

1.0

PARKS AND RECREATION

PLANNING OVERVIEW

CHAPTER 1.0

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1.1 BACKGROUND AND PURPOSE

The City of Santa Paula entered into an agreement with Purkiss Rose-RSI to update its Parks and Recreation Master Plan. With the consultant team in place, work began in May 2005. An updated Master Plan will provide the City with park standards, strategies and policies to meet the community's growing recreation needs through public and private resources.

The Plan recommends improvements to existing parks facilities and identifies the possibilities for new projects. Presented in six sections, the Plan identifies existing resources in the community, discusses its current and future needs and provides an action plan for implementation. The Plan was developed in conformance with the City's General Plan, including the draft Recreation Element, which Purkiss Rose – RSI recommends the City adopt as soon as possible.

Public input was an important part of the information gathering process. The Consultant team conducted a public workshop to gather input from the community. Survey questionnaires concerning sports field use and recreation facility and program needs and issues were sent to community leaders, local nonprofit service providers and City staff. Information was also obtained from personal interviews with City Council, City Planning Commission, City Department Heads, Community leaders and neighborhood stakeholders. These methods allowed the community the opportunity to share their views and ideas concerning parks and recreation in Santa Paula with the City's consultants. This participation provided a variety of perspectives and helped the consultants form a comprehensive picture of the community's recreation wants and desires.

Additional documents were used to gather information and background to help develop the Master Plan. Program materials from the City's Recreation Department, City documents such as the General Plan and Citywide Vision Plan provided useful information. Interviews with Commissioners, Council members and local service providers gave the consultant team valuable information regarding the current and future needs of the community. Site visitations of current facilities and analysis of current programs were also part of the process. The consultant team also reviewed the City's demographic trends and economic conditions.

The updated Master Plan will provide the City Council and staff with guidelines and strategies to use when dealing with issues associated with the difficult job of determining how to spend the City's limited resources in the area of Parks and Recreation. The document is presented in six sections. Section One of the text provides an overview and history. Section Two is an inventory of current recreation resources in the community. Section Three discusses the demand and needs for parks, facilities and programs. Section Four suggests policies and guidelines. Section Five provides resources for fiscal analysis and capital improvement. The final section, suggests strategies, policies and action items to meet the community's recreation needs through a variety of methods.

1.2 HISTORY OF SANTA PAULA

The City of Santa Paula is located 65 miles northwest of Los Angeles and 14 miles east of the Pacific Ocean. Santa Paula is the geographical center of Ventura County, situated in the agricultural Santa Clara River Valley. The City is in a picturesque area surrounded by rolling hills and mountain peaks in addition to orange, lemon and avocado groves. Santa Paula has been referred to as the "*Citrus Capital of the World.*"

The original community that has become known as Santa Paula was established by the Chumash Indians as the villages of Mupu and Sisa. The land was later given away as part of a Spanish land grant to Rancho Santa Paula and Saticoy in 1840. In the 1860s, the area was subdivided into small farms. In 1880, oil was discovered in Santa Paula leading to the formation of the Union Oil Company in 1890. The City of Santa Paula was incorporated on April 22, 1902. In the early 1900s Santa Paula was an active area for movie making and was considered the pre Hollywood film capital. The City was a major distribution point for citrus fruits in the United States and is also noted for avocado producing and processing. The community has a small town image, ideal climate, numerous City events and quaint residential neighborhoods. It is also in close proximity to the many tourist, recreational, and cultural activities available throughout Southern California, which makes it an ideal place to live, work or visit.

Santa Paula currently covers an area of 4.6 square miles (*Exhibit 1.1, City Map*) and has a current population of 29,292 which is 26.4% White, 71.2% Hispanic or Latino and 2.4% all other races. Santa Paula is California's 232nd largest city.

1.3 COMMUNITY OVERVIEW

The City of Santa Paula is in a period of transition. Over the past 50 years the major land uses have been agriculture, oil, and residential development to support these major industries. Recent growth is transitioning its land uses to more residential, retail, commercial, industrial, and tourism uses. The community has a strong interest in preserving its quaint small town feel and historical past while managing its future growth to produce quality neighborhoods that translate to healthy and happy lifestyles.

The first step in determining the community's present and future needs for park and recreation facilities and community service programs is to understand the current and future demographics and characteristics of the City. The current population of 29,292 is projected to grow over the next 10 to 15 years to an estimated 38,000 residents. Consequently, this master plan uses park standards and facility standards as recommended by the California Park and Recreation Society and the National Recreation and Park Association for cities with 30,000 to 50,000 population to determine what facilities are currently needed in Santa Paula and what will be needed over the next 15 years to provide the type of services, activities and life styles desired by the community in Santa Paula.

Although future ethnic demographics are projected to transition to a greater mix of Hispanic and non-Hispanic residents, there will still be a substantial Hispanic or Latino population in Santa Paula in the future, and consequently, a high priority for the City will be to continue to address the specific needs and cultural desires of the Hispanic community.

As of 2002, the median home value was estimated at \$286,959 by the University California Santa Barbara Economic Forecast Project. Housing values have increased an average of 40% over the past three years which would make the current median home value approximately \$401,743. As of 2002 the medium family income was \$45,419 which was below the U.S. average of \$50,046. Median incomes are projected to increase in the future as new development takes place and new commercial, retail and manufacturing jobs come on line. Consequently, a majority of the current population probably cannot afford community service programs and activities that would provide the City with full cost recovery for providing those services. However, the City should be able to move toward more fee based programs that approach cost recovery as the future demographics change and the demand for such programs increases.

Current unemployment in Santa Paula is relatively low at about 4%. This trend is forecasted to continue. According to the 2000 Economic Data from the U.S. Census Bureau, 65% of the population in Santa Paula commutes to jobs outside the City, while 31% of the population works within the City. This trend will probably continue in the future. The occupants of future residential growth will tend to be people currently working in the urban areas of Los Angeles and Ventura Counties who want to live in the small town atmosphere and life styles of the anticipated developments in Santa Paula. Future residents can be expected to commute to regional or centralized park facilities. This fact should be taken into account when planning for facilities that serve a city wide audience such as sports complexes, swimming pools, community centers, and special use facilities, such as trails.

On September 20, 2004, the Santa Paula City Council adopted a Citywide Vision Implementation Plan which outlined several objectives for the City regarding Community Services and Park Facilities. The vision plan recognized the following priorities:

- Projects for youth
- Education
- Showcasing the City's mural program
- Providing better maintenance of existing City facilities
- Developing a community calendar and clearing house for community events
- Adding bike racks at convenient locations throughout the City
- Encouraging public art

These objectives are incorporated into the policies and action plans recommended in *Chapter 4* of this document.

The City of Santa Paula is experiencing issues associated with population growth and transitioning demographics. The citizenry is becoming more active and vocal regarding its needs and desires, and it wants a more active role in planning for the future of Santa Paula. Involving residents, stakeholders, and special interest groups in the planning and development of Park and Recreation facilities and Community Service programs will be a key factor in the successful implementation of the Park and Recreation Master Plan.

1.4 COMMUNITY GOALS FOR THE PARKS AND RECREATION MASTER PLAN

The purpose of the Master Plan is to identify recreation demand and needs of the community and to develop goals that will be supported by the community and lead to a strategic plan for the improvement of existing parks, acquisition of park land, and the development of new park facilities.

The following goals for community parks and recreation were identified during the community input process:

- Identify current and future recreation facilities needs and priorities in Santa Paula
- Identify current and future community services and recreation program needs in Santa Paula
- Determine the amount, location and priority of parkland acquisition
- Establish appropriate maintenance standards and levels of operation for existing and future parks and recreation facilities
- Establish an Asset Management Plan and Funding/Financing Plan that will provide potential revenue sources and an implementation strategy.

1.5 RELATED CITY PLANS, POLICIES AND PROGRAMS

As part of the development of this Master Plan document, the consultant team reviewed prior park master plans developed for the City, draft elements to the City's existing General Plan, proposed General Plan amendments – specifically the Fagan Ranch development proposal and the draft Park and Recreation Element to the General Plan that is currently in the process of being adopted. The consulting team also reviewed the Santa Paula Citywide Vision Plan. The General Plan, draft Park and Recreation Facilities Element, and the Citywide Vision Plan are discussed in the following sections.

1.5.1 CITY OF SANTA PAULA GENERAL PLAN

The General Plan for the City of Santa Paula was adopted in 1998. It contains five main sections which are the *Land Use Element*, *Circulation Element*, and *Conservation and Open Space Element*, *Noise Element*, and the *Safety Element*. There is a draft Parks and Recreation Facilities element that is being considered for inclusion in the General Plan. This draft element addresses specific issues related to the development of new parks and rehabilitation of existing parks and works closely with the five main Elements in the General Plan. The draft element will be discussed in Section 1.5.2.

The *Land Use Element* section includes an inventory of existing City parkland which totals 36.5 acres. It also identifies major open space areas such as the Adams and Fagan Barrancas and references the National Recreation and Park Association (NRPA) standard of a City providing five acres of parkland per one thousand residents.

The *Conservation and Open Space Element* addresses the need for a balance of parks and open space that provide intense recreational activity, community activities, and passive open space enjoyment. There is mention of school sites providing recreational opportunities, and there is a subsection titled “Parkland Acquisition and Development Standards” that recommends the City develop a Quimby Ordinance to lessen the shortfall the City has in adhering to the NRPA standard of five acres of parkland per 1000 residents. The issue of a Quimby Ordinance for the City is addressed in *Chapter 4* in this document.

The remaining Elements in the General Plan (*Circulation, Noise, and Safety*) have peripheral relevance to the Parks and Recreation Master Plan and should be referenced by staff when evaluating Parks and Recreation policy decisions.

1.5.2 CITY OF SANTA PAULA DRAFT RECREATION FACILITIES ELEMENT OF THE GENERAL PLAN

This proposed element is comprised of five sections:

1. Purpose and Authority,
2. Existing Conditions and Issues;
3. Goals, Objectives and Policies,
4. Implications of General Plan Build-Out, and
5. Relationship to Other General Plan Elements.

When adopted, this Element will complement the General Plan as it relates to parks and recreation facilities issues and specifically as it extends the language and intent of the *Land Use, Open Space, and Circulation* Elements of the General Plan.

Several key points are developed in the Draft Element. One is the necessity of the document to be included in the General Plan if the City is to take advantage of the Quimby Act park dedication process. (See *Section 1.5.4* for additional information on Quimby Act.)

There is a Park Classification system that varies somewhat from the criteria used in this document. However, there is no inherent conflict that would prevent the City from moving forward with adoption of the element and eventually this document.

Lastly, and probably most importantly, the draft element identifies nine focused and well articulated goals for the City to accomplish in order to achieve a balanced and well developed park and recreation facility program. Key objectives of the goals include; seeking public input prior to the design of new parks and recreation facilities; preservation of critical habitat, open space, and scenic views; enhancement of the aesthetic character of Santa Paula; and development of a trails system for the City.

1.5.3. CITY OF SANTA PAULA CITYWIDE VISION PLAN

The Santa Paula Citywide Visioning process was initiated in September 2003, as an effort to bring the community together to create a vision of where it wants to be in the future and a plan to make

that vision a reality. An intensive community-based process yielded thousands of ideas and thoughts about Santa Paula from both adults and youth in the City. As a result of these efforts, a vision statement and a series of goals and action steps that support the values, challenges, and visions expressed by the Santa Paula community were provided in the Vision Plan. The Plan was presented to the Santa Paula City Council on June 21, 2004, and is to be used to help guide future decisions, set new City priorities and policies, and implement projects that are important to the community. The Vision priorities pertaining to parks and recreation adopted by City Council as part of the Citywide Vision Implementation Plan are as follows:

- Develop priority projects list for youth and education.
- Develop a plan to showcase the City's mural program.
- Develop volunteer community maintenance teams.
- Investigate the addition of bike racks around Santa Paula.
- Investigate a "percent for art" program to encourage art in all new development projects.
- Establish yearly roundtable meetings for all local organizations, clubs, City and neighborhood organizations to communicate goals and activities for the coming year.

In addition, the Plan also outlines the following goals and action steps for park and recreation:

Goal I: Develop safe neighborhood parks that meet the needs of all ages.

- Improve existing parks facilities.
- Build additional neighborhood parks in Santa Paula.
- Improve lighting at existing parks.
- Establish a dog park.

Goal II: Provide for and expand recreational activities for the community and for local youth.

- Build more sports fields for soccer and other team sports for both youth and adults.
- Expand library hours.
- Regularly provide movies in the park.
- Investigate the development of a community swimming pool.
- Maintain existing and establish new after-school programs at all schools.
- Collaborate with private entities to offer residents discounted activities (e.g. yoga, horseback riding, scrap booking, etc.).
- Ensure activities are accessible to those with special needs, and are culturally and language sensitive.

Goal III: Expand local bicycle and pedestrian trails.

- Develop a multi-use trail along river.
- Create connections to regional trails.
- Expand the bicycle routes and create a bicycle map.

The Citywide Vision Plan was incorporated into this document during the development of the various action items, policies, goals and objectives contained in *Chapter 4*.

1.5.4 THE CALIFORNIA OIL MUSEUM OF SANTA PAULA

The Community Services Department operates the California Oil Museum under its cultural and tourism programs. The property housing the Oil Museum was originally owned by Union Oil which has now been bought by Chevron Land and Oil. When Union Oil owned the property, they supported the Museum financially and were considering a donation of the property to the City when Union was sold to Chevron. As of this writing, Chevron has yet to determine its future relationship with the Oil Museum.

While Union Oil owned the property, they provided the Museum with \$10,000 in annual membership support for operations, and they underwrote fund raising events for the Museum. In addition, most of the people who have contributed to the Endowment Fund for the Museum are people from either Union Oil or are associated with the oil industry. The original purpose of the Oil Museum was to preserve the history of the oil industry in California. Consequently, several permanent exhibits and several areas of the Oil Museum have been named after individuals associated with the oil industry who have contributed to the Museum.

The permanent exhibits that depict the history of the oil industry in California are high tech exhibits that provide computer animation, video presentations, and other types of interactive programs that require periodic upgrading of equipment and software. In addition to the permanent exhibits, the Museum has hosted changing exhibitions with themes of science and transportation since 1997. The Museum usually contracts for one traveling exhibition per year at an average cost of \$10,000 each and solicits sponsorships to underwrite the exhibit. The remaining temporary exhibits have a contract curator and are mounted by museum staff and volunteers. These exhibits are usually gathered from local collections and are less expensive to mount.

The Museum receives about 80% of its visitation from tourists who come from outside of Santa Paula. The California Oil Museum of Santa Paula is definitely the anchor cultural facility for tourism in Santa Paula. Surveys show that 23% of the visitation is a result of advertising and media coverage, 27% visit because of family or friends, 27% visit on a tour, and 23% visit because they see it when driving by. Traveling exhibitions are the primary attractions for most repeat visitors. School tours make up 10% of the total visitation which currently numbers approximately 12,000 visits per year.

The total annual budget to staff, maintain, and operate the Museum is approximately \$150,000 per year, which is the minimum amount necessary to maintain the current level of operations not including capital improvements. The Museum has seen a decline in City financial support over the

past three years to \$68,000 this year which will be reduced to \$50,000 next year. The Museum raised about \$75,000 in revenue last year from operations which include membership dues, admission fees, tour fees, store sales, memberships, special events, and endowment fund interest. About \$20,000 of this revenue was corporate support from Unocal and Vortex Petroleum, which is subject to change. The Museum covers the rest of its budget from reserves, donations, and budget reductions. The membership plan, endowment, annual gift campaign, tour fees, store expansion, and admission fees were instituted in 1999. The Endowment Fund is currently around \$500,000 and needs to be increased to between \$1.5 and \$2 million to provide the interest necessary to maintain operations. When the City instituted the charging of admission fees, attendance declined. It may be time for a review of admission fees to determine if lower fees would result in greater volume and thus increased revenue, or if admission fees are currently at market value, and lower fees would not increase attendance.

Volunteers play a very important role in the Museum operations, and it has been fairly easy to recruit and interest volunteers in working at the Museum. Most of the volunteers are senior citizens who enjoy the cultural atmosphere of the Museum and tend to stay a volunteer at the Museum for many years.

The Museum does some marketing but only has a \$5,000 marketing budget per year. Therefore, marketing is limited to basic brochures and promotion of upcoming events. Even with this limited marketing effort visitors come from all over the world to see and learn about the history of oil production. The Museum could benefit greatly by an increased marketing effort.

Plans are in the works for three additional Museums in Santa Paula that will have both advantages and disadvantages for fund raising and marketing opportunities for the Oil Museum. The Santa Paula Art Museum will be built next to the Oil Museum; the Farm Heritage Museum will be developed at the Railroad Plaza Depot; and the Santa Paul Aviation Museum is being developed at the Santa Paula Airport. These new museums will provide opportunities for joint advertising, sharing marketing costs, and act as a museum cluster to attract tourist. Experience has shown that small towns with several museums can significantly increase tourism and this should be true in Santa Paula. The Oil Museum, along with the City, needs to make sure there is coordination and cooperation between the four museums so that each can maximize its marketing potential which will benefit the City. There will be increased competition for local support dollars when the new museums are built. The Oil Museum currently depends on local businesses and individuals for donations and support of its traveling exhibitions. The new institutions will be doing the same thing thus increasing the difficulty of securing local support as there will be a limit to the amount of philanthropic support local business and individuals can provide.

In its current marketing program the Oil Museum cannot afford to place advertisement in Sunset Magazine, Westways Magazine, and other tourist related publications. When the new museums are in operation there should be an opportunity for all four institutions to share the cost of advertising in these tourist related magazines which would significantly increase all of their attendance. The goal of the Oil Museum should be to increase its attendance to ultimately have 100,000 visitors per year and this can only be accomplished with an increased marketing program.

Unfortunately, the City currently has few motels, hotels, and bed and breakfasts and thus only receives approximately \$75,000 per year in Transit Occupancy Tax. As tourism grows in the future and more facilities are built, the City may be able to allocate a percentage of future Transit Occupancy Taxes to support joint marketing efforts of the four museums.

With the purchase of Union Oil by Chevron, the future is uncertain as to corporate support from Chevron for the California Oil Museum. The City needs to take the lead in contacting and negotiating with Chevron to determine the future of the Museum. There are two paths the City could pursue. In the past the City has pursued the donation of the Oil Museum property to the City from Union Oil which would make the City the sole financial entity responsible for the Museum. While this path would give the City greater control over the types of exhibitions and museum operations, it could make the Museum subject to the future financial capabilities of the City to support the Museum. The City may wish to pursue a different path and try to develop a long term corporate partnership with Chevron which would ensure private investment in the Museum.

There has been interest in the community to expand the direction of the Oil Museum and gradually change the emphasis from an Oil Museum to a Science Center or Discovery Museum. However, in the City of Thousand Oaks, Rockwell is underwriting the development of a \$30 million, 40,000 square foot Science Center which would provide major competition for attendance if the Santa Paula Oil Museum were to try to duplicate this strategy.

The Oil Museum has had some success in generating corporate memberships and corporate sponsors. However, it suffers from low visibility and limited marketing which results in limited attendance, making it difficult to entice major corporate sponsors for the museum. More exposure, marketing efforts and secure funding would increase attendance and thus future corporate support.

The Museum is now at a crossroads; should it pursue donation of the property from Chevron and become a City Museum, or should it negotiate a corporate partnership with Chevron to continue its emphasis as a specialty museum in oil history, transportation and science?

There are both advantages and disadvantages for either course of action the City may undertake. If the City pursues a donation of the property from Chevron to the City, it will have control over the property and future programming of the Museum. This would make it easier for the City to invest capital dollars into the facility to repair and provide improvements to the facility because it is a City facility. It will also allow the City to expand the themes, types of exhibitions, and direction of the programming. However, this course of action would make the City solely financially responsible for both the facility and the programming. During difficult financial times, cities usually reduce budgets for cultural programs first when determining priorities for public services. If the City were to pursue the donation of the property from Chevron, it should make sure that the endowment fund is sufficient to generate the income necessary for the minimum level of operations. And it should create a dedicated revenue source to support the Museum so that the Museum operates on a secure funding basis which will enable it to secure sponsorships and donations for programming and exhibitions.

Without an ownership interest, it is doubtful that Chevron would continue its financial support of the Museum. If the City wishes to continue to receive corporate support from Chevron for the Oil

Museum, it should consider not pursuing the donation of the property to the City but rather a long-term lease of the facility from Chevron with financial support from Chevron for programming and exhibitions. If the City were to agree to provide all facility maintenance, capital improvements, and to staff and operate the Museum in exchange for Chevron leasing the property to the City on a long-term basis and providing \$50,000 per year in financial support for the permanent Oil Industry Exhibitions, the City could recognize Chevron both at the Oil Museum and in its publications and marketing efforts.

This would give Chevron an incentive to work with the City to market and promote the Museum and to provide quality exhibitions that would increase attendance. For example, Chevron could promote the Museum with inserts in its credit card billings or it could promote the Museum by placing brochures at its retail outlets. There are many other ways the City could cooperate with Chevron to increase the marketing effort for the Museum. This would be the main advantage in a long-term lease and corporate partnership over the option of Chevron donating the property to the City.

The Oil Museum Endowment Fund would also benefit from the partnership with Chevron. By keeping the primary focus on the history of the oil industry and having oil industry corporate support it will be easier for the City to solicit contributions from both individuals and companies associated with the oil industry for the Endowment Fund.

The museum building is in need of some immediate capital improvements. Money should be budgeted to fix and replace areas that have been damaged by water and are badly deteriorated. The museum is also in need of funding to modernize and upgrade the technical aspects of the permanent exhibitions.

In summary, the California Oil Museum of Santa Paula is an extremely important asset for the City. It is the current anchor for tourist related activities in the City, and it will be the lead institution when the Santa Paula Art Museum, Farm Heritage Museum, and Aviation Museum are all completed. It is essential for the City to secure long term stable funding for the Museum and increase the Museum's attendance. This will result in increased tourism which will in turn result in increased economic benefit to the City. The Oil Museum, along with the other museums, will play a vital role in drawing both locals and tourists to the downtown, creating business for all of the downtown revitalization projects. The recommendations contained in *Chapter 6* should help the City plan a strategy to accomplish this.

1.5.5 THE QUIMBY ACT AND PARK IMPACT FEE ORDINANCE

Park standards for cities are generally established through an acreage requirement or facility requirement per 1,000 residents. The Subdivision Map Act and the Quimby Act (Section 66477 of the Government Code) relating to parkland dedication sets a state recommended minimum criteria of three acres per 1,000 people. If a city's general plan contains policies and standards for park and recreation facilities, the City may, by ordinance, impose on residential subdivisions a parkland dedication requirement or in-lieu fee for more than three acres per thousand/population. Most cities in California find that a minimum of five acres per thousand/population is needed and desirable to provide necessary park and recreation facilities and park open space to maintain the quality of life its citizens expect.

The City of Santa Paula has its own Park Impact Fee Ordinance that requires developers to pay an impact fee on a per unit basis to offset the impacts the development project will have on the City's Park and Recreation system. Santa Paula's ordinance is not a Quimby ordinance, but rather authorized under AB 1600, which allows the City to assess developments for impacts on public safety, libraries, parks, etc. By implementing both the Quimby Act and the City's Park Impact Fee Ordinance, the City can assure the following:

- It will insure that parkland is dedicated to serve residential developments.
- It will provide a funding source to acquire and develop parkland.
- It will give the City flexibility in accepting parkland dedications.
- It will establish a Park Impact Fee that the City may adopt by resolution and update on a periodic basis.

1.5.6 PARK FEES APPLIED TO COMMERCIAL AND INDUSTRIAL DEVELOPMENT

The Quimby Act does not give the City authority to extend its Park Impact Ordinance requirements to commercial and industrial property. However, many cities in California are using the authority under AB1600 to assess commercial and industrial property development a park fee. AB1600 which the City is already using to implement its Park Impact Fee Ordinance, allows cities to assess impact fees when the City completes a study showing that the proposed fee mitigates the impact of the proposed development. Nexus studies of the impacts that commercial and industrial development have on a City's park and recreation system usually allow the City to impose 5-7% of its park development and improvement costs on commercial and industrial property.

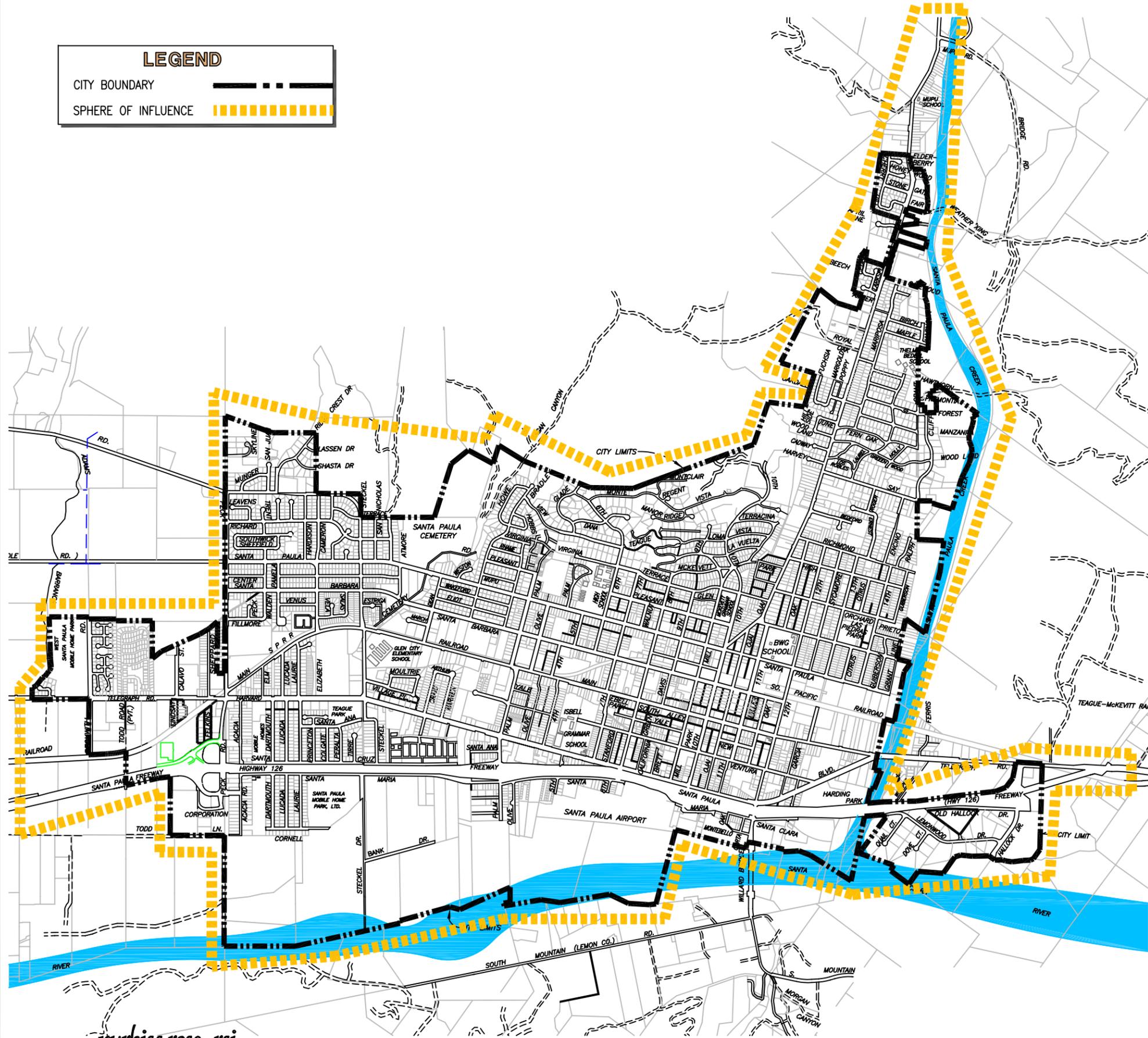
Commercial and industrial properties benefit from a well developed and operated Park and Recreation System in the City in which they do business. Employees of businesses use park facilities before and after work and during lunch. Businesses use park facilities for company parties and activities. Companies also participate in recreation programs such as softball leagues, basketball leagues, and instruction classes. A strong park and recreation system helps businesses recruit qualified personnel and provides an incentive for employees to work in the City their businesses are located, thus reducing travel time and tardiness and increasing the employees pride in its employer and the City in which they are employed.

As mentioned above, a park use study in the City of Santa Paula should show that from 5-7% of the Park and Recreation use comes from employees of businesses in the community. Consequently, the City would be justified in adopting an ordinance under the authority of AB1600 requiring developers of commercial and industrial property to pay a park fee on a per square foot of development equivalent to the percentage of use commercial and industrial properties make of the City Park and Recreation facilities. In most cities this equates to between \$.10 and \$.15 per square foot of commercial and industrial development. This fee can only be applied to new development occurring after the adoption of the City ordinance requiring the payment of the fee and cannot be collected on existing commercial and industrial properties.

For example, if the City of Santa Paula were to experience from 1½ to 2 million square feet of commercial and industrial development in the future, a park fee would produce between \$200,000 to \$300,000 for park development and improvements in the City's Capital Improvement Program. To implement a park fee on new commercial/industrial development the City will have to hire a firm to do a nexus study, determine the appropriate fee and prepare an enabling ordinance for the City Council to adopt.

LEGEND

- CITY BOUNDARY 
- SPHERE OF INFLUENCE 



purkiss-rose-rsi



SCALE: 1"=2000'



CITY MAP
CITY OF SANTA PAULA