

CITY OF LARKSPUR
Staff Report

April 2, 2013 Council Meeting

DATE: March 31, 2014
TO: Honorable Mayor Morrison and Members of the City Council
FROM: Dan Schwarz, City Manager
SUBJECT: UPDATE AND NEXT STEPS FOR COMMUNITY FACILITY PROJECT
AT ROSE LANE

ACTION REQUESTED

Provide direction and feedback, as appropriate.

SUMMARY AND DISCUSSION

In 2013, the City Council adopted the Community Facility Parcel Master Plan, creating an overall vision for a 2.43-acre public parcel on Doherty Drive in the Rose Lane Development. The Master Plan recommends a joint use public facility of 20,000 to 24,000 square feet that includes core library spaces, community center spaces, and shared spaces. Outdoor spaces should include passive and active spaces compatible with the primary building uses.

For 2014, the Council has established a goal of transitioning from the broader vision of the Master Plan to a more detailed, complete facility design. The Council has also expressed a desire to work with members of the community to initiate a fundraising campaign for the new facility. Staff has been evaluating several actions to advance the Council's goals and has the following plan of action. The purpose of this agenda item is to collect feedback from the Council about these activities.

1) *Establish a Rose Lane Fund for Net Revenues from the Rose Lane Development*

In the Fiscal Year 2014-15 Budget, staff will propose that the Council establish a fund for discretionary net revenues from the Rose Lane Development. These one-time revenues are from the processing of the permits associated with the Development. Establishment of this fund would serve several purposes:

- *Inform the public of the actual net revenues available from the Development.*
- *Establish a fund from which the City can pay for the design of the Community Facility.*
- *Identify whether the City will have excess revenue that can contribute to the administration of a fundraising effort.*

2) *Issue a Request for Qualifications (RFQ) for a Design Team*

Staff is drafting a RFQ for a design team for the new facility that should be ready for issuance by the end of April. The RFQ will emphasize that respondents need to be experienced not only in the design of public facilities comparable to the Community Facility, but also in managing processes that solicit input from the community about its preferences and desires (with respect to design elements). Staff is proposing that the City Council will be the design team's client and that the City Council will make the final selection of a design.

3) *Reach Out to Members of the Committee to Establish a Fundraising Campaign*

During the preparation of the Master Plan, the Library and Recreation Community Planning Committee visited recently built libraries and community centers throughout the Bay Area. Nearly all of the cities visited by the Committee reported that it was the work of a fundraising committee (typically separate from the City, but often with involvement from elected officials) that made their facility a reality. Most also reported that these committees were not truly successful until they had professional support. The Council may want to discuss how best to promote fundraising efforts. The City may wish to use some of the Rose Lane revenues to contribute initially to the cost of a professional to support whatever committee emerges.

4) *Develop a Signage Program for the Community Facility Parcel*

Staff is working to develop a signage program for the property that will indicate it is the future home of the Community Facility. Staff hopes to bring the signage program to the Council for review in either May or June of this year. It is likely the initial signs will be temporary in nature, as the City may later wish to allow the fundraising group to place signage on and around the property.

STAFF RECOMMENDATION

It is recommended for the Council to provide direction and feedback.

Respectfully submitted,

Dan Schwarz
City Manager