



City of Medford
Administrative Regulation

Regulation No.:
Page:
Subject Area:
Date of Issue: New
Supersedes:

Title: Park Master Plan Policy

Purpose

Establish processes and procedures for developing a Park Master Plan.

Definition

A Park Master Plan is a document that describes all of the components of a park that will ultimately be included in the fully developed park. The master plan will contain a map showing locations of the components; text and/or pictures describing individual park elements; a detailed description of the public process which developed the plan; and all associated programming, development phasing, as well as costs estimates for the implementation of the plan.

Authority

Objectives outlined herein shall be managed by a City Manager Designee with review and recommendation by the Medford Parks and Recreation Commission and their staff liaison.

Objectives

The objective of the master plan process is to take the pulse of the citizens of Medford re. what facilities and associated programming they would like to see within the specific park land under consideration and to then distill the gathered information into a proposal supported by budget constraints as well as site constraints and opportunities. The final plan reflects the greater interests of the community; is aligned with the adopted Parks, Recreation and Leisure Services Plan; facilitates efficient park maintenance; enhances recreation division programming while meeting all federal, state and local regulations.

The master plan process shall include, at a minimum, three well publicized public meetings. The process may require additional meetings if the Parks and Recreation Commission believes further consideration of the plan is needed to fully integrate the ideas of staff and the citizens of Medford into the proposed Master Plans.

The first two meetings will be conducted as informal design charettes. The charettes are “a preliminary and conceptual park planning design tool that leads a group of people through a short, focused study to intensively brainstorm possibilities and create visual designs of the ideas they generate. The group's diverse ideas and view points contribute to developing creative results that explore a wide range of possibilities.”¹

Meeting 1: Agency staff or consultant will facilitate a public meeting in the design charettes format beginning with a project overview and followed by a discussion of site constraints, issues and opportunities. Goals and objectives for the project are discussed in a “brainstorming session” where all ideas are respectfully accepted, generating a wide range of possibilities. This first

¹ National Recreation and Parks Association definition

meeting culminates with the clear articulation of the community's list of possible components of park site and the beginning of some very general project visions.

Meeting 2: The second meeting is again conducted in a public design charettes format. The list of possible components and the very preliminary vision generated from the first meeting are revisited, with an invitation for any and all new ideas from the participants of this second meeting. These new ideas are again respectfully accepted, expanding on the concepts presented in the first meeting. The second meeting ends with a comprehensive list of possible components of a final master plan; a general understanding of the constraints, issues and opportunities of the site; a clear understanding of the varied community view points with an emerging vision for a theme for the site that can be developed into one or more preliminary master plan proposals by the design team. Additional design charettes meetings may be required if, per the Parks and Recreation Commission, the objectives of the design charettes meeting have not been met by conducting the first two meetings.

Meeting 3: Agency staff or consultant merges community and staff comments into one or more preliminary master plan proposals which are presented to the Commission at a public Parks and Recreation Commission meeting. The proposed master plan identifies all proposals in sufficient detail to assist the Commissioners in discussing the proposal, including general cost estimates, potential programming from the facility, and a narrative on how the design addresses site constraints and opportunities as well as how community comments have been addressed.

The meeting facilitator seeks to find Commission approval for one of the proposals, or approval for a combination of several Master Plan concepts presented to the Commissioners. Commissioners may make a recommendation to adopt one of the proposed plans, or request the design team bring a new master plan concept back to the Commission which represents a mixture of several of the master plan concepts presented to them

The Parks and Recreation Commission ultimately adopts a final master plan, and may recommend staff bring the approved plan to the City Council for their consideration with a Commission recommendation for Council adoption.

The Park Master Plan must be brought into the legal planning process as required by municipal code prior to development. This legal process is usually a conditional use permit (CUP) process, overseen by one or both the Planning Commission or the Site Plan Architectural Commission. The Master Plan may be modified as a result of the CUP process, enabling it to meet the requirements of the Final Order of the CUP approval.

Final changes to the Master Plan approved by the Parks and Recreation Commission will be included into a document labeled "Final Master Plan, As modified by Conditional Use Permit", identifying the CUP approval date.

Approved:

/s/ Michael Dyal
Michael Dyal, City Manager

Date