



City of Rowlett

Work Session Agenda

City Council

4000 Main Street
Rowlett, TX 75088
www.rowlett.com

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Thursday, January 29, 2015

6:00 P.M.

Rowlett Community Centre – Room D
5300 Main Street

As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item herein.

The City of Rowlett reserves the right to reconvene, recess or realign the Regular Session or called Executive Session or order of business at any time prior to adjournment

1. **CALL TO ORDER**
2. **WORK SESSION (6:00 P.M.)**
 - 2A. Discuss Final Design Plan for Herfurth Park Renovations. (60 minutes)
 - 2B. Discuss Fundraising Goals for Kids Kingdom. (60 Minutes)
3. **ADJOURNMENT**

Laura Hallmark

Laura Hallmark, City Secretary

I certify that the above notice of meeting was posted on the bulletin boards located inside and outside the doors of the Municipal Center, 4000 Main Street, Rowlett, Texas, as well as on the City's website (www.rowlett.com) on the 22nd day of January 2015, by 5:00 p.m.



City of Rowlett

Staff Report

4000 Main Street
P.O. Box 99
Rowlett, TX 75080-0099
www.rowlett.com

AGENDA DATE: 01/29/15

AGENDA ITEM: 2A

TITLE

Discuss Final Design Plan for Herfurth Park Renovations. (60 minutes)

STAFF REPRESENTATIVE

Jermel Stevenson, Director of Parks and Recreation
Keith Flournoy, Parks Manager

SUMMARY

Herfurth Park has been identified as a key amenity in the redevelopment of downtown Rowlett. The purpose of this item is to provide the recommended master plan concept design by La Terra Studio.

BACKGROUND INFORMATION

On January 20, 2015, this item came before the City Council in a work session. Council decided to continue this discussion with the Parks and Recreation Advisory Board, to discuss funding, construction phasing, amenities, and expectations for the project.

As indicated above, Herfurth Park has been identified as a key amenity in the redevelopment of downtown Rowlett. In 2012 a plan to redesign the park began to be discussed. Part of that discussion included the type of park Herfurth should be in the future and how it would serve the community and the downtown area. In 2013 the park was identified by City Council as a potential site for Kids Kingdom. In 2014 staff was asked to continue developing a master plan for the park that would be inclusive of Kids Kingdom or recommend a type of playground to put at the redeveloped park.

During the March 2014 Parks and Recreation Advisory Board meeting, City staff, along with a representative from La Terra Studio, presented four concepts for Herfurth Park. The Parks Board recommended the fourth concept to the City Council. This concept represented a dog park, water feature, connectivity to the adjacent neighborhood and school as well as space for Kids Kingdom. One of the key points of discussion during the board meeting was the placement of Kids Kingdom at Herfurth Park. After considering the overall vision of downtown, the Parks Board voted to recommend the concept without the placement of Kids Kingdom in the park. Instead, the Board recommended a large playground but not the Kids Kingdom concept.

In June 2014, the City Council determined that the appropriate location for Kids Kingdom will be at Pecan Grove Park rather than Herfurth Park. City Council discussed whether or not the concepts of the plan should be a part of the upcoming bond election in 2015. City Council agreed with the preferred concept of the Parks and Recreation Advisory Board. These concepts are as follows:

Concept 2: This concept provides a classic axial design with several focal points along a central axis of the park. A dual sided pavilion is located in the upper portion of the park that can serve large or smaller more intimate performances. The lower portion of the park provides open space fields, and area for a playground, spray ground as well as a neighborhood dog park. Parking is provided by surface lots along the sides of the park as well as at the southern end adjacent to the heavier uses.

Concept 4 (Preferred): The preferred concept is a modified version of Concept 2. Added to the concept is a water feature adjacent to the dog park to help draw visitors into the park. Parking areas have been adjusted and additional space for a concept playground was determined desirable. The dog park would be sized correctly to provide an amenity for downtown residents, realizing this site is not the location for a City-wide supporting dog park. The food truck plaza from concept 3 may be incorporated into the area to the north on this plan.

DISCUSSION

Each of these concepts can be developed with a range of finishes, amenities, and final build out. It is feasible that in order to transform the current Herfurth Park into a high design, multi-use, downtown amenity as presented here, the cost could be as much as \$6 million. Extremely important in the concept is the connection to future improvements in downtown and how the vision fits into the redevelopment of downtown.

What will be presented during this work session is the plan of a phased approach to redeveloping Herfurth Park. To date, the concepts presented have not been developed to the level of precise cost estimation. This plan provides more of the cost estimations and amenities gained. Currently, efforts to coordinate this park design and other downtown efforts are underway.

FINANCIAL IMPLICATIONS

The estimated cost for this concept is approximately \$6 million. A possible funding source would be a bond item as a part of the bond election scheduled for May 2015 or in phases to include future bond elections.

RECOMMENDED ACTION

City staff seeks direction from Council to move forward with the plan as presented and to provide consensus with regard to including the project, in whole or in phases, on the 2015 bond election.

ATTACHMENT

Attachment 1 – Master Plan Concept





City of Rowlett
Staff Report

4000 Main Street
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AGENDA DATE: 01/29/15

AGENDA ITEM: 2B

TITLE

Discuss Fundraising Goals for Kids Kingdom. (60 minutes)

STAFF REPRESENTATIVE

Jermel Stevenson, Director of Parks and Recreation
Keith Flournoy, Parks Manager

SUMMARY

In Spring of 2013 Kids Kingdom was deconstructed due to severe maintenance needs and the fact that the treated wood of the playground had been banned because it was treated with Chromated Copper Arsenate (CCA). After the removal of the playground, the City Council committed \$100,000 towards the rebuilding of a New Kids Kingdom and challenged the community to initiate fundraising efforts for a new playground to match the City contribution, with \$100,000 being the initial fundraising goal as stated in the June 4, 2013, City Council work session. Fundraising efforts to match Council's commitment began soon after by the PARDners Foundation with limited success. We expect an increase in donations after we get an actual cost of what it will take to replace the playground.

BACKGROUND INFORMATION

On January 20, 2015, this item came before the City Council in a work session. Council decided to continue this discussion with the Parks and Recreation Advisory Board, to discuss fund raising goals and expectations for the project.

The Parks Advisory Board has established an Ad-Hoc playground committee to lead the rebuild efforts of the New Kids Kingdom. In December 2014, the firm Play-By-Design was selected through the RFQ process as our consultant on this project. The playground committee has established several sub-committees in the areas of materials, tools, marketing, food, volunteers, site coordinator, general coordinator, child care, special needs and fundraising. Each subcommittee chairperson has been given roles and responsibilities.

The Playground Committee met on Monday, January 5, 2015, to discuss plans for the upcoming "Playground Design Unveiling Day" and fundraising goals. The committee decided to table establishing fundraising goals until after we have the cost estimate for the New Kids Kingdom from the consultants. The goal for the Unveiling Day will be to establish a volunteer base, which is necessary as we progress towards a build day.

During the week of January 5, 2015, over 5,000 letters were sent home to students in the Rowlett elementary schools inviting parents to bring their kids to our "Playground Design Unveiling Day", which will be held on Friday, January 16, 2015, at the Rowlett High School Cafeteria from 6:00pm to 8:00pm. The children were given the opportunity as a project to submit drawings of their New Kids Kingdom. Those drawings were collected by staff and given to the designers from Play-By-

Design, who will use those drawings to create a conceptual design inspired by the children's drawings. The drawings will be put on display in the Rowlett High School Cafeteria during the unveiling event.

DISCUSSION

Initially, the Playground Committee has not established a fundraising goal at this time for the rebuild of Kids Kingdom. Their preference is to wait until we have an actual cost of the playground then to establish a fundraising goal. We anticipate having an estimate from Play-by-Design sometime during the week of January 26, 2015. Also, the committee has had discussions relative to the upcoming bond as to how much money will be allocated for Kids Kingdom. We anticipate knowing the amount being recommended by February 17, 2015. Once the bond amount is decided along with the actual cost estimate for construction, the committee feels a fundraising goal can be established. The committee wants to be certain that any fundraising goals that are established are realistic and obtainable. In addition to the aforementioned \$100,000 committed by the City Council, there is an estimated \$13,338 that has been raised through the PARDners Foundation, Keep Rowlett Beautiful, and some funds were donated directly to the City. If the goal of matching \$100,000 is still the target, then considerable work remains to be done.

Currently, a majority of the Committee has expressed the opinion to eliminate the fundraising efforts entirely. Their idea is that a successful bond can finance the entire project. However the prior stated Council goal of \$100,000 has not yet been met.

The purpose of our discussion tonight is to seek guidance on the following questions:

- Does the Council want to pursue fundraising efforts originally stated in the June 4, 2013, work session? (\$100,000 matching funds to City contribution)
- Does the Council want to set different goals (larger or smaller) other than the original \$100,000 Council stated goal?
- Does the Council want fundraising dollars to offset overall project costs or be used to pay for amenities?
- Does the Council want to defer the fundraising efforts until the cost estimate and bond targets are set?
- Does the Council want to eliminate the fundraising goals altogether with the intent of funding the project entirely through the bond election?

FINANCIAL/BUDGET IMPLICATIONS

Financial implications are unknown at this time. Funding and budgetary considerations will be determined pending the outcome of discussions with the City Council and their planned direction.

RECOMMENDED ACTION

Staff seeks direction to determine fundraising goals, timing and processes.