



City Council Staff Report

Subject: Northwest Rocklin Community Parks Master Plan - Contract Award

Date: April 22, 2025

Submitted By: Elizabeth Sorg, Assistant to the City Manager
Veronica Tracy, Parks and Recreation Director

Department: Parks and Recreation

Recommendation:

Adopt a Resolution of the City Council of the City of Rocklin Approving and Authorizing the City Manager to Execute a Contract with Melton Design Group for the Creation of the Northwest Rocklin Community Parks Master Plan.

Background:

Kathy Lund Park, Margaret Azevedo Park, and Whitney Park, collectively referred to as the Northwest Rocklin Community Parks (NRCP) offer a variety of amenities for Rocklin residents. These three parks are some of the largest parks in the City that are funded through the General Fund. As upgrades are needed and requests from the community are made, staff need to balance the support of current amenities with proposed upgrades. Chief among these requests are upgrades and expansion of the softball and soccer fields at the parks. As enrollment in youth sports continues to grow, these spaces have quickly become overwhelmed with conflicting uses and cannot address the growing needs of youth softball and soccer teams. Whitney Park also features 17 acres of land which includes the new bicycle pump track but is otherwise largely undeveloped. Youth sports organizations have made requests for more ball fields, and staff identified a need to create a cohesive process that plans out the growth and development of all three parks. More information is needed about anticipated needs of the community before development can begin.

In an effort to consolidate these resources and create a plan for future uses, the City released a Request for Proposals on October 15, 2024 for a Master Plan that incorporates Kathy Lund Park, Margaret Azevedo Park, and Whitney Park's undeveloped acreage. The City received six total proposals which were reviewed by staff from Parks and Recreation, the City Manager's Office, and Public Works. Three firms were invited to an interview with staff and the Chair of the Parks and Recreation Commission. Following the interviews, Melton Design Group was selected as the firm to complete the master planning process.

The purpose of the master planning process is to evaluate the current need for the parks, anticipate future needs, and propose updates to the parks that maximize the space and usage of the facilities. The intent is not to remove amenities but instead to reconfigure the amenities

and propose new uses to be more responsive to community needs. Key to the Master Plan development is community outreach. Melton Design Group has proposed a robust community outreach process which includes feedback from the City Council and Parks and Recreation Commission, residents, youth sports groups, community groups, and other stakeholders. After this outreach Melton Design group will compile all the feedback and present an analysis to staff of the needs and wants in the community.

The contract (Attachment 2) does not encumber any funding for future upgrades. Only the creation of a Master Plan is included in the contract.

Fiscal Impact:

There is no additional impact to the General Fund. Sufficient funds are available in the Fiscal Year 2024/25 Operating Budget in the General Fund (Fund 100) to support the recommendation.

ATTACHMENTS:

1. [Resolution](#)
2. [Resolution Exhibit A - Contract with Melton Design Group.pdf](#)
3. [Melton Design Group Proposal](#)