and implementing the Parks and Recreation Master Plan. Specific policy recommendations address the Town's Park Land Dedication and In-Lieu Fee Ordinance (per the Quimby Act Requirements), existing park site enhancement; park site selection criteria, park acceptance criteria, park classification and design criteria, parkland credit, special community recreation facilities, joint use agreements, and park acquisition and development financing.

Joint development opportunities are directed primarily toward meeting specific community needs which have been identified by means of interviews, phone surveys, questionnaires, and community workshops. Some of the desired amenities expressed by the community that are candidates for joint development and shared use include swimming pools, performing arts venues, gymnasiums and meeting room space.

The public input indicated a desire for increased maintenance and repair of existing facilities, increased and better security for parks and recreation facilities, more opportunities for artistic and cultural pursuits, opportunities to attend community events, indoor and outdoor sports programs, and services and activities for seniors and teens.

The Town of Yucca Valley offers a variety of special interest recreation programs. Some activities are conducted by other organizations in the community with support from the Town. The policies contained herein are recommended to enhance the provision and coordination of existing programs and development of new programs for the community.

The Community Services department staff currently implements many of the identified policies as a matter of practice. Some may not be possible to implement until the Town supplements its heavily scheduled resources with new facilities. The benefits of additional recreational facilities will result in a greater feeling of community while meeting the residents' recreation needs.

The following Recreation and Park Policies should be reviewed, modified and updated on a periodic basis to reflect future changes in community needs and financial capabilities.

8.1 PARKS AND FACILITIES

The policies in this section are intended to provide guidance to the Town of Yucca Valley in planning, designing and building new parks and recreation facilities, renovating existing parks and recreation facilities, financing new parks and recreation facilities, and continuing ongoing maintenance and operations. These policies and guidelines are general enough to allow flexibility, while being specific enough to provide the Town staff, sports organizations, and community groups with clear direction.

In order to meet future parkland needs and provide the community with its desired recreation facilities, Yucca Valley will have to adopt policies and take actions that will provide for the acquisition of additional parkland. This may be accomplished by a number of methods including parkland dedication by developers, joint-use agreements with other agencies, regional park development in coordination with the County or State, acquisition of parkland through the use of redevelopment, state grants, and fund raising, and the acquisition and development of usable trail systems throughout the Town.

The Town’s General Plan includes policies relating to park locations:

- ◆ Provide parks and recreation facilities to meet Yucca Valley’s diverse needs
- ◆ Supply neighborhood parks at a minimum of 5 acres per 1,000 persons
- ◆ Coordinate development of park facilities and trail systems throughout the area which enhance the community centers concept and complement unique visual or natural resources
- ◆ Ensure that all recreation and park facilities are adequately designed, landscaped, and maintained
- ◆ Provide safety, accessibility, and compatibility between parks and adjacent residential areas through “good neighbor” park practices.

To further define the perceived intent of the General Plan and to reflect the community needs identified in this study, the following park policies and guidelines are recommended and should be put into practice:

Policy 1: During the annual budget process, review the community’s recreation program and facility needs.

Item 1.1 Evaluate the existing and anticipated recreation patterns in the community as well as participation in organized and informal recreational activities and events.

Item 1.2 Analyze the capability of existing facilities and resources to meet the recreational needs of the community.

Item 1.3 Prepare a report from staff, with review by the Parks, Recreation and Cultural Commission, with recommendations expanding recreational services and reducing the deficit of parks and recreational facilities.

Policy 2: Evaluate existing parks on a regular basis and identify the need for enhancement, renovation and/or improvements.

Item 2.1 Assign high priority to improvement, rehabilitation and renovation of existing parks and school facilities to accommodate safety, activity levels and changing community needs.

Item 2.2 Create a team recreation staff and parks maintenance staff to prepare a bi-annual report for the Parks, Recreation and Cultural Commission detailing the condition of existing parks and other joint-use facilities, and making specific recommendations for improvements.

Policy 3: Develop general location criteria and guidelines for new community and neighborhood parks.

Item 3.1 Use the following criteria and guidelines in locating and orienting new parks:

3.1.1 Require proposed park locations to be reviewed by Town staff, the Parks, Recreation and Cultural Commission and the Planning Commission prior to Town Council action on acquisition, dedication or acceptance of land for parks, open space and/or trails.

3.1.2 Community parks should be located at the juncture of major and/or collector streets to provide for safe, efficient, and convenient vehicular access, and to allow for easy surveillance by law enforcement.

3.1.3 Locate neighborhood parks adjacent to collector streets for safe, efficient, and convenient access. Access (vehicular access) off arterial streets should be discouraged.

3.1.4 Locate community athletic field complexes adjacent to arterial streets and close to middle schools or high schools whenever possible.

3.1.5 Use Community Parks and Neighborhood Parks as focal points for community development. Locate Community Parks to be highly visible and easily accessible.

3.1.6 Provide appropriate buffers between Community/Neighborhood Parks and adjacent residential development to help minimize the impacts of traffic, noise and field lighting.

3.1.7 Encourage local non-profit organizations to develop social and recreational facilities in areas underserved by Town neighborhood parks.

3.1.8 Locate Community Parks based on a 3 to 5 mile service radius to ensure even distribution of park facilities throughout the community. (*Exhibit 8.1a-8.1d - Service Areas for Existing, Proposed and Potential Community Parks*)

3.1.9 Locate Neighborhood Parks based on a 1 to 2 mile service radius to ensure even distribution of park facilities throughout the community. (*Exhibit 8.2a-8.2d - Service Areas for Existing, Proposed and Potential Neighborhood Parks*.)

3.1.10 Recognize other factors that used to determine the location of new parks, including landform and usability, compatibility with surrounding land uses, and ease of access for residents.

3.1.11 Orient Neighborhood Parks to facilitate and encourage convenient and safe pedestrian access.

Item 3.2 Make the development of athletic fields within Community Park facilities a priority.

3.2.1 Support partnership projects that develop facilities for organized youth sports programs whenever feasible.

3.2.2 Explore athletic field financing options, which include shared cost facilities (land and improvements), matching fund scenarios, and leased land.

Policy 4: Establish criteria for selecting land for new parks and adopt a strategy for land acquisition

Item 4.1 Require that any land identified for park development possess the following attributes:

4.1.1 Land acquisition for park purposes must be of minimum size to serve the purpose it is intended to serve, i.e., if a neighborhood needs sports fields the park size should be large enough to accommodate the fields and necessary appurtenances without sacrificing area for standard Neighborhood Park amenities.

4.1.2 Parcels should preferably be vacant and undeveloped, although redevelopment or reconstruction opportunities should be considered as well. (Example: Burnt Mountain Ranch area)

4.1.3 Land should not require extensive hazardous material clean up. (However, land that has already been satisfactorily cleaned up may be highly desirable for park uses.)

Item 4.2 Determine if any structures on the identified sites could be re-used or retrofitted to meet Town recreation needs. It is often economical to make use of existing buildings. All structures should be evaluated for seismic and structural safety.

Policy 5: Establish and apply criteria to provide new Neighborhood Parks and Community Parks that complement the Town's existing facilities in the fulfillment of a well-conceived, functional overall park system.

Item 5.1 Ensure that new parks provide needed activity centers and are strategically distributed throughout the Town.

Item 5.2 Require that neighborhood parks be developed at a minimum ratio of 5 acres per 1,000 population. (The Town may allow credit for developments such as Planned Unit Developments to meet the neighborhood parks requirement.)

Item 5.3 Allow the formation of special assessment districts that exceed the Town's minimum park standards.

Item 5.4 Require developers to dedicate land, provide improvements and/or in-lieu fees to serve the needs of the population in newly developing areas.

Item 5.5 Require developers of new subdivisions to comply with the criteria defined in the Town's General Plan and the Parks and Recreation Master Plan.

Item 5.6 Adopt the following minimum site size standards in planning and acquiring parks:

Neighborhood Parks 3 usable acres

Community Parks 25 usable acres

(Variations may be allowed based on constraints such as land availability, natural obstacles, financing, funding and projected maintenance costs.)

Item 5.7 Review potential park land for its usability and capacity to support active and passive recreation for individuals and groups. The land should be essentially flat land that can be developed for facilities and activity areas. The slope ratio should not exceed 4:1; land with unusually poor soil conditions, adverse flood water impacts, or land impacted adversely by adjacent land uses should not be accepted.

Item 5.8 Pursue opportunities to acquire or lease publicly-owned lands and utility rights-of-way for use as recreational facilities including trails, fields and/or picnic/tot-lots.

Item 5.9 Encourage development and maintenance of regional parks and recreational facilities by the County of San Bernardino Regional Parks Department and the State of California Department of Parks and Recreation.

Item 5.10 Encourage the inclusion of parks as a component of proposed groundwater recharge areas.

Item 5.11 Plan for and expand recreation opportunities in connection with the development and conservation of appropriate areas along natural washes and flood control channels. Allow the physical integration of washes and canals in park design if feasible.

Item 5.12 Designate multiple purpose areas for recreation and park use within Bureau of Land Management (BLM)

property in accordance with the goals and policies of the BLM.

Item 5.13 Accommodate social, cultural and ethnic needs in the design and programming of recreational spaces and facilities.

Item 5.14 Consider the needs of all population segments including children, seniors and disabled when planning, designing and developing parks.

Item 5.15 Provide facilities for both active (play areas and courts) and passive (turf, walk-ways, trees and picnic facilities) recreational activity in the design and development of parks.

Item 5.16 Incorporate recreational features such as plazas, event space, gardens, public art, walking tours, and museums in the development and implementation of the Old Town Specific Plan.

Item 5.17 Consider the potential for revenue generation in addition to functional recreational use when planning and designing new park facilities.

Item 5.18 Optimize the use of public funds by coordinating the development and use of parks and recreational facilities with schools and other providers.

Item 5.19 Encourage the private development of commercial recreation facilities under leases or concession agreements where such facilities are consistent with planned development and offer expanded recreation opportunities to the public.

Item 5.20 Pursue the development of more lighted playing fields to offset the current deficit of such facilities.

Item 5.21 Consider the use of synthetic turf for sports fields as a way to provide safe fields while conserving water and decreasing maintenance costs.

Item 5.22 Coordinate the location, planning, and functional uses of all recreation and park facilities with affected local governmental entities and where feasible,

promote joint acquisition and/or development to assure effective coverage of all needs.

Policy 6: Develop a consistent system for determining credit for private parks and recreation expenditures, and acceptance of new parks by the Town.

Item 6.1 Follow the guidelines and standards contained in the Yucca Valley Park Dedication & In-Lieu Fee Ordinance for determining what credit shall be given to developers for private parks and recreation expenditures made to improve public parks in conjunction with proposed developments.

Item 6.2 Deny park credit for community or subdivision design features which do not provide recreational functions. Design features not eligible to receive park credit may include, but are not limited to, the following:

- a) Planning area edges
- b) Landscaped community or subdivision entries or medians
- c) Meandering streams, fountains or other water features
- d) Paseos, greenbelts, trails, walkways, setbacks and other similar features that are used for transportation and are not destinations in and of themselves
- e) Streetscapes
- f) Slopes greater than 3:1
- g) Easements
- h) Sites with an average gradient of more than 5% (rough grade)
- i) Sites with drainage structures (box channels, swales, etc.) designed for less than a ten year storm event

Item 6.3 Require the developer of each new turn-key park to maintain the newly completed park for a one-year

period. At the end of this mandated period, the Town may accept responsibility for maintenance and operation of the new park, or issue a detailed letter to the developer that identifies all items requiring replacement, adjustment or improvement within a specified time period.

Policy 7: Strive to implement an efficient park planning and review process.

Item 7.1 Develop procedures for reaching consensus during the park planning and review process.

Item 7.2 Expedite the processing of park plans. In general, the total review and permitting period should take four to six months. Delays may occasionally be necessary for controversial or extremely complicated projects; however, the Town should strive to review and approve park plans in less than six months.

Policy 8: Develop general requirements and procedures for planning, designing and constructing new parks.

Item 8.1 Prepare accurate site plans of existing parks and conceptual master plans for each planned park.

Item 8.2 Establish policies and procedures for the design and construction of new parks with input from Town departments including Planning, Building and Safety, Community Services and Park Maintenance/Public Works.

Item 8.3 Review the advantages of Town staff managing the construction of new parks versus hiring a specialized project management firm (*Appendix XX*) and determine the optimum strategy to be employed by the Town.

Item 8.4 Establish capital cost estimates for future park facilities as part of the annual Park Impact Fee schedule process with staff input from the Community Services Department, Planning Department, Building & Safety Department, Public Works and the Finance Department.

Item 8.5 Plans for future parks should undergo a safety review by Town staff. Potential safety or health concerns should be identified and correction required before plans are approved.

Item 8.6 Require that all proposed parks and park improvements include adequate and creative accessibility features for disabled and elderly patrons.

Policy 9: Employ established park planning principles in the design of improvements to existing parks and in planning new parks and recreation facilities.

Item 9.1 Ensure that the placement of buildings, open air facilities, and landscape plantings are unified, functionally-related to, and compatible with adjacent uses.

Item 9.2 Coordinate the locations and the species of plants with architectural and site design.

Item 9.3 Consider the context of local history and culture when developing a park theme. Utilize available historic artifacts and other resources where possible.

Item 9.4 Design and build parks and recreation facilities to be fully accessible to all park users and ensure they meet Americans with Disabilities Act (ADA) requirements.

Item 9.5 Develop site plans that ensure optimum utility, comfort and security for all park users.

Item 9.6 Achieve a creative balance of functional and aesthetic criteria in the design of each park.

Item 9.7 Ensure that the design of new parks is environmentally conscious and financially sustainable.

Item 9.8 The design of park facilities should explore opportunities to generate revenue from admission, asset management, user fees and concessions in order to offset operating costs.

Item 9.9 Prior to development, identify the staffing requirements and operational and maintenance costs of recreation facilities to ensure adequate budget planning.

Policy 10: Establish Community Park Guidelines and Development Standards

Item 10.1 Purpose: Community parks are intended to serve the entire community with a variety of recreation opportunities. Community parks can include swimming pools, athletic fields, community recreation centers, cultural centers, picnic areas, dog parks and gardens. Community parks can serve neighborhood park needs within a radius of five miles.

Item 10.2 Size: Community Parks should be at least 15 to 25 acres, subject to land availability, budget constraints, topography, and location.

Item 10.3 Base level development standards for Community Parks:

10.3.1 When feasible, Community Parks should be developed adjacent to or near existing or proposed school sites and existing or proposed trails.

10.3.2 Access should be provided in close proximity to public transportation or make provisions for public transportation.

10.3.3 Community Parks should have full street improvements and utility connections including curbs, gutters, grading, automatic irrigation systems, turf, lighted walkways, street paving, traffic control devices, street trees, and sidewalks.

10.3.4 Community Parks should have fencing or walls, where appropriate, along the property line of the portion of a residential subdivision contiguous to the dedicated land.

10.3.5 Community Park sites should have enhanced drainage systems for the sports fields.

10.3.6 Sports fields and hard court facilities should be lighted for evening use.

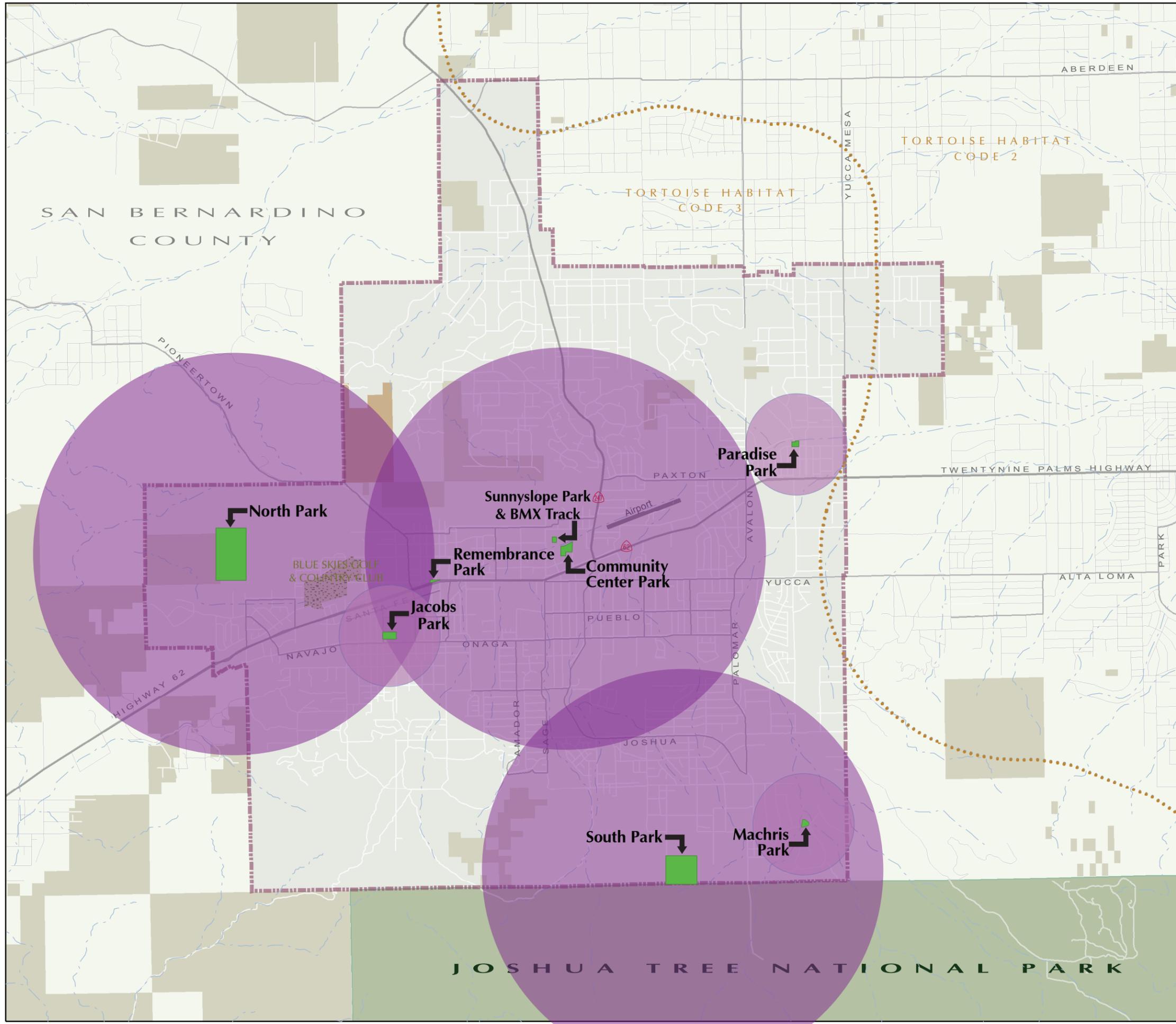
10.3.7 Community Parks should be designed to promote public security and facilitate surveillance by law enforcement.



Park & Recreation Master Plan

Town of Yucca Valley, California

Park Service Areas Exhibit 8.1



- 2-Mile Service Radius
- 1/2-Mile Service Radius
- Park Land
- Golf Course
- Joshua Tree
- US Bureau of Land Management
- State Lands Commission
- Tortoise Habitat Boundary
- City Limits
- Highway
- Major Roads
- Intermittent Streams / Rivers



Yucca Valley, California



MOORE IACOFANO GOLTSMAN, INC.

December 2007

Park Type	Min. to Max. Size	Minimum Base Recreation Facilities	Support Facilities	Optional Facilities
Community	15-40 acres	Tot Lot/Playground 1 Informal/Open Space ¹ 12 Open Picnic Tables 4 Picnic Shelters ² 16 Barbecues 2 Basketball: informal 2 Lighted Soccer Fields (practice and game) ³ 2 Lighted Tennis Courts Volleyball	Public Restrooms Trash Receptacles Maintenance Building Concession Building (3,000 to 5,000 s. f.) On-site parking for 150 – 200 cars	Lighted Baseball Fields (practice and game) ³ Lighted Softball Fields (practice and game) ³ Performing Arts Center Senior Center Gymnasium Community Center Swimming Pool or Aquatics Complex, Skate Park Horseshoes or Shuffleboard Jogging/Exercise Course Historical and/or Cultural Facilities Teen/Multipurpose Center Dog Park
Notes: ¹ All Informal/Open Space areas should have a maximum 2% gradient. ² Picnic shelters for group-type structures should accommodate six to ten picnic tables beneath the shelter. ³ Practice fields can be accommodated in the informal/open space area(s)				

Policy 11: Establish Neighborhood Park Guidelines and Development Standards

Item 11.1 Purpose: Neighborhood parks are intended to serve the daily recreation needs of residents in the immediate vicinity of the park (1-2-mile radius). Primary uses can include passive open space areas, active play areas, picnic areas and practice play fields with limited lighted facilities.

Item 11.2 Size: Desirable usable size for Neighborhood Parks is between three to twelve acres, unless there are substantial reasons for accepting less acreage.

Item 11.3 Base Level development standards for Neighborhood Parks:

11.3.1 In some cases, if a satisfactory joint use agreement is in place, elementary schools can serve

the function of a neighborhood park for utilization of sports fields with limited lighted facilities.

11.3.2 The minimum size of a Neighborhood Park site may be lowered if the site is adjacent to an elementary or middle school, and there is a joint use agreement to share facilities. However, this guideline does not apply to giving park credit to developers.

11.3.3 The service area of a neighborhood park should not be encumbered by natural or man-made barriers such as thoroughfares, irrigation canals, or drainage channels.

11.3.4 Neighborhood Parks should be located centrally to the residential development served whenever possible.

11.3.5 Neighborhood Park sites should allow for public streets to surround the park site whenever possible. Fencing or walls should be provided along the property line of the portion of a residential subdivision contiguous to the dedicated land.

11.3.6 Whenever possible, new neighborhood parks should be developed adjacent to special community facilities such as Boys & Girls Clubs, YMCA's, etc.

11.3.7 Neighborhood Parks should have full street improvements and utility connections including curbs, gutters, grading, automatic irrigation systems, turf, lighted walkways, street paving, traffic control devices, street trees and sidewalks, where feasible.

11.3.8 Minimum amenities for Neighborhood Parks include multi-use turf play area, restroom building, security lighting, covered picnic shelter, drinking fountains, landscaping, accessible playground area, and paved parking lot.

11.3.9 Neighborhood park sites should have enhanced drainage systems and other off site improvements which are essential to the acceptance of the land for recreational purposes and complement community park facilities.

Table 8-4 Base Level Park Development Guidelines for Neighborhood Parks				
Park Type	Desirable Size	Minimum Base Recreation Facilities		Support Facilities
Neighborhood	3-15 acres	Tot Lot/Playground	1	Public Restrooms
		Informal/Open Space	1	Tennis Courts (fenced)
		(minimum two (2) acres open space field at 2% gradient	4	Sand Volleyball
		Open Picnic Tables	1	Jogging Path
		Picnic Shelters ¹	5	Water Spray Pool
		Barbecues	1	Softball: Practice Only ²
		Basketball	1	Baseball: Practice Only ²
		Volleyball	1	On-site parking for 15-20 cars
		Paved /walkways	1	
		Trash Receptacles	1	
		Notes:	¹ Picnic shelters for group-type structures must accommodate six to ten picnic tables beneath the shelter ² Practice fields can be accommodated in the informal/open space area(s)	

Policy 12: Establish criteria for Special Purpose Park amenities.

Item 12.1 Facilitate a design review by the Parks, Recreation and Cultural Commission to insure that proposed Special Purpose Park amenities will serve the purpose it is intended to serve, i.e. spray/water play parks, skateboard parks, dog parks, show grounds, amphitheater/activity plazas, etc.

8.2 Recreation Programs and Services

Recreation programs and events are widely recognized as a key component of Yucca Valley’s desirable quality of life. Staff has done an excellent job providing programs and services, often with limited resources. The special events and enrichment classes have been particularly popular with the public. The future challenge will be to continue to respond to the increasing demands of a very diverse community and provide the necessary facilities and services efficiently and effectively within budgetary constraints.

The following policies and guidelines are offered to enhance the provision and coordination of existing programs and develop new programs to meet community needs. The

Community Services Department staff has been very proactive in addressing the community's recreation needs, and has already implemented some of the suggested practices at least in part.

After reviewing these policies, staff may find it beneficial to re-evaluate some of the current methods of delivering services as it works through its annual work program and establish consistency with the policies contained herein.

Policy 13: Ensure that there are accessible parks and recreation facilities and programs that provide a positive experience and meet community needs.

Item 13.1 Continually identify opportunities to promote the development of new community centers that include such facilities as gymnasiums, multi-purpose facilities for large gatherings and banquets, and performing arts venues in order to expand program opportunities for all areas of the community.

Item 13.2 Make optimum use of available facilities throughout the town for programs and activities. Coordinate use of facilities with the local school district. Explore the use of off-site facilities for recreation classes and activities including use of vacant commercial or industrial sites.

Item 13.3 Maintain an awareness of current trends in rendering recreational services. Collaborate with other agencies and professional organizations to provide innovative programming.

Item 13.4 Review and revise operational policies to ensure that programs and services are provided effectively and efficiently.

Item 13.5 Respond to community needs by providing quality service to the community through the Department's management philosophy, structure and staff.

Item 13.6 Provide formal and on-the-job training for staff members. Encourage professional development whenever possible.

- Item 13.7 Develop and implement procedures that ensure that services are available to all residents without barriers or limitations.
- Item 13.8 Continue to improve the quarterly activity brochure. Continue to offer space to other service providers in the community whenever feasible.
- Item 13.9 Continue to expand recreation class offerings for all ages, including the elderly, disabled, and economically disadvantaged, especially in the areas of physical health and the cultural arts.
- Item 13.10 Create more family oriented intergenerational events that emphasize participation, socialization and skill development over competition.
- Item 13.11 Create more activities that appeal to the "between" ages: 16-30 and 45-60. Those age groups are typically classified as pre-teens or older adults.
- Item 13.12 Explore innovative means of revenue development to offset the cost of delivering recreation services.
- Item 13.13 Continue to build and maintain community partnerships. Encourage the participation of all recreation and community service providers in the quarterly meetings of the Yucca Valley Sports Council and other collaboration forums.
- Item 13.14 Encourage schools to make playgrounds, sports courts and playfields available to local residents after normal school hours and on weekends.
- Item 13.15 Build and maintain the commitment of developing community partnerships to effectively provide programs and services that respond to community needs and avoid duplication of services.
- Item 13.16 Continue to support and work with Tri-Valley Little League, Morongo Basin Youth Soccer Association, the Boys & Girls Club, Hi Desert BMX, Hi Desert Aquatics and other non-profits to fill programming gaps and effectively provide services.

Item 13.17 Continue to form mutually beneficial opportunities for local businesses to co-sponsor events and community activities.

Item 13.18 Meet with local youth sports groups at least quarterly to coordinate schedules and use of facilities.

Item 13.19 Continue to utilize Town’s website to promote programs and services and to facilitate on-line registration for activities. Provide links to other local service providers whenever feasible.

8.3 Cultural Programs and Services

Yucca Valley’s image as a community has become intricately linked to the growing popular appreciation for its expanding arts and cultural heritage. A number of culturally focused community organizations and entrepreneurial ventures have sprung up in recent years. There are a significant number of artists and musicians living in Yucca Valley and its neighboring communities. The Community Services Department has reported steady attendance and participation increases in the programs offered by the Hi-Desert Nature Museum and the growing momentum of the Town’s Public Art Program.

Interest in the numerous cultural programs offered by the Town, local library and various cultural groups and organizations was noted repeatedly during the public input process. The following policies and guidelines will help elected officials and staff to keep pace with this trend and provide the facilities, programs and cultural image desired by the members of the community.

Policy 14: Support and facilitate the growth of the arts and cultural opportunities in Yucca Valley.

Item 14.1 Include the development of cultural venues in planning future public facilities.

Item 14.2 Plan for an expanded Art in Public Places program by developing a formal Arts and Culture Plan.

Item 14.3 Pursue the development of a Cultural Arts Commission with representation from the many local

cultural organizations whose mission should be to facilitate the growth of the arts and encourage collaboration between community arts organizations.

Item 14.4 Pursue development of a Yucca Valley Cultural Foundation as a 501(c)3 non-profit organization with the specific purpose of raising funds for implementation of the Arts and Culture Master Plan.

Item 14.5 Pursue the re-location and expansion of the Hi-Desert Nature Museum, Yucca Valley Branch Library, and an amphitheater/activities plaza in the Old Town Specific Plan area.

Item 14.6 Pursue development of a Yucca Valley Show Grounds and Events Center to provide a venue for large scale community events, equestrian activities, exhibitions, and specialty shows and festivals.

Item 14.7 Include smaller amphitheater/activity plazas in the design of the future Multi-Generational Community Center Complex and the Yucca Mesa Community Park

Item 14.8 Participate in supporting projects initiatives that position Yucca Valley as a community known for quality arts offerings.

Item 14.9 Identify opportunities to increase media participation in marketing cultural arts in Yucca Valley.

Item 14.10 Promote multi-cultural expression and participation in the arts through support of programs that celebrate diverse interests, ethnicities, and cultures.

Item 14.11 Increase collaboration with the schools and library to provide targeted education programs and educational outreach designed to engage interest in the broad themes of natural science, local history, music and art.

Item 14.12 Where appropriate and feasible, provide support for the programs and events provided by the various community art organizations.

Item 14.13 Continue to collaborate with Joshua Tree National Park to expand outdoor education and natural history programs.

Item 14.14 Continue to improve the Town’s Summer Music Festival by establishing seasonal themes and scheduling talent that supports those themes.

Item 14.15 Increase cultural programming by offering recreation classes for performing arts, music, dance, visual arts and craft making.

8.4 Community Services Operating Policies & Standards

Among other responsibilities, the Community Services Department designs and delivers recreational programs and services, manages the use of public facilities, and oversees the coordination of services with community organizations and various non-profit groups. The following policies and guidelines can be used by the department when making decisions to ensure consistency with sound professional practices in the delivery of recreation and cultural services.

Policy 15: Design, develop, promote and conduct a year-round schedule of quality programs, events and services that respond to the recreational and cultural needs and interests of the community.

Item 15.1 Participate in the provision of clean, safe parks and facilities for recreational and cultural programs and events.

15.1.1 Conduct an annual review of parks use ordinances and ensure that rules and regulations are relevant, fair and enforceable.

15.1.2 Provide training for all program and event staff regarding the procedures for identifying and reporting safety hazards or other concerns at program sites.

15.1.3 Maintain communication with local law enforcement agencies regarding ongoing, developing and potential problems at public recreational facilities.

Item 15.2 Identify the needs and interests of the community for recreation and cultural programs and maximize

the use of resources to conduct programs and events that address these needs and interests.

15.2.1 Develop and utilize ongoing and periodic survey instruments that collect public input regarding desired and needed programs, events and services.

15.2.2 Work within established Town guidelines to recruit and develop volunteer leadership that assists with the provision of programs, events and services.

15.2.3 Consider the formal development of a Youth Master Plan that identifies needs and facilitates the short and long-term provision of programs and services for youth and teens.

Item 15.3 Participate proactively in community efforts that identify and recognize the Town's historical heritage, the heart of historic Yucca Valley, and enhance the urban environment of the downtown area with plazas, walkways and outdoor event space.

Item 15.4 Monitor existing agreements, pursue new agreements, and maintain communications that maximize the public's access to public school facilities for recreational purposes.

15.4.1 Review existing joint use agreements with the school district to identify opportunities for expanding the Town's ability to provide recreation programs for the community.

15.4.2 Through periodic review, identify and address problematic issues with existing joint use agreements and ensure that each joint use agreement is specific relative to times and days of facility use. The agreement should specify the waiver of rental fees and identify each group's responsibility for the costs of maintenance, security, utilities and repairs. The agreement should also set forth a procedure for quick arbitration of possible conflicts.

- 15.4.3 Coordinate with the school district to ensure that planned capital improvements on school campuses minimize the impact on fields and other shared recreational facilities.
- 15.4.4 Where feasible, consider developing Site Agreements or Memorandums of Understanding (MOUs) under which community groups can make use of specific school facilities under the umbrella of existing agreements between the Town and the school district. This could clarify responsibility when there is third party use of school facilities.
- 15.4.5 Meet quarterly with school district staff to discuss maintenance and operational issues. Meeting minutes should be prepared and distributed to summarize the discussions and provide reminders of items requiring further follow up.
- 15.4.6 Encourage school district participation in the quarterly meetings of the Yucca Valley Sports Council to facilitate discussion of mutual interests and concerns, ways of coordinating services and avoiding duplication, ways to reach underserved populations, possible program collaboration, and possible joint facility development.

Item 15.5 Seek opportunities to satisfy field space demands of sports leagues by installing artificial turf so that increased use does not further impact park and school fields.

Item 15.6 Review and revise operational policies to ensure that programs and services can be offered effectively and efficiently. Develop policies that ensure that service is available to all residents without barriers or limitations to program access.

8.5 Trails

A local trail system that provides for non-vehicular travel through Yucca Valley will tremendously enhance the local recreation opportunities. That this system will connect to a larger regional trail system is a bonus feature that presents some very special opportunities.

Requests for trails ranked very high in the community surveys and workshops that were conducted. Residents indicated that they use or would use trails for fitness, transportation, as family activities, and for passive recreation.

The following policies and guidelines should provide a basis for the Town to make decisions when implementing its trails program.

Policy 16: Commit to the development of an accessible, functional, expandable, and effectively connected local trails system in Yucca Valley.

Item 16.1 Enforce dedication requirements and the development of the Town of Yucca Valley's Trails Plan.

Item 16.2 Consider the lease of utility easements for recreational trails and trail links.

Item 16.3 Encourage pedestrian and bicycle linkages between residential and commercial uses by developing and designating both on-road and off-road bicycle trails.

Item 16.4 Encourage the establishment of equestrian trails where they link residential development by way of natural washes and flood channels.

Item 16.5 Design equestrian trails, hiking and bicycling rights-of-way to minimize user conflicts between these user groups.

Item 16.6 Provide for quality transportation alternatives appropriate to existing and future land uses, including walking, biking, and equestrian access.

Item 16.7 Strive to improve access to trail systems by including trailheads and access points within

neighborhood and community parks that are adjacent to planned trail systems.

Item 16.8 Commit to having public safety monitor the trail systems to ensure participants safe use of the trail system.

Item 16.9 Make it a priority to develop and maintain trail systems in a safe and environmentally friendly manner.

Item 16.10 Promote the connections from local trails to regional trails and strive to create a functional cross-town trail system.

Item 16.11 Design and enforce trail use regulations to ensure that trail systems are safe for pedestrians.

Item 16.12 Promote intergovernmental coordination to implement the trails specific plan.



Park & Recreation Master Plan

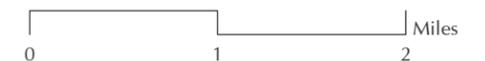
Town of Yucca Valley, California

Proposed Trails as Shown in 2002 Trails Master Plan Exhibit 8.2

Yucca Valley Trail System

-  Riding Trail
-  Pedestrian & Bike Trail
-  Multi-Use Trail (Riding, Pedestrian & Bike)
-  Bike Routes - Class III
-  Bike Lanes

-  Park Land
-  Golf Course
-  Joshua Tree
-  US Bureau of Land Management
-  State Lands Commission
-  Tortoise Habitat Boundary
-  City Limits
-  Highway
-  Major Roads
-  Intermittent Streams / Rivers

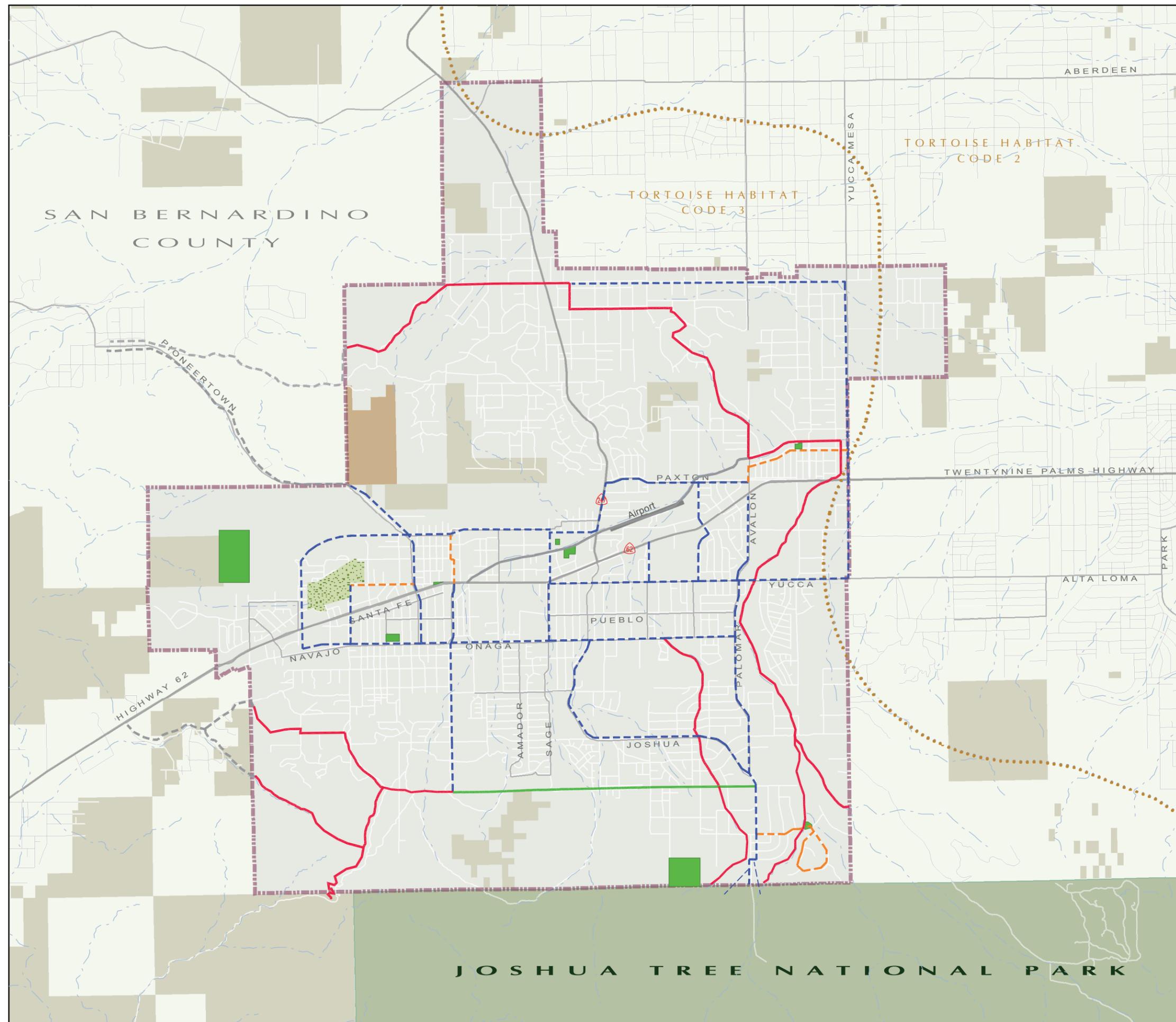


Yucca Valley, California



MOORE IACOFANO GOLTSMAN, INC.

December 2007



TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Chapter 9 | Recommendations and Implementation Strategies

9.0: RECOMMENDATIONS & IMPLEMENTATION STRATEGIES

9.1 Introduction

This section presents recommendations and strategies for the implementation of proposed new recreation facilities and programs. Recommendations address the recreation facility and program needs identified in the Needs Analysis section, and are the result of the assessment of existing inventory and demand; the community outreach process; and consideration of the Town's needs with respect to the Old Town Specific Plan and the Facilities Master Plan being done to determine the best option for bringing Town administration functions together at a Civic Center Complex.

Funding, design, and implementation will be determined as a result of the capital improvement project budget process conducted by the Town each year. Item 9.5 provides a proposed capital improvement program timeline covering the time period of this Master Plan which is 2008 through 2020.

Facility recommendations are organized according to key findings identified through the community outreach and needs analysis process, as follows:

- ◆ Reconfiguration of existing Community Center Complex for a Civic Center and Neighborhood Park
- ◆ Old Town Specific Plan Cultural Corridor containing the Hi Desert Nature Museum, Yucca Valley Branch Library, and Amphitheater/Activities Plaza
- ◆ Multigenerational Community Center Complex that serves as the focal point for the community to address the need for a Community Center/Gymnasium, Senior Center, and Teen Center.
- ◆ Performing Arts Facility in coordination with Yucca Valley High School
- ◆ Yucca Valley Events, Showground and Equestrian Center

- ◆ Aquatics Center Complex in coordination with a new Boys & Girls Club and West End Community Park with sports fields.
- ◆ East End Community Sports Park in coordination with La Contenta Middle School
- ◆ Sunnyslope Extreme Sports Park containing a skate park, improved BMX course, new rock climbing facility and a dog park designed for both passive and active pet uses.
- ◆ Trail Head and Self-Guided Nature Trail at North Park and South Park
- ◆ A community park in the Yucca Mesa area.
- ◆ A neighborhood park in the area formerly called the “Southside Community Center Property”.
- ◆ Implementation of the Yucca Valley Trails System.
- ◆ Improvements to Existing Parks
- ◆ Options regarding Blue Skies Golf and Country Club
- ◆ Potential development of Burnt Mountain Park

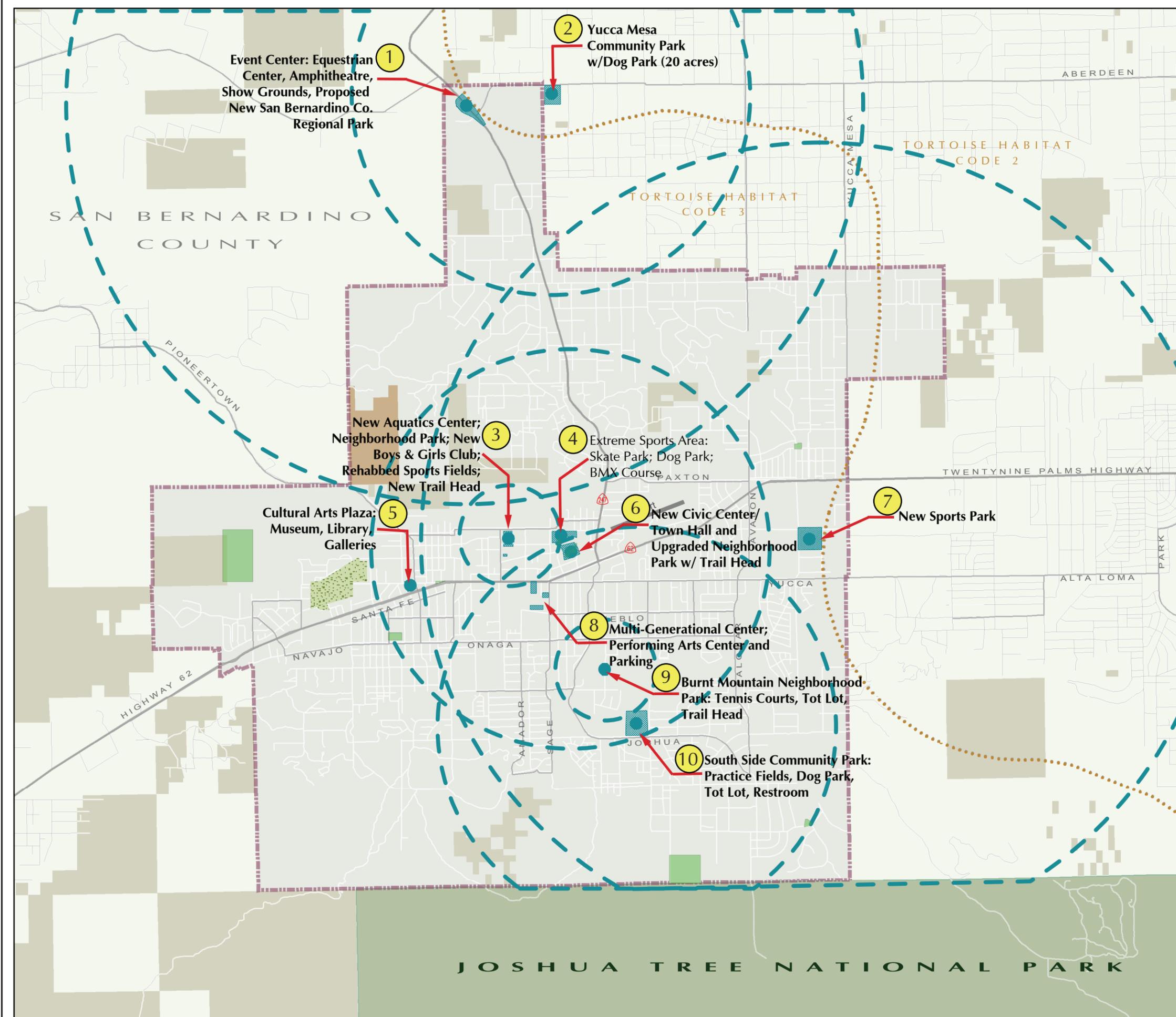
The recreation program recommendations and strategies provide a roadmap for the Community Services Department in its efforts to service the community in the future. Some existing programs will grow in the future as new facilities are developed to accommodate the growing demand, while other programs will be phased out to provide space for new programs demanded by the community. Recreation program recommendations and strategies are not tied to any specific timelines, but rather to when available space can be allocated to accomplish their implementation. Program recommendations were developed as a result of the needs analysis and the community outreach process, especially the community workshops and resident phone survey, which provided the consultant team with specific data of the types of recreational programming desired by the community. The dominant themes derived from the community input process regarding the need for recreation programs and services were as follows:



Park & Recreation Master Plan

Town of Yucca Valley, California

Proposed New Facilities Exhibit 7.1



- Facility Referenced in Chapter 9 of Master Plan
 - New Facilities Proposed Locations
 - New Facilities Service Areas*
 - Golf Course
 - Joshua Tree
 - US Bureau of Land Management
 - State Lands Commission
 - Tortoise Habitat Boundary
 - City Limits
 - Highway
 - Major Roads
 - Intermittent Streams / Rivers
- * Neighborhood Park 1-mile radius
Community Parks 2.5-mile radius
Regional Parks 5-mile radius



Yucca Valley, California



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- ◆ Preventive recreation, that is, recreation as an antidote for youth/teen social problems.
- ◆ Recreation for groups limited by income, physical disability, language, or cultural barriers.
- ◆ Collaboration among program and facility providers, partnering and cooperation between public, private, and non-profit sectors, especially cultural organizations.
- ◆ Increased demand for Tiny-Tot and Pre-School programs and activities.
- ◆ Provision for aquatics programs and water safety instruction.
- ◆ Provision for Senior Citizen programs and activities.
- ◆ Opportunity to gather and socialize with others.
- ◆ Learning opportunities for hobby, self-improvement or career development.
- ◆ Opportunities to give back to the community through volunteer work.
- ◆ Opportunities to participate in Music, Drama or Performing Arts Classes.
- ◆ Opportunities for both indoor (gymnasium) and outdoor (fields) sports activities.
- ◆ Opportunities for cultural enrichment.
- ◆ Opportunities for attending concerts, events and festivals.
- ◆ Equestrian opportunities for riding, showing, competing and learning.

In summary, the recommendations and strategies presented herein are proposed to meet the identified needs, benefit the community, and align with the Town of Yucca Valley's General Plan goals and policies. If implemented they should provide the community with the provision of adequate recreation facilities and programs to meet citizen expectations and maintain the Town's image as one of the most desirable place to live, work and retire.

9.2 Facility Recommendations, Estimated Capital Costs, and Facility Implementation, Funding and Financing Strategies

9.2.1: Reconfiguration of existing Community Center Complex for a Civic Center

The Facilities Master Plan, being conducted in coordination with the Parks, Recreation, and Open Space Master Plan, but as a separate study, is being done to address the current space and coordination issues associated with the decentralized functions of the Town's administrative departments.

The preferred option for centralizing these functions is to transform the current Community Center Complex, where Town Hall and Town Council are now located, into a civic center complex so that the Engineering Department, Planning Department, and Public Safety Administration; along with the existing Town administrative functions can be centralized in a single facility that would meet the space needs necessary for the Town to efficiently operate. This plan would necessitate the relocation of the Yucca Valley Branch Library, Hi-Nature Nature Museum, Senior Center, and conversion of the existing Community Center.

To provide adequate parking and support facilities for the proposed civic center complex the current park facilities located at the community center site would have to be reconfigured and some even relocated.

The recommendations contained in this Chapter provide options and alternatives for relocation of facilities to sites that were determined to be the most practical places to develop new facilities for these programs that would best serve the community.

With the redevelopment of the existing Community Center Complex into a Civic Center Complex there will still be room for some green space and neighborhood park amenities along the Yucca Creek Wash. It is recommended that the specific design plan for the new Civic Center Complex contain these neighborhood park amenities to compliment the Civic Center Complex and provide some activity spaces for people to

enjoy when they visit the Civic Center Complex. The specific park amenities to be included will have to be determined when it is known how much space will be available after the space needs for the Civic Center functions are finally determined. *(Refer to Facilities Master Plan Study for proposed Civic Center layouts.)*

9.2.2: Old Town Specific Plan Cultural Corridor

To make room for and remodel facilities at the existing Community Center/Library/ Museum/Senior Center site for a centralized Civic Center/Town Hall Complex, it is recommended to relocate the Hi-Desert Nature Museum and the Yucca Valley Branch Library to property within the “Old Town Specific Plan.”

The preferred plan would be to build a “Cultural Corridor” venue in the Old Town Master Plan area that would contain the Hi Desert Museum, the Branch Library and an amphitheater/activities plaza that would serve both residents and visitors. If possible, a single facility should be built to house both the Hi Desert Museum and the Branch Library which could share common facilities, such as, entry/lobby area, rest rooms, meeting rooms, conference/training rooms, receiving area, kitchen facilities and staff parking. The facility could be designed as a “V” or “L” or “Z” shaped building with two wings, one housing the Museum and the other containing the Library with shared amenities in between.

According to the Facilities Master (being developed concurrently by another consultant) the proposed space needs for the Museum and Library are as follows:

- a) 15,000 s.f. Hi Desert Nature Museum
 - Permanent Exhibits Hall,
 - Traveling Exhibition Space,
 - Youth Discovery/ Events Space,
 - Secure Patio Exhibition/Performance Space,
 - Gift Store,
 - Secure Controlled Storage, and

- Administrative Offices.
- b) 20,000 s.f. Library
- Public Library Area,
 - Children’s Library Area,
 - Reading Rooms,
 - Computer Stations,
 - Reference/Research Area,
 - Storage and
 - Administrative Offices.
- c) Shared Facilities
- Reception/Lobby,
 - Rest Rooms,
 - Conference/ Meeting Rooms,
 - Receiving Area,
 - Kitchen/Lounge and
 - Staff Parking

Both wings could then surround or be adjacent to an amphitheater/activities plaza that would be designed to accommodate special events and performing arts programming. The Amphitheater/Activities Plaza is envisioned to be a covered outdoor amphitheater with a shade structure, a stage area and landscaped with a desert theme. This venue could host events to attract people into the Old Town area.

When the amphitheater/activities plaza is not being used for programming, it would be a seating area for people to have lunch outdoors, read outdoors or just relax downtown. This area could also include an Art in Public Places Program.

Through history, communities have developed public spaces that met their needs, whether these were markets, places for celebrations, or sites for locals to gather. Public spaces often come to symbolize the community, society or culture. It is envisioned that the Yucca Valley cultural corridor would be a

destination attraction that would define Yucca Valley as a cultural community.

Specific places acquire meaning through their functions, further deepening their roles in people's lives. The proposed functions for the Amphitheater/ Activities Plaza are:

- a) Concerts
- b) Farmer's markets
- c) Art shows
- d) Drama performances
- e) Town meetings
- f) Festivals
- g) Sitting
- h) Reading
- i) People watching
- j) Eating
- k) Walking
- l) Relaxing

The Town needs to secure enough property in the Old Town Specific Plan to develop the entire venue; however, the development could be phased with the Museum and Library being built first so that the Civic Center Complex could take over their current space.

9.2.2a Estimated Costs

Both the Museum and Library are specialized facilities requiring significant architectural design, climate control and special equipment. The following cost analysis is based upon doing the entire project in one phase; obviously, the project could be phased if funding cannot be allocated all at one time. For cost estimating purposes the Master Plan uses 2007 construction cost estimates for quality "Green" design and construction. There are less expensive building methods available and the town may wish to consider them if funding or financing for this project is limited. The current 2007 "Green" construction cost figure of \$400 per square foot,

plus a 20% A&E and Building Contingency was used to develop estimated costs for budgeting purposes.

Based on a combined Museum/Library building with shared space totaling 35,000 square feet the estimated cost would be \$16.8 million including the 20% A&E and Contingency.

The Amphitheater/Activities Plaza is estimated to be approximately 200 feet by 300 feet for a total of 60,000 square feet. The estimated cost for both hardscape and landscape using 2007 estimated “Green” construction costs estimates of \$75 per square foot (including A&E and contingency) is \$4.5 million.

Property acquisition is estimated at \$12 per square foot for a total of \$1.14 million. Thus, the total estimated projected cost for the above project would be just under \$22.5 million.

9.2.2b Implementation Strategies

There are a number of approaches the Town could take to build a new Museum, Library and Activities Plaza within the Old Town Specific Plan. The following are some options for consideration:

- a) Acquire the necessary property to build the facilities described above through the redevelopment agency with the use of either Revenue Bonds or COPs and negotiate with the County of San Bernardino to jointly fund the development and operation of the combined Museum and Library facility. Revenue from space rentals, events, admissions, concessions, and sponsorship agreements could offset the Town's portion of the debt service.
- b) Acquire the necessary property, but only proceed with the Museum building and let the County of San Bernardino pursue a new Library through its normal Capital Improvement Project schedule. This approach would mean that the Museum and Library would have to be separate facilities.
- c) Find an existing building or buildings within the Old Town Specific Plan that could accommodate the Hi-Desert Nature Museum and Library on an interim

basis and lease them so that the Town can proceed with the redevelopment of the proposed Civic Center site; then work to secure the funding or financing and joint development agreements necessary to implement the combined facility concept in the future.

9.2.3: Multigenerational Community Center Complex



In addition to moving the Museum and Library to the Old Town area, the operations of the existing Community Center and Senior Center will need to be relocated so those facilities can become part of the Civic Center Complex. The recommendation to accomplish this would be to build a Multi-Generational Community Center Complex on the property located between the California Welcome Center and Yucca Valley High School. The proposal for this site includes developing a three wing complex, one housing a community center/gymnasium; one housing a senior center; and the third housing a teen center. The three wing complex could be designed to surround another outdoor amphitheater/plaza area for extended program opportunities for each of the three centers.

The following is a description of each venue within the Multi-Generational Complex:

- ◆ 16,000 Square Foot Community Center/Gymnasium containing a large Multi-Purpose Room with a stage and kitchen; a Multi-Purpose Gymnasium; Class Rooms; Craft Center; Meeting Rooms; and Administrative Offices.
- ◆ 12,000 Square Foot Senior Center with large Multi-Purpose Room and Kitchen; Class Rooms; Game Room; Fitness/Exercise Room; Counseling Offices, Card Room; Lounge and Gift Shop.
- ◆ 10,000 Square Foot Teen Center with Multi-Purpose Recreation/Game Room; Computer Room; Band Practice Room; Study Hall; Malt Shop or Food Concession; and a Theater Room.

9.2.3a: Estimated Costs

The following cost analysis is based upon building all three wings at one time; obviously, the project could be phased if funding cannot be allocated all at one time. For cost estimating purposes the Master Plan uses 2007 construction cost estimates for quality “Green” design and construction. There are less expensive building methods available and the town may wish to consider them if funding or financing for this project is limited.

The current 2007 “Green” construction cost figure of \$300 per square foot, for community centers, plus a 20% A&E and Building Contingency, and \$75 per s.f. for hardscape and landscape was used to develop estimated costs for budgeting purposes. Using these figures the estimated cost for each center is as follows:

16,000 s.f. Community Center/Gym.	\$5,760,000
12,000 s.f. Senior Center	\$4,320,000
10,000 s.f. Teen Center	\$3,600,000
Parking, Plaza Area & Landscaping	\$2,500,000
Property Acquisition 13 Acres	\$3,900,000
Estimated Total Funding Required	\$20,080,000

9.2.3b: Implementation Strategies

The Town could use Park Fees, Grants and General Fund revenue to develop just the Community Center/gymnasium building and support facilities as a first phase of the multi-generational complex. Or it may wish to consider a Park Bond with a tax assessment for building all three centers at one time. The debt service on a 30 year \$21 Million Park Bond at current tax exempt interest rates is approximately \$1.2 Million per year.

Based on an assumed tax assessment rate of .001 of assessed evaluation and an annual property appreciation rate of 6% the average residential property would receive a \$20 assessment the first year of the Bond. The Town could write down the assessment by using Park Impact Fees collected on recent new residential development. The resident phone survey conducted as part of the Master Plan process showed that 78% of the residents surveyed would be willing to pay at least an additional \$12 per year for these recreation facilities.

Passing a Park Bond, which requires two thirds voter approval, will not be easy, especially if the economy continues to decline. If this approach is going to be considered then the Town needs to spend some time and resources developing the specifics of the project and building community support. The total cost of the project could be less if property acquisition could be obtained through donation or other below market value means. Fund raising, naming rights and other Asset Management opportunities may also be used to generate revenue to offset debt service and decrease the amount of assessment necessary.

9.2.4: Performing Arts Facility in coordination with Yucca Valley High School

The preferred scenario for developing a Performing Arts Center in Yucca Valley would be for the Town and the School District to partner together for the development and operation of a performing arts facility adjacent to Yucca Valley High School.

9.2.4a: Implementation Strategies

An Auditorium/Performing Arts Center jointly developed by the Town and School District capable of being programmed for both High School Performing Arts Productions and for Community Theater would benefit both agencies financially and meet each agencies programming needs. The size of municipal performing arts centers in Southern California varies greatly from a seating capacity of a few hundred to several thousand. For Yucca Valley community theater purposes, including being able to accommodate touring performances, 300 to 500 seats will suffice. For School District performing arts programming and assembly usage there is a need for 500 to 700 seats. It is recommended that the design contain a lower level and upper level with a total capacity of 700 seats; whereby, smaller audience performances only need the lower level so that the theater feels more intimate when only a few hundred attend a function. The facility should also contain rehearsal space, storage space, and administrative office space, meeting room,

lobby/reception and rest rooms. The square footage required for these spaces varies on the size desired for such spaces.

9.2.4b: Estimated Costs

In general, quality construction for multi-functional performing arts facilities average \$12,000 per seat to build; including parking, landscape, architectural and engineering (A&E) and contingency. This cost does not include property acquisition, public art, or theater equipment. Consequently, the estimated funding needed for this project would be \$8.4 million plus the cost of property acquisition and theater equipment.

If the proposed location property could be obtained by donation or other acquisition means; and the Town and School District could each fund \$5 million, a quality performing arts center could be built for both agencies to share; including furnishing the theater with the permanent sound and lighting equipment necessary to operate the facility. Each agency then would have to purchase its own individual sound and lighting equipment unique to their production requirements.

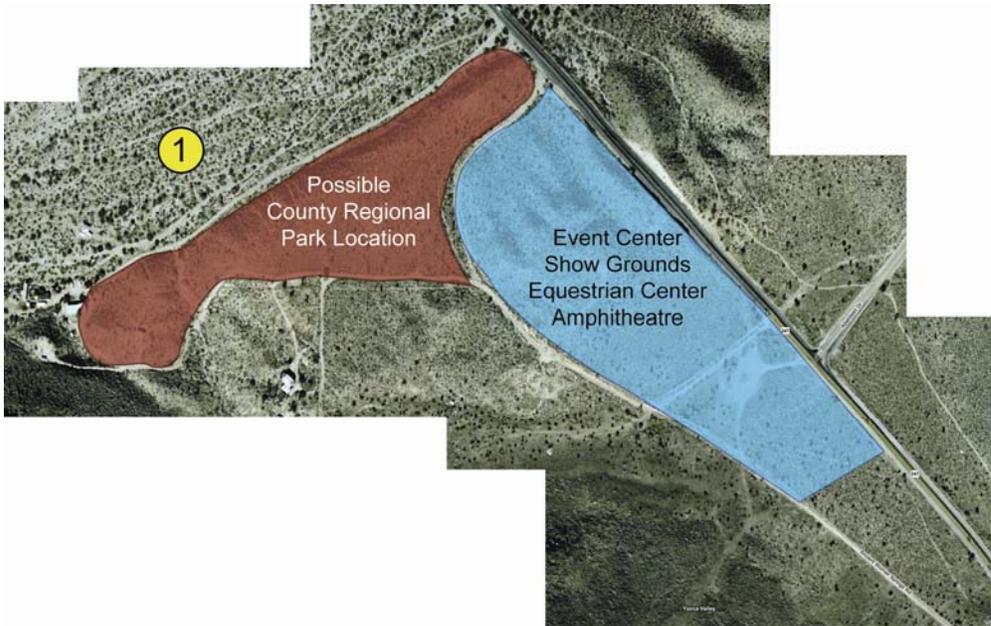
9.2.5: Yucca Valley Events, Showground & Equestrian Center

In the far north section of Town along Hwy 247, it is recommended that the Town pursue develop of approximately 100 to 200 acres for the Yucca Valley Events Showground and Equestrian Center consisting of venues for Rodeos, Community Festivals, Concerts, Promotional Events, Equestrian Activities, and Specialty Shows and also containing an RV Park. This facility could also serve as the Town's Disaster Emergency Response Staging Center and Emergency Shelter Area.

9.2.5a: Implementation Strategies

This area of Town would also be an excellent site for a San Bernardino County Regional Park. If the Town could provide the property for both a County Regional Park and an Events Showground and Equestrian Center, the Town may be able

to negotiate a joint development agreement with San Bernardino County Regional Parks and Recreation Department, whereby the County funds and builds both a



Regional Park and Events Showground and Equestrian Center. The Town would then deed the portion of the property the Regional Park was built on to the County for their ownership and operation, while the Town

would keep and operate the portion of the property that the Events Showground and Equestrian Center was built on.

If the Events Showground and Equestrian Center facility is designed properly the revenue generated from operations and Asset Management should cover the costs to operate and maintain the facility, thus this project has the potential of not needing funding or financing from the Town, if it can bring the property to the table in negotiations with the County of San Bernardino.

There is also the possibility for the Town to bring in private concessionaires for the development and operation of some of the amenities, such as, the equestrian center, amphitheater, RV/campground and show grounds. The State of California Department of Parks and Recreation may also be interested in developing and operating some of these amenities. A joint meeting with County, State and Town officials is recommended to explore development possibilities.

9.2.5b: Estimated Costs

If the Town of Yucca Valley were to decide to proceed on its own with the development and operation of the Events

Showground and Equestrian Center it would have to explore ways to fund an estimated \$300,000 per acre construction cost. This figure includes the necessary on site and off site improvements and the proposed facilities for the Events Showground and Equestrian Center, but does not include highway improvements to SR247 that may be required to accommodate the increased traffic the facility would bring to the area. The amount of acres required for the facility would have to be determined in the specific design process and would depend on the anticipated attendance for each of the amenities that are ultimately included in the project.

This project would require significant environmental study and economic feasibility studies during the specific design phase, which is why it would be advantageous to involve the County and State early in the process if the Town decides to pursue it.

9.2.6: Aquatics Center Complex in coordination with a new Boys & Girls Club and West End Neighborhood Park with Sports Fields

The vision for this recommendation is for the Town to acquire the northeast corner of Palm Ave and Little League Drive in order to develop an aquatics complex along with a new Boys & Girls Club facility. The Town should work with the Boys & Girls Club to replace their existing building with a new facility adjacent to the aquatic complex containing a gym, computer room, game room, meeting rooms, reading room/study area and administrative offices. As part of this development there would be expanded turf areas to accommodate multi-use fields for practice and play.

The year-round aquatics facility should consist of a 25 Meter by 25 yard competitive pool, recreational swim/lap pool, zero depth tot pool, lounging area, meeting/training rooms, locker/changing rooms and administrative offices.

In addition to Community Services Department Aquatic Programs, the facility could be used by the School District, Boys & Girls Club, Churches, and Competitive Swim Clubs and also be rented for private parties. These facilities would provide an opportunity for shared locker rooms with the gym and pool.



In the area where the existing Boys & Girls Club is located the Town should pursue development of a neighborhood park that would incorporate the existing Little League baseball fields and soccer fields and would add picnic facilities and a Tot Lot for the west end community.

9.2.6a: Implementation Strategies

The Town would have to acquire the 10 acre site on the northeast corner of Little League Dr. and Palm Ave. The new Aquatic Center and Boys & Girls Club should be built on this site, thus allowing the Boys & Girls Club to continue in their existing building while the new building is under construction. When completed the area where the existing club is would be

transformed into a neighborhood park area to buffer and support the little league fields and soccer filed. The Town should work with the owners of the fields to take title to those properties so that proper annual field renovation can be performed by the Town and the youth organizations can continue to provide game day maintenance and use the fields in perpetuity.

9.2.6b: Estimated Costs

If the property on the northeast corner of Little League Dr. and Palm can be acquired then the Town should consider funding the development of both the aquatic center and boys and girls club with either park fees or a park bond. When the boys and girls club building is completed then the Boys & Girls Club should deed over their existing site to the Town in exchange for a \$1 per year lease in perpetuity (as long as the Boys & Girls Club stays in existence) which would allow the Boys & Girls Club to have daytime use of a new modern

facility for the value of their existing property and the town to have a site for a neighborhood park to complement the existing adjacent fields. The actual costs and funding needed to accomplish this project will have to be determined during the specific plan process if the Town decides to proceed with the project. The cost will be dependent on both the size and number of amenities designed into the aquatic complex and the new Boys & Girls Club facility.

9.2.7: East End Community Sports Park in coordination with La Contenta Middle School

To meet the current and future need for sports fields it is recommended that the Town develop a Community Sports Park (Soccer Fields, Softball Fields and Tennis Courts) adjacent to La Contenta Middle School.

9.2.7a: Implementation Strategies

There are two possible locations adjacent to Yucca Valley Middle School that the Town could acquire for a community sports park. The Needs Analysis shows that there is a current demand for six additional soccer fields. While softball fields will be needed in the future, as well as tennis courts, the first phase of the community sports park should be to develop multi purpose soccer fields. The fields can be designed so that they can be configured to accommodate all divisions of soccer from youth through adult.

It is recommended that the fields at the community sports park be synthetic turf. Because of the weather conditions in the hi-desert turf maintenance for field use is very difficult and expensive. Artificial turf is cost efficient and would allow for year round play. The Town should try to negotiate a joint development and use agreement with the Morongo School District so that each agency can share both the cost and use of the facility. The school district has been considering a gymnasium for this site which could also be included in the plans for a community sports park. The school district should be contacted to see if there is interest in sharing softball fields and tennis courts in the future for its programming needs.

9.2.7b: Estimated Costs

The estimated cost for synthetic turf soccer fields is approximately \$400,000 per field. This price does not include site grading; site preparation; or support amenities, such as, parking, restrooms, etc. Synthetic turf fields can be lease purchased, as explained Chapter 8. The Town should try to acquire enough acreage to accommodate a community sports park that would eventually contain eight soccer fields, four tennis courts, and four softball fields with necessary support amenities. This would require a minimum of 40 acres, and if a gymnasium was included a 50 acre site would be needed.

If the Town were to start with four synthetic turf soccer fields with parking and restrooms the estimated funding required for building this phase, not including property acquisition costs, would be \$3.5 million. By completing this phase the town could meet its needs for soccer programs, youth football, and have a synthetic turf facility for non-vehicle community events.

A cost comparison between natural turf and synthetic turf for a four field complex (turf area only, does not include site prep, infrastructure or amenities) is as follows:

Natural Grass	Average Cost	Synthetic Turf	Average Cost
Cost for 4 Fields	\$1,000,000	Cost for 4 Fields	\$1,600,000
Capital Equip Cost	\$100,000	Capital Equip Cost	\$10,000
Contractor Maintenance Period	\$120,000	Contractor Maintenance Period	0
Total Capital Costs	\$1,220,000	Total Capital Costs	\$1,700,000
<i>5-Year Capital Costs</i>			
5-Year Equipment Replacement	\$40,000	5-Year Equipment Replacement	\$2,000
5-Year Irrigation Replacement Costs	\$30,000	5-Year Irrigation Replacement Costs	0
5-Yr Maintenance Cost		5-Yr Maintenance Cost	
Turf Maintenance Materials	\$150,000	Turf Maintenance Materials	\$3,000
Turf Maintenance Labor	\$220,000	Turf Maintenance Labor	\$5,000
Sub-Total 5-Yr Capital and Maintenance Cost	\$440,000	Sub-Total 5 Yr Capital and Maintenance Cost	\$10,000
Water Cost (includes 3% increase per year)	\$233,600		
Total Cost for 5 Years	\$1,893,600	Total Cost for 5 Years	\$1,710,000

Current brands of synthetic turf have a 10- to 12-year lifespan, even longer if proper access is controlled. As one can see, synthetic turf fields pay for them selves in approximately five years. The estimated maintenance cost savings over a 10 year period would be over \$400,000, thus making synthetic turf fields more cost effective than natural turf, in addition to the advantages of year round use potential and multiple size field capability.

Synthetic turf does have some limitations, you can't drive heavy vehicles on them, high heels should be prohibited, and you cannot drive stakes into them to hold tents or awnings.

9.2.8: Sunnyslope Extreme Sports Park

During the community workshops and interviews there was a number of requests and comments that youth, especially teens, needed positive recreation facilities where they could

“hang out”. Extreme sports are trendy and popular with today’s youth and teens. It is recommended that on the property known as the Sunnyslope Drive corner, the Town pursue developing an “Extreme Sports Center”, consisting of a new skate park, BMX park, rock climbing facility; along with group picnic/party rental facilities, Frisbee golf course and a fitness course around the Water District’s adjacent area. This site could also contain a Dog Park possibly developed and operated by a non-profit coalition of dog industry/enthusiasts which could conduct vaccination clinics, adoption events, shows, etc. in addition to making the dog park available to the general public.



9.2.8a: Implementation Strategies

This facility could be developed and operated by the Community Services Department or it could be leased and developed/operated by a commercial recreation operator. Each component of this master plan area could be developed and operated by either a single developer/operator or several

developer/operators. The idea is to create an extreme sports area that is centralized and that contains a variety of so called extreme sports that are trendy and attractive to youth and teens.

9.2.8b: Estimated Costs

The costs to develop such a facility would depend on how many of the different amenities are included in the design and if the Town or private developers/operators actually build the site. The Town currently owns the property so there is a number of funding and development options that could be pursued for the project. The Town would have to budget for on-site and off-site infrastructure improvements. There should be a pedestrian and vehicle bridge across the Yucca Creek Wash to provide access from the proposed civic center and neighborhood park and to serve as a secondary regress for public safety.

9.2.9: Trail Head and Self-Guided Nature Trail at North Park and South Park

It is recommended that the Town pursue development of a Trail Head and Self-Guided Nature Trail at Both North Park and South Park, keeping the parks passive. Amenities should include a secured individual unisex restroom facility within a fenced area, small picnic areas with shade shelters, shade covered benches at view points, and a decomposed granite trail system with information stations that explain the local geology, native history, and flora and fauna of the region.

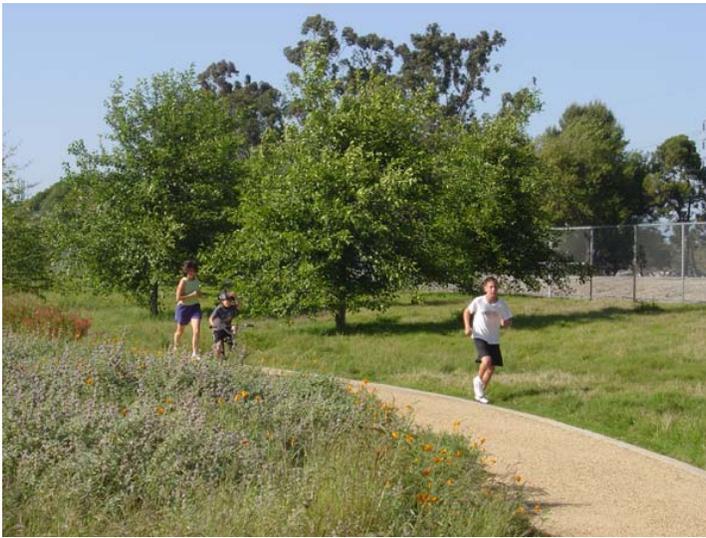
9.2.9a: Implementation Strategies

A portion of the South Park area sits on Bureau of Land Management (BLM) property and North Park is adjacent to BLM land also, therefore, the Town should work with BLM to master plan the nature trails and passive design for both of these park sites. Although BLM probably cannot provide direct funding for the nature trails and passive development of the sites, a joint grant application could be used whereby BLM's design services can count as part of the matching requirement for some of the available trail grants. The town should also work with represents of Joshua Tree National

Park in developing the educational component of the two nature parks. The Hi Desert Nature Museum should also be involved in the design process so that outdoor education components of the Hi Desert Nature Museum can be included.

9.2.9b: Estimated Costs

There are a number of environmental grant opportunities that could be pursued for trail development and nature park purposes for North and South Parks, however, most grants require matching funds, so local funding will be needed to



implement this recommendation. A 20 acre site with nature trails, two or three bench and shade structure view point locations, rustic unisex restrooms, a picnic facility and off street parking is estimated to cost a minimum of \$500,000 for each location.

These sites could provide some naming rights and other Asset Management opportunities to offset this cost. The Yucca Valley regional trails plan should provide a trails connection between North Park and South Park that would

transverse the Town using washes, flood control channels and street right-of-ways.

9.2.10: Yucca Mesa Community Park

To serve the fast growing Yucca Mesa area it is recommended that the Town pursue the development of a minimum 20-acre Community Park in the Yucca Mesa; consisting of Family and Group Picnic Facilities, Tot Lots, Splash/Water Play Facility, Soccer Fields, Dog Park, Informal Open Play Area, Basketball Courts, Tennis Courts, Small Outdoor Amphitheater, and Restrooms.

9.2.10a: Implementation Strategies

There is vacant property along Aberdeen Drive that could be acquired for a community park to serve both current town

residents and residents within the Town’s sphere of influence which may be annexed in the future. There may be some joint development opportunities for courts, fields, and play equipment with the Morongo School District so discussions with the School District on this location should be pursued prior to initiating the acquisition and design process.

9.2.10b: Estimated Costs

Parkland dedication, park in-lieu fees, and park impact fees along with State Park Bond money would be the appropriate funding sources to develop this community park. The amount of acreage needed for the community park amenities described above is 20-30 acres. The current average cost per acre to develop community parks of this type is approximately \$600,000, thus, the range of funding needed to develop a community park in this area is \$12 million to \$18 million plus the cost of land acquisition. The entire park could be designed with all the desired amenities but then developed in phases over the next fifteen years as funding becomes available. Once the design is completed there should be community input into prioritizing the phases of development if funding cannot be obtained to build the park all at one time.

9.2.11: Southside Community Park



In the previous Yucca Valley Park and Recreation Master Plan the proposed Southside site was designated as a potential community center and sports complex site. However, over the past several years properties adjacent to this 80 acre site have developed into upscale residential and the impact that a large scale community center complex and sports park would have on these residential areas now makes the site less desirable for such development.

However, there is a need for a typical neighborhood park with neighborhood park amenities to serve all of the

residential development that has taken place, so 15-20 acres should be designated for such a purpose.

9.2.11a: Estimated Costs and Implementation Strategy

The average cost for developing typical neighborhood parks is approximately \$300,000 per acre; so a 15-acre neighborhood park is estimated to cost \$4.5 million. Since the Town owns 80 acres at this location, it should deem at least 60 acres as surplus and consider selling this acreage to generate revenue to pay for the neighborhood park in this area and to fund the other priority recommendations in the Park, Recreation, and Open Space Master Plan. There are some legal restrictions on selling park property, depending on the funding sources used to acquire the property originally, so this option needs to be studied further in order to ascertain its viability.

9.2.12: Yucca Valley Trails System

To insure the accessibility and connectivity of the Town's parks and cultural sites improving both on street and off street trails, paths, and bikeways is very important. These improvements will enable Yucca Valley residents to not only access recreational facilities but to use the trails for fitness and other recreational pursuits.

Although Yucca Valley has a diverse set of facilities spread throughout the Town historic development patterns and natural topography has lead to the fact that residents must transport themselves to park and cultural sites by motorized transportation. There is also a lack of sidewalks in town and even where there is existing walkways or pathways it is not always possible for the public to access the array of public recreational opportunities available.

Naturally, the Town should strive to complete its program of trails and bikeways; however, funding for this program is limited.

The Town has developed a Trails Master Plan complete with trail standards (*See Appendix XX*). Implementation of this



Park & Recreation Master Plan

Town of Yucca Valley, California

Proposed Trails Shown with Connections to Proposed New Facilities Exhibit XX

Yucca Valley Trail System

- Riding Trail
- Pedestrian & Bike Trail
- Multi-Use Trail (Riding, Pedestrian & Bike)
- Bike Routes - Class III
- Bike Lanes
- Proposed New Trail Connection

Proposed New Facilities Locations

- Park Land
- Golf Course
- Joshua Tree
- US Bureau of Land Management
- State Lands Commission
- Tortoise Habitat Boundary
- City Limits

- Highway
- Major Roads
- Intermittent Streams / Rivers



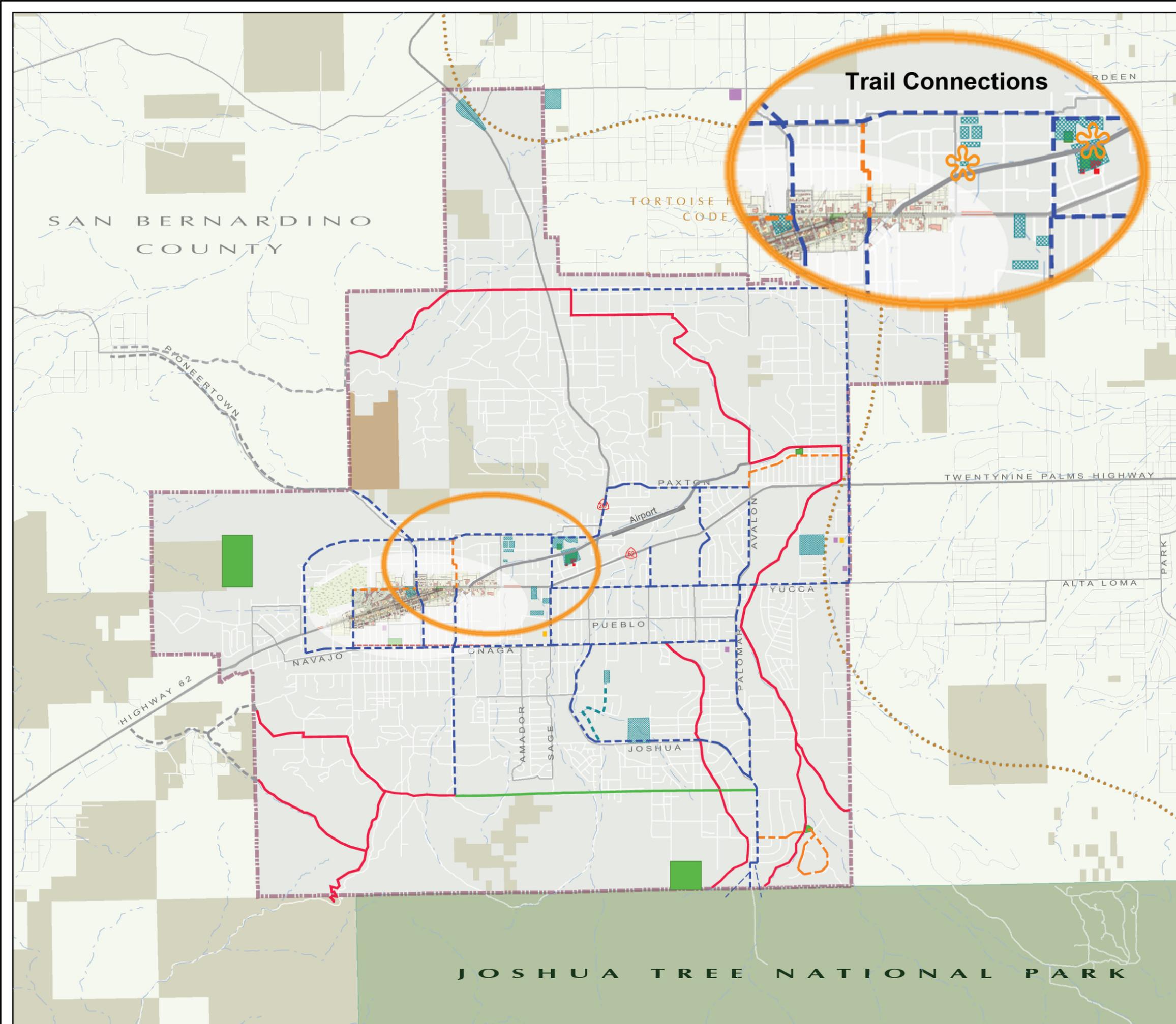
Yucca Valley, California



MOORE IACOFANO GOLTSMAN, INC.

November 2007

Trail Connections



SAN BERNARDINO COUNTY

TORTOISE HABITAT CODE

ARDEEN

PIONEERTOWN

PAXTON

TWENTYNINE PALMS HIGHWAY

Airport

AVALON

ALTA LOMA

PARK

YUCCA

PUEBLO

NAVAJO

ONAGA

JOSHUA

AMADOR

SAGE

PALOMAR

HIGHWAY 62

JOSHUA TREE NATIONAL PARK

Master Plan is an important aspect of delivering not only transportation but recreational services to the community.

Specific recommendations for trails within existing and future parks are contained in each of the park recommendations above. General recommendations regarding trails are as follows:

9.2.12a: Close gaps in the regional trail system and local trail systems within the Trails Master Plan.

9.2.12b: Work with the County of San Bernardino to improve and create links for access to the regional trail system.

9.2.12c: Insure that the trails and bikeways Conditions of Approval in developer agreements and approved specific plans are being fulfilled.

9.2.12d: Establish sustainable funding levels for maintenance of existing trails and bikeways.

Trail Head Amenities

The several recommended facilities in this Chapter include trail connections and trail heads. The extent of the development of each site will depend on the context in which it is built. However, the following elements and amenities should be included when designing these trail connections and trail heads.

- ◆ Signage: wayfinding and interpretive
- ◆ Seating/benches
- ◆ Shaded rest area(s)
- ◆ Trash receptacles
- ◆ Animal watering stations
- ◆ Drinking fountains
- ◆ Pet waste facilities
- ◆ Gateway planting and irrigation at portals
- ◆ Decomposed granite pathways with concrete band edging
- ◆ Closable pathway barrier or gate.

- ◆ Gazebo, arbor or covered seating at entryway to create impact at major trail heads such as Community Center Park.



The costs for developing trail heads varies greatly depending on the topography of the intended site, existing infrastructure availability (utilities, water, sewer) and the size and amenities to be included. Trailhead sites can be enhanced with public art, interpretive stations, public restrooms, and other visitor serving amenities which naturally would increase the cost for such facilities.

The Master Plan suggests that a total of five potential sites be considered for development as trailheads. They include the East end of the Yucca Creek Wash Trail at the current community center park site; the West end of the Yucca Creek Wash Trail adjacent to Pop Rauch Park; at an entry location at North Park and South Park; and at the site where Burnt Mountain Neighborhood Park may be potentially developed.

The estimated cost to provide a trailhead at each of these proposed sites that would contain the amenities described above (without public art, interpretive stations, and public restrooms) would be between \$75,000 - \$125,000 for each site. The Town could seek sponsors for the sites and offer naming rights opportunities or designed kiosk advertising to offset the cost. Service clubs and organizations could also be contacted with regards to having them develop the trailhead sites as a community services project.

9.2.13: Improvements to Existing Parks

The recommendations for existing parks in Yucca Valley were developed by visiting each park site and assessing what improvements are necessary to make the parks safe and usable for their intended purpose and perhaps more attractive and inviting. These recommendations should serve as a list of capital improvements the Town can place in its capital improvement program. The individual priorities for improving parks should be determined through recommendations developed by Town staff and reviewed by

the Parks and Recreation Commission during the Town's annual budget process.

Yucca Valley parks are heavily used and thus require constant maintenance and improvement to keep them in a safe and usable condition. Consequently, this list is based on what the project consultants consider are the most important improvements or replacements needed at this time. The Town should continue to monitor existing parks and adjust the annual capital improvement program based on current conditions of the parks and funding available for capital improvements.

Park development fees and park impact fees cannot be used for on-going maintenance of existing parks. However, they can be used to provide new amenities, reconfiguration, or major refurbishment at existing parks. For example, the Town could use park development fees or park impact fees to add additional tennis courts at a park site. However, the Town could not use these fees to resurface existing tennis courts at a park site.

While there is no clear dividing line between what is considered deferred maintenance and what is major refurbishment, the Town needs to be sure that it spends park development fees and park impact fees in a manner in which the fees were intended i.e., to offset the impact that new development has on the Town's Park and Recreation system.

If the proposed project at an existing park will benefit the new residential development that will be using the park then the fees collected from the residential development can be used for the project.

Otherwise, park improvements must be paid for by the Town's General Fund (tax income) or from donations, grants or revenue derived from operations (fees and charges).

The following sections present each existing park site and the recommended improvements or additions to the site followed by the potential estimated cost for providing these improvements along with suggested funding methods or strategies.

Community Center Park

Community Center Park is being considered as a site for a future Civic Center. See Section 9.2.1 for a description of the proposed redesign and recommendations for development of a neighborhood park at this location.

Machris Park

Machris Park is located in the southeast area of town and its intended use is for neighborhood park purposes. The following suggested improvements should be considered to comply with the American Disabilities Act (ADA) and to make the park more user-friendly and comfortable:

- ◆ Improve ADA access to tot lot play equipment and swings by installing a rubberized playground surface.
- ◆ To make the Tot Lot more usable and comfortable in the summertime add a shade element over the existing play equipment.
- ◆ A fabric shade shelter should be provided at the bleacher area to make it more comfortable to watch games in the summertime.
- ◆ Adding trees and landscaping throughout open areas of the site would provide shade and an enhanced visual impact.
- ◆ If additional land is acquired, future development could include additional sports fields to help meet demands for both practice and game facilities.
- ◆ Add two tennis courts to area east of the concession building (to replace one that was removed).
- ◆ Install a ramp from upper building to lower park area.
- ◆ Install security lighting throughout the park.

The recommended shade shelters could be funded by the Town or could be included in an asset management plan whereby advertising is allowed on the shading fabric in exchange for paying for the cost of the shade structure. Grants and donations could also be pursued for shade shelters. Shade shelters for tot lots, as pictured in the

example below, tend to run between \$30,000 to \$50,000 for the shelter and installation depending on the size and design.

Additional trees and landscaping could be accomplished through a tree donation program, environmental grants, or through an annual landscape improvement program funded by the Town. The costs for additional landscaping will depend on the design and extent of the landscaping.

Future sports fields could be paid for by Park In-Lieu Fees, Park Impact Fees, or through monetary and in-kind donations from sports groups. Sports fields generally cost an estimated \$300,000 for natural turf fields and \$400,000 for synthetic turf fields.

Jacobs Park

Jacobs Park is located in the central west section of town and is intended to be a neighborhood park to serve local residents. The following suggested improvements and additions are recommended to enhance both the existing amenities and to add amenities that the community indicated they would like to have during the community input process:

- ◆ Upgrade group picnic shade shelter to add space for more tables.
- ◆ Install ADA compliant rubberized surfacing at tot lots and add shade structures to play equipment.
- ◆ Improve paths/walkways to enhance circulation throughout the site.
- ◆ Add two new lighted tennis courts to existing facilities. (\$150,000 in CDBG Funds has already been allocated toward this project.)
- ◆ Consider redesigning the park in order to include turf practice fields (traditional turf or synthetic turf) with shaded seating and ADA access from parking and building facilities.
- ◆ Consider adding a spray/splash water play area
- ◆ Increase number of trees on site to provide shade and a greener environment.

The recommended shade shelter for the group picnic area could be funded by the Town or could be included in an asset management plan whereby advertising is allowed on the structure in exchange for paying for the cost of the shade structure. Grants and donations could also be pursued for group picnic shade shelters. Quality group picnic shade



shelters run in the range of \$50,000 including purchase and installation.

Rubberized ADA compliant surfacing for tot lots cost approximately \$55 per square foot installed. To provide the surface for a typical 1600 square foot tot lot would cost \$88,000. Community Development Block Grant (CDBG) funds or other grant funds could be used for this purpose, as well as, town funds and donations.



Paths and walkways are an important user amenity that also needs to be ADA compliant. Paths and walkways can be cement, asphalt or decomposed granite surfaces and generally cost between \$10 and \$30 per linear foot depending on the width and materials chosen for the surface.

The recommended considerations for future additions, including sports fields, tennis courts and a spray/splash pool, could be funded with park fees, grants, donations or a combination of all

three. Costs for these additions are dependent on the size and design of the facilities.

Increasing the number of trees on the site could be accomplished through a tree donation program, a community fund raising effort, environmental grants or by tax dollars allocated from the Town's General Fund.

North Park and South Park

Both North and South Parks are being recommended as locations to remain passive and open space with trails and possibly a Nature/Education Center with an improved trail head and self guided nature walk. See Section 9.2.9 for more details on these recommendations.

Paradise Park

Paradise Park is a neighborhood park located in the eastern part of town. It was developed prior to 1970 and is heavily used by the community. Although it is well maintained there are improvements that could be made to both the existing amenities and additions to the site to make it more functional and attractive for residents.

- ◆ Improve ADA access to tot lot and swings by installing rubberized playground surfacing.
- ◆ Add shade element to existing play equipment structure
- ◆ Install new play equipment specifically for 5-12 year olds
- ◆ Add a new group picnic shade shelter and two new BBQs
- ◆ Develop the existing open space area to include a water/splash play area, along with a seating and additional trees and landscaping.
- ◆ Consider redesigning the park to include two turf ball fields (traditional turf or synthetic turf) with shaded bleacher seating and ADA access from parking and building facilities.



Implementation strategies for the suggested improvements and recommended additions are the same as those for Jacobs Park. In fact the Town should consider bundling similar improvements for several existing parks together, such as tot lot improvements or field development and pursue funding and construction of all sites as one package project. This could result in lower overall costs, more timely completion of improvements and positively impact several areas of town at one time.

Sunnyslope Park

Sunnyslope Park consists of 2.53 acres that currently contains a Bicycle Motor Cross (BMX) track/course and eight undeveloped acres. This site is being recommended for future

development as an Extreme Sports Park. See recommendations in Section 9.2.8.

Remembrance Park

Remembrance Park is a special use facility consisting of a memorial to the country’s veterans and containing a public art piece. It has yet to be determined if the memorial and public art piece will need to be relocated when the Old Town Specific Plan is implemented. If Remembrance Park does have to be relocated due to the realignment of SR 62 there are two possible locations where it could be accommodated. The first is to include it in the design and development of the Old Town Specific Plan as an entry mode for either the west end or east end of Old Town. The second suggestion would be to include it in the redesign and development of the civic center complex and neighborhood park at the current community center site when that site is developed.

9.2.13a: Estimated Costs for Improvements to Existing Parks

The costs for the suggested recommendations for additions to existing parks will have to be determined when the specific plans for each of the parks are developed and the exact number of additional amenities is determined.

The following is an estimate of the costs for improving existing amenities at two of the park sites for the Town to consider when budgeting for its capital improvement program.

Machris Park

Rubberized surface for Tot Lots	\$120,000
Shade Structure for Tot Lot	\$55,000
Bleacher Shade Structure	\$25,000
Additional trees/landscaping	\$50,000
Two tennis courts	\$250,000

Jacobs Park

Group Picnic Shade Shelter	\$35,000
Rubberized Surface for Tot Lots	\$85,000
Additional Trees/Landscaping	\$50,000
Two tennis courts	\$250,000

Paradise Park

Rubberized Surface for Tot Lots	\$80,000
Shade Structure for Tot Lot	\$45,000
New Play Equipment	\$40,000
Group Picnic Facility	\$85,000

The estimated total funding needed for the suggested recommended improvements at these three park sites is \$670,000. This amount could be offset by allowing shade shelter advertising or by community donation efforts for additional park trees. The Town could pursue CDBG or other grant funds for these improvements also.

The extent the Town wishes to pursue expenditures for improvements to these parks versus adding amenities to these parks or developing new parks will have to be a decision of its elected officials during their annual strategic planning process.

9.2.14: Options Regarding Blue Skies Golf & Country Club

The Town should continue to monitor the redevelopment of the Blue Skies Golf and Country Club and work with them to develop youth and adult golf programs through the Community Services Department when the facility is reopened.

If the current owners do not continue with the redevelopment of the golf course the Town should consider pursuing one the following options in order to insure that the golf course is not lost for public recreation:

Option 1: Acquire the golf course by entering into a contract with a Golf Course Development and Management Company (such as Arnold Palmer Golf, Landmark Golf, National Golf, etc.) to lease the property to them for development and operation, whereby the Town would use Revenue Bonds to purchase the property and lease income from the Golf Development and Management Company to pay for the Revenue Bonds.

Option 2: Provide “pass through” financing to the existing owners to finish the golf course by use of “Lease Purchase Financing” using the property as collateral if the owners default on the lease purchase payments.

Under this option the Town would lease the golf course from the owners by entering into a lease purchase agreement, then lease the golf course back to the owners along with funding to complete the agreed upon golf course improvements. The owners would pay lease fees to the Town until the lease purchase agreement amount is paid off. If the owners default on the lease payments the Town would then own the golf course property without any further expense.

Option 3: Submit a referendum to the voters to increase taxes in order to sell a Park Bond for the acquisition of the golf course property and development and operation by the Community Services Department either directly or by contracting with a golf management company. This option would require considerable community support for the Town purchasing the golf course as it would require a two thirds voter approval.

Hopefully, the owners of the golf course will be able to obtain private funding or financing and will complete the redevelopment of the golf course. However, the golf course is an important recreation facility for Yucca Valley and the high desert communities so the Town should be prepared and have a contingency plan for preserving the golf course if the owners are unable to complete the improvements and reopen the course.

The primary attraction and use of the golf course is for youth and seniors, consequently, the golf course is an important facility in the overall master plan for providing recreational activities that deter anti-social behavior and contribute to active lifestyles. The golf course is also a key component for marketing Yucca Valley as a tourist destination, along with the “Old Town Cultural Corridor,” Joshua Tree National Park, and Yucca Valley Show Grounds, Events and Equestrian Center. Loss of Yucca Valley’s only golf course would have a negative impact on the Town and thus its redevelopment should be monitored closely.

9.2.15: Potential Development of Burnt Mountain Park



The Burnt Mountain area is the site of an abandoned resort that currently contains three tennis court and the remnants of a swimming pool and buildings of the former retreat/resort. During the community workshops and interviews several of the participants suggested that this site would be good to preserve as a neighborhood park and trail head for trails leading into the adjacent hills that could connect to the future South Side Neighborhood Park location.

The site is located in the south part of Town within a residential neighborhood and does possess a viewshed worth preserving. Besides developing a trail head and some view points; the park amenities should include preserving the tennis courts, adding tot lot/children’s play equipment, and a picnic area.

9.2.15a: Implementation Strategy

The amount of acreage in the Burnt Mountain area to be acquired for park purposes would have to be determined after further study as to what amenities should be included in a specific plan for the area. The concept of a possible land exchange could be explored with the current owners of the property whereby the Town may be able to trade property of equal value in order to secure property in the Burnt Mountain area for the above described recreation purposes.

If a land exchange is not feasible then acquiring the property through park fees or grants is another option. The Town should also consider bundling the acquisition and development of this site into a package development option; whereby, the Town would seek a park bond to develop several of the recommendations listed above.

9.3 Work Program 2008-2020

The following time line is a suggested work program plan based on the demand and needs analysis and the projected timelines for planning, negotiating and funding the various facility recommendations listed above. Obviously, trying to determine time frames and funding requirements is difficult and somewhat subjective; however, the suggested plan should serve as a starting place for Town staff to proceed with future facility development.

RECOMMENDATION	2008-2012	2013-2017	2018-2020
Reconfiguration of existing Community Center Complex for a Civic Center and Neighborhood Park	<ul style="list-style-type: none"> ▪ Prepare Specific Plan ▪ Determine Costs ▪ Develop Funding ▪ Bid Project 	<ul style="list-style-type: none"> ▪ Construct Project ▪ Move In & Operation 	
Old Town Specific Plan Cultural Corridor containing the Hi Desert Nature Museum, Yucca Valley Branch Library, and Amphitheater/ Activities Plaza	<ul style="list-style-type: none"> ▪ Determine location(s) ▪ Acquire Property ▪ Prepare Specific Plan ▪ Develop Funding ▪ Bid Project ▪ Begin Construction 	<ul style="list-style-type: none"> ▪ Finish Construction ▪ Move In & Operation 	
Multigenerational Community Center Complex	<ul style="list-style-type: none"> ▪ Acquire Property ▪ Prepare Specific Plan ▪ Determine Costs ▪ Develop Funding ▪ Determine Phasing ▪ Bid Project ▪ Construct Project ▪ Move In & Operation 	<ul style="list-style-type: none"> ▪ If project was phased proceed with Phase 2 	<ul style="list-style-type: none"> ▪ If project was phased proceed with Phase 3
Performing Arts Facility in coordination with Yucca Valley High School	<ul style="list-style-type: none"> ▪ Negotiate Agreement ▪ Prepare Specific Plan ▪ Develop Funding ▪ Bid Project 	<ul style="list-style-type: none"> ▪ Construct Project ▪ Move In & Operation 	
Yucca Valley Events, Showground & Equestrian Center	<ul style="list-style-type: none"> ▪ Meet w/County/State ▪ Determine Acq. Req. ▪ Prepare Specific Plan ▪ Develop Agreements ▪ Secure Funding ▪ Determine Phases ▪ Prepare EIR 	<ul style="list-style-type: none"> ▪ Acquire Property ▪ Provide Infrastructure ▪ SR 247 Improvements ▪ Bid Project ▪ Construct Project ▪ Begin Operation 	
Aquatics Center Complex in coordination with a revitalized Boys & Girls Club and West End Community Park with Sports Fields	<ul style="list-style-type: none"> ▪ Prepare Specific Plan ▪ Negotiate Agreements ▪ Secure Funding ▪ Acquire Property ▪ Determine Phases ▪ Bid Project 	<ul style="list-style-type: none"> ▪ Construct 1st Phase ▪ Move In & Operation ▪ Bid 2nd Phase ▪ Construct 2nd Phase 	

East End Community Sports Park	<ul style="list-style-type: none"> ▪ Prepare Specific Plan ▪ Negotiate Agreements ▪ Secure Funding ▪ Acquire Property ▪ Determine Phases ▪ Bid Project 	<ul style="list-style-type: none"> ▪ Construct 1st Phase ▪ Move In & Operation ▪ Bid 2nd Phase 	<ul style="list-style-type: none"> ▪ Construct 2nd Phase ▪ Complete Project
Sunnyslope Extreme Sports Park with a Skateboard, BMX, Climbing, Exercise Course and Dog Park	<ul style="list-style-type: none"> ▪ Prepare Specific Plan ▪ Negotiate Agreements ▪ Secure Funding ▪ Bid Project ▪ Construct Project 		
Trail Head and Self-Guided Nature Trail at North Park and South Park	<ul style="list-style-type: none"> ▪ Meet with BLM ▪ Negotiate Agreements ▪ Prepare Specific Plans ▪ Pursue Grants ▪ Secure Funding 	<ul style="list-style-type: none"> ▪ Bid Both Projects ▪ Construct Projects 	
Yucca Mesa Community Park	<ul style="list-style-type: none"> ▪ Determine Location ▪ Explore JPA ▪ Prepare Specific Plan ▪ Secure Funding ▪ Acquire Property 	<ul style="list-style-type: none"> ▪ Bid Project ▪ Construct Project ▪ Move On & Operation 	
Southside Neighborhood Park	<ul style="list-style-type: none"> ▪ Prepare Specific Plan ▪ Determine Surplus ▪ Secure Funding ▪ Bid Project ▪ Construct Project 		
Yucca Valley Trails System starting with the Yucca Creek Wash Trail	<ul style="list-style-type: none"> ▪ Prepare Specific Plans ▪ Pursue Grants ▪ Determine 1st Phase ▪ Secure Funding ▪ Construct 1st Phase ▪ Decide Future Phases 	<ul style="list-style-type: none"> ▪ Proceed w/Phases 	<ul style="list-style-type: none"> ▪ Proceed w/Phases
Improvements to Existing Parks	<ul style="list-style-type: none"> ▪ Determine Priorities ▪ Prepare Specific Plans ▪ Secure Funding ▪ Begin Improvements 	<ul style="list-style-type: none"> ▪ Continue Priorities 	<ul style="list-style-type: none"> ▪ Continue Priorities
Options regarding Blue Skies Golf & Country Club	<ul style="list-style-type: none"> ▪ Monitor Progress ▪ Determine Options ▪ Proceed If Needed 		
Potential Development of Burnt Mountain Park	<ul style="list-style-type: none"> ▪ Determine Priority ▪ Prepare Specific Plan ▪ Secure Funding ▪ Pursue Acquisition 	<ul style="list-style-type: none"> ▪ Bid Project ▪ Construct Project 	

The total estimated cost to implement all of the suggested recommendations can seem overwhelming; however, if the project recommendations are approached on an individual basis and the strategies and funding suggestions are pursued, it will be quite possible that the recommendations can be accomplished over the projected timelines.

The recommendations have not been put in any priority order due to the vast array of facility needs and the different implementation strategies that can be pursued for each recommendation. While some groups in the community may want immediate results on one particular project, the reality is that Town staff will have to divide its efforts and pursue all of

the projects in the Master Plan as the opportunities for planning, land acquisition, and funding become available. Positioning the Town to take advantage of potential joint development agreements, funding opportunities and other agency participation is the best strategy to eventually accomplish all of the recommended projects.

9.4 Recreation Program Recommendations and Strategies

As part of the Park and Recreation Master Plan, the Town requested that the process include an analysis of current recreation programs and services. The consultant team was also asked to make recommendations regarding the types of new programs and services needed, as well as evaluate how existing programs and services could be offered more efficiently.

This section of the master plan will be presented in the second draft of the master plan document.

9.5 Asset Management Recommendations and Strategies

The Town of Yucca Valley Park and Recreation facilities have a history of being heavily used by the community. The Park, Recreation and Open Space Master Plan recommends several new facilities including regional park facilities; a civic center complex; a community center complex; a cultural corridor in old town; new community and neighborhood parks; and a new aquatic center, all with potential value for asset management programs.

Through the community input process and surveys the consensus was that the community understood the need for revenue development and would be generally accepting of some commercialization of these proposed facilities in order to insure quality programming and proper maintenance.

However, there was concern expressed regarding aesthetics and too much commercialization of public facilities.

The three components to developing an asset management plan are:

- ◆ Revenue from facility rentals, fees, and charges.
- ◆ Leases or licenses for private concessions.

- ◆ Advertising/vending/sponsorship opportunities.

Based on the recommended future projects outlined in the master plan the project team has developed the following list of advertising/vending/sponsorship opportunities for consideration by the Town to help it generate additional revenue for which to use in operating and maintaining these new facilities:

- ◆ Parking lot and walkway banner programs.
- ◆ Shade shelter advertising.
- ◆ Information and advertising kiosks.
- ◆ Trash receptacle advertising.
- ◆ Telecommunication tower leases.
- ◆ Naming rights and/or facility sponsorship.
- ◆ Soda/water/juice/snack vending.

Several of these revenue categories are advertising programs and the potential revenue is dependant upon the number of impressions that can be generated on the proposed site. In advertising terms, there are two types of impressions, repeat impressions and one-time impressions. Repeat impressions are those exposures to the same people over and over and one-time impressions are those that people see passing by just once. Companies who are trying to establish a brand identity like to advertise at locations that provide repeat impressions, while established brands prefer one-time locations that provide for brand reinforcement.

The facilities proposed for Yucca Valley have the potential to offer both types of advertising locations. The value of these locations is determined by the number of visits and the amount of participation at each site. It is best to “bundle” the sites and offer potential contracts for each category at all sites.

The extent of advertising programs the Town wishes to use to offset maintenance and operational costs will have to be a policy decision made by elected officials. The key is to design the facilities with these programs in mind so that they fit in and look a part of the environment instead of looking like

after thoughts that stand out and are unsightly additions. They need to be attractive structures, located for maximum exposure and have control as to content, so as not to create public controversy or opposition. The extent of commercial advertising should not be offensive to visitors or participants or it will defeat the purpose and turn people away from using the facilities.

In preparing the market analysis for using Town facilities to raise revenue in order to offset the cost of operating and maintaining the facilities the town will have to consider several factors:

- ◆ The economic makeup and image of the Town.
- ◆ The types of facilities, their projected use and attendance.
- ◆ The community's perception and acceptance of commercialization.
- ◆ Income levels, race, ethnicity, and age demographics.
- ◆ The town's ordinances and regulations regarding signage, advertising, and use of public property for private commercial purposes.
- ◆ The demand in the market place for commercial exposure in Yucca Valley.
- ◆ The town's ability to manage asset management contracts.
- ◆ The political environment for balancing the need for revenue versus commercialization of public facilities.
- ◆ Aesthetics, logistics, and the cost versus revenue benefits of asset management programs.

Generating revenue from the use of public facilities is a business venture and thus requires good business decisions and good business practices when implementing asset management programs. For example, an agency cannot decide to implement an information/advertising kiosk program at its parks and facilities but then decide to hide the kiosk in an obscure location because it doesn't want to appear that it is commercializing its facilities. By designing the kiosk to be attractive and fit into the theme of the facility the kiosks actually become an integral part of the facility environment

and an essential amenity to provide information to site visitors.

It is recommended that when the Town proceeds with the design of new facilities that the design process contains an analysis of potential asset management opportunities to generate revenue to offset operation and maintenance costs.

By doing this the town can develop attractive quality new facilities that have financial sustainability in the future.



TOWN OF YUCCA VALLEY PARKS AND RECREATION MASTER PLAN 2007

Appendices
(Placeholder)

