



SAN LEANDRO RECREATION AND PARKS MASTER PLAN | DRAFT

San Leandro Commissions Update | June 9, 2025

WRT with PROS Consulting, ETC Institute, and CSW | ST2



AGENDA

- Introduction
- Draft Plan Overview
- Recommendations
- Washington Manor Site-Specific Master Plan

INTRODUCTION

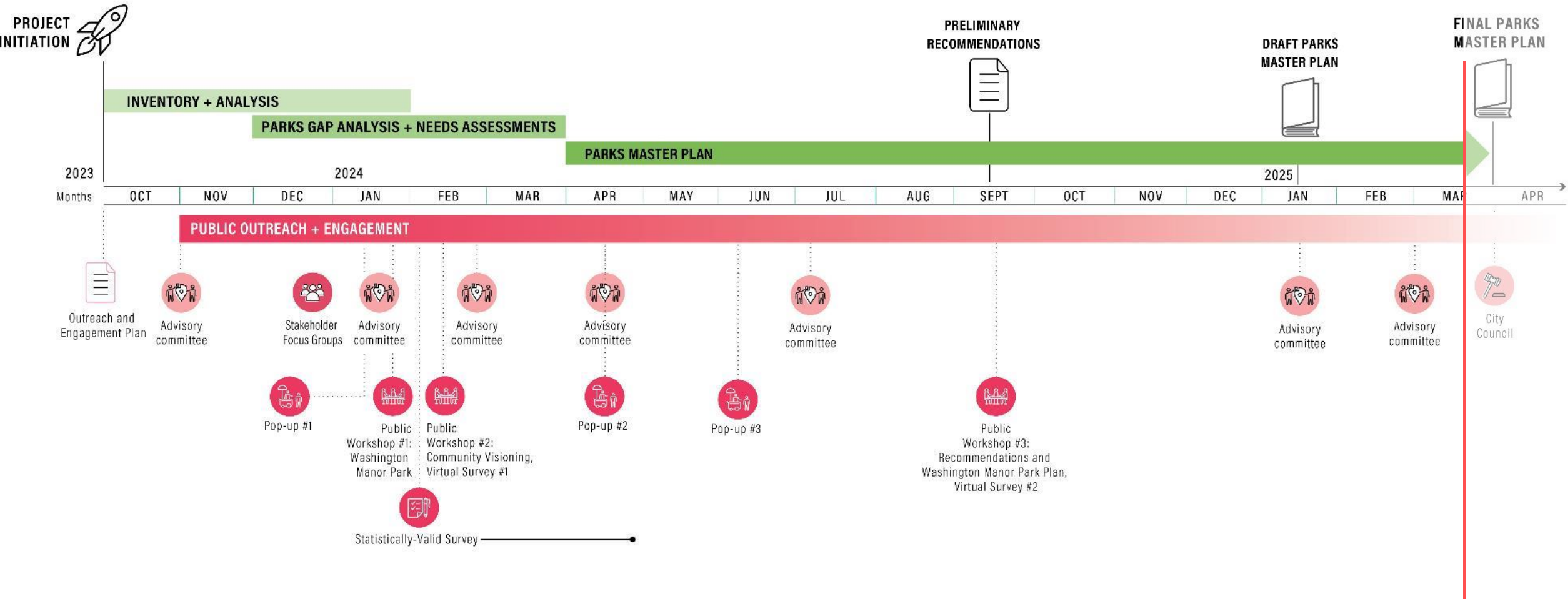
WHY A REC & PARKS MASTER PLAN?

- **Assess** existing park amenities and recreational assets in San Leandro.
- Understand **community needs** for new park amenities, programs and experiences.
- **Establish a clear vision** for the city-wide park system to ensure that they meet the **needs of both current and future generations** of San Leandro's diverse community.
- Provide a **roadmap for implementation** and serve as a **blueprint for effective operations**.



Siempre Verde, San Leandro, CA

PROCESS OVERVIEW



PLAN OVERVIEW

Plan Overview

- The Recreation and Parks Master plan comprehensively addresses the city's recreational and park amenities
- Provides a strategic approach for system-wide and site-specific improvements
- Seeks to foster collaboration and alignment among stakeholders through an easy-to-understand framework

Rooted in the community's vision, the recommendations within this plan will guide the City toward a vibrant and sustainable recreational landscape for the next 10-20 years.

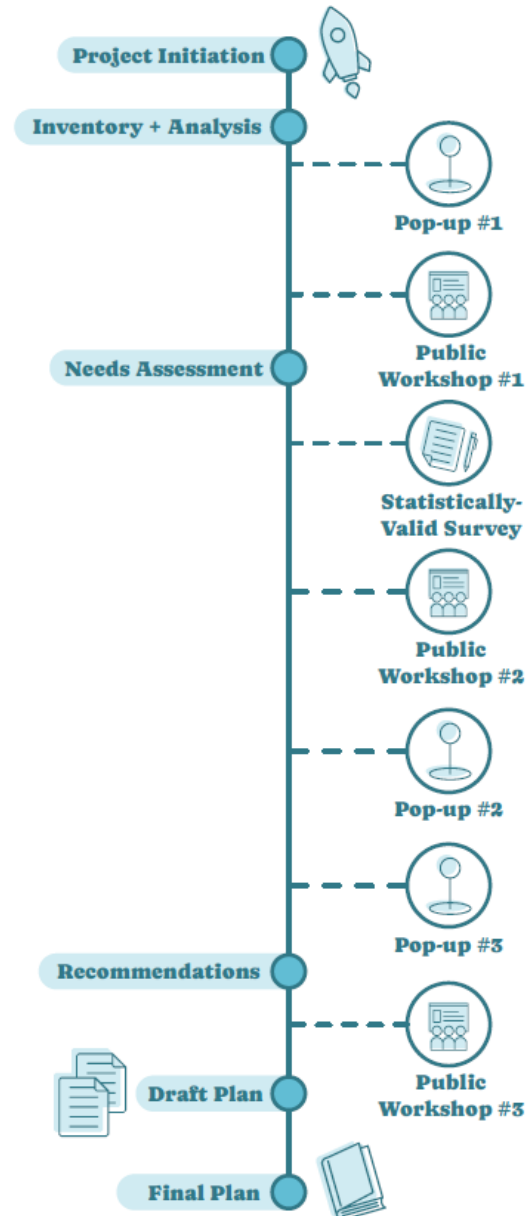


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Executive Summary

- Introduces the Master Plan document and process
- The importance of recreation and parks
- Highlights the community's vision for the future

THE PLANNING PROCESS



THE VALUE OF RECREATION & PARKS



Improving Community Health

Parks and recreation give people of all ages opportunities to walk, play, exercise, and participate in sports. These activities promote not just physical fitness but also self-confidence and happiness. Parks can improve concentration for children with attention deficit disorder, enhance relaxation, and promote self-esteem and resilience. Physical activity reduces the risk of chronic disease while improving brain function like learning and memory.



Protecting Natural Resources

Parks and open spaces are invaluable for their ability to enhance air and water quality, promote water infiltration and reduce flood hazards, create a tree canopy that reduces the urban "heat island" effect, and provide habitat to protect the local ecosystem. Vegetation in parks absorbs carbon dioxide in the atmosphere and help us adapt to a changing climate.



Bringing Community Together

Parks are a source of community cohesion. Comfortable, attractive parks give people places to interact with neighbors, family, and friends. Parks and open space can give people access to diverse natural environments and reinforce our fundamental connection to nature. They strengthen our connection to our community, which instills a sense of pride and stewardship. As a result, research indicates that parks can counter stress and social isolation and reduce violent crime.



Enhancing the Local Economy

Quality park systems bring the economic benefits of increased property values, tourism dollars, and business attraction and retention. Though not always clearly apparent, parks are major economic assets for the agencies that manage them.



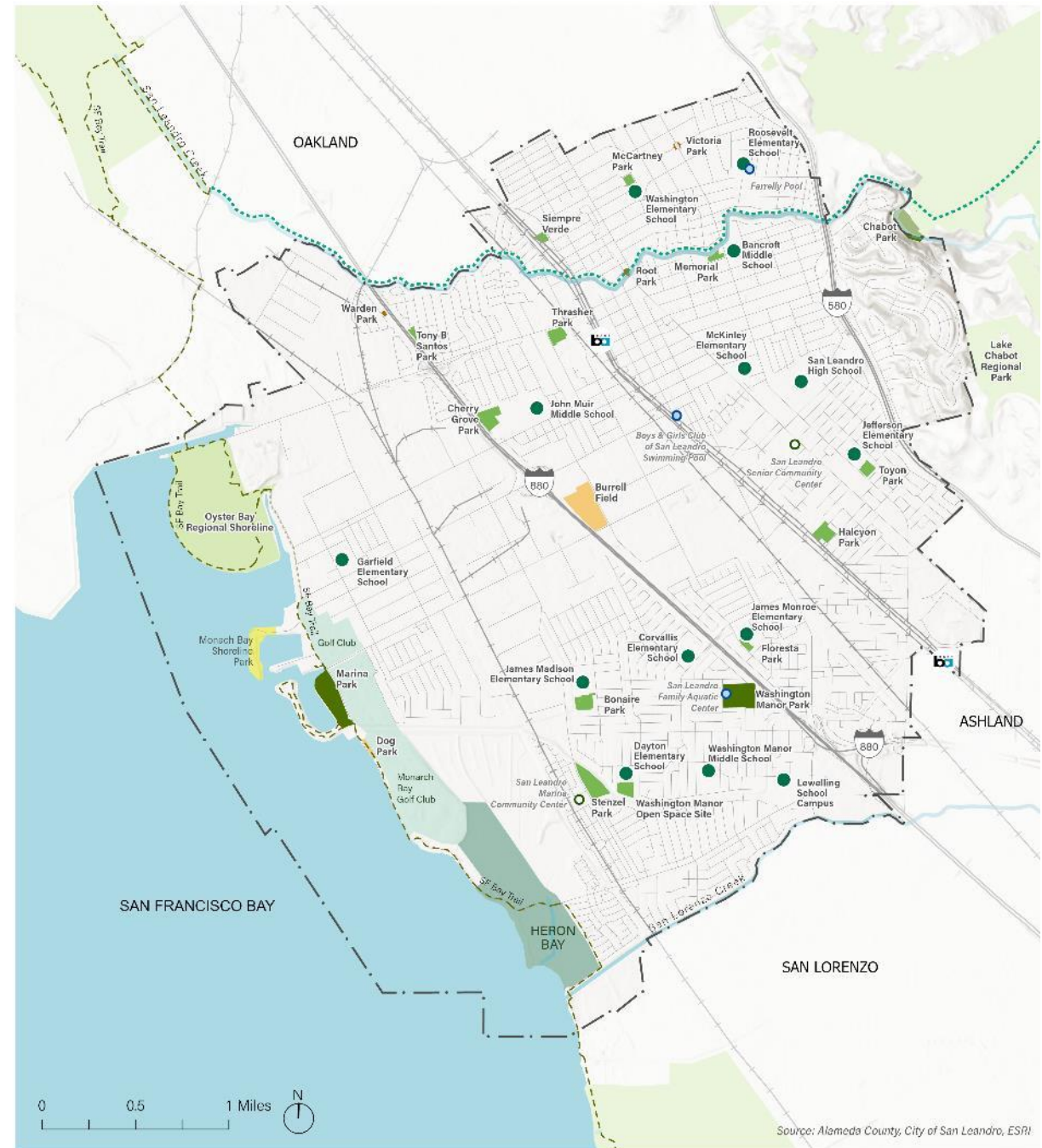
Our Community Today

- Describes San Leandro's demographic characteristics
- Existing parks and recreation system
- Related planning efforts

23 Parks

133 Acres

2 community centers
3 aquatic facilities
One 178-acre municipal golf course.



Source: Alameda County, City of San Leandro, ESRI

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Our Community Today

- Describes San Leandro's demographic characteristics
- Existing parks and recreation system
- Related planning efforts



FIGURE 2.4 | San Leandro Recreation Market Potential
Source: Sports & Fitness Industry Association's (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI).

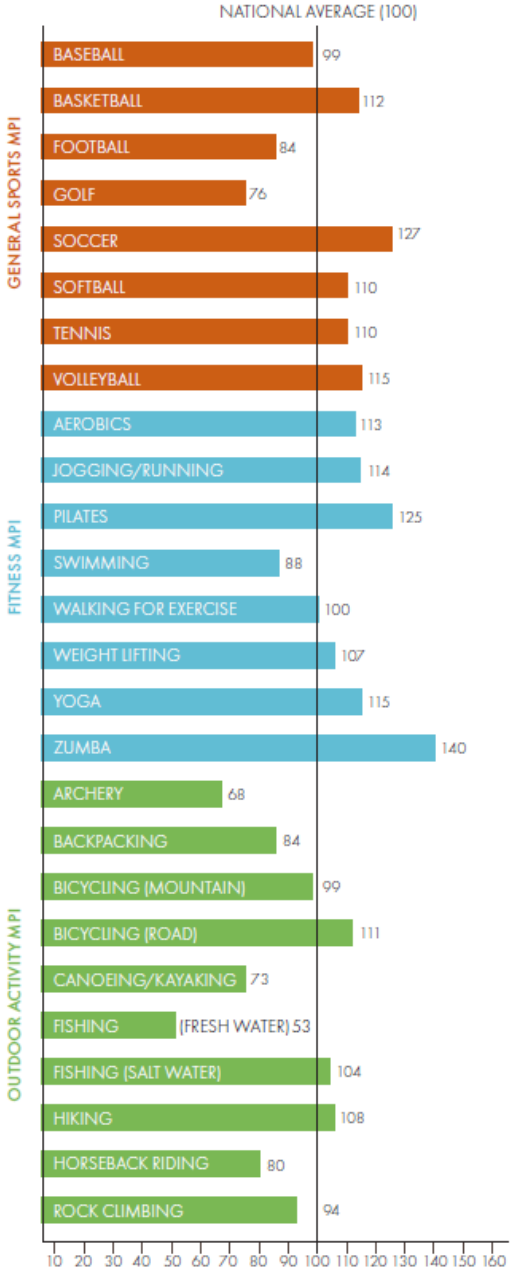


FIGURE 2.1 | San Leandro Population Over Time
Source: U.S. Census Bureau (2010, 2020). Decennial Census, Environmental Systems Research Institute (ESRI), San Leandro 2035 General Plan

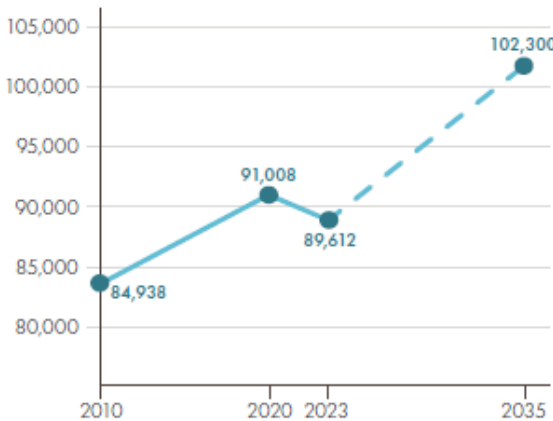
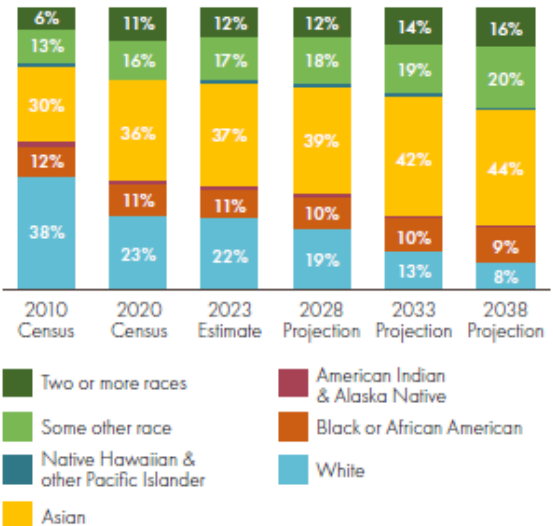


FIGURE 2.2 | San Leandro Percent Population by Race Over Time
Source: U.S. Census Bureau (2010, 2020). Decennial Census, Environmental Systems Research Institute (ESRI)



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Our Vision & Priorities

- Explains the issues and priorities heard from the community
- Establishes a clear vision for the city-wide park system



ENGAGEMENT OVERVIEW



10
Focus
Groups



1100+
Survey
responses



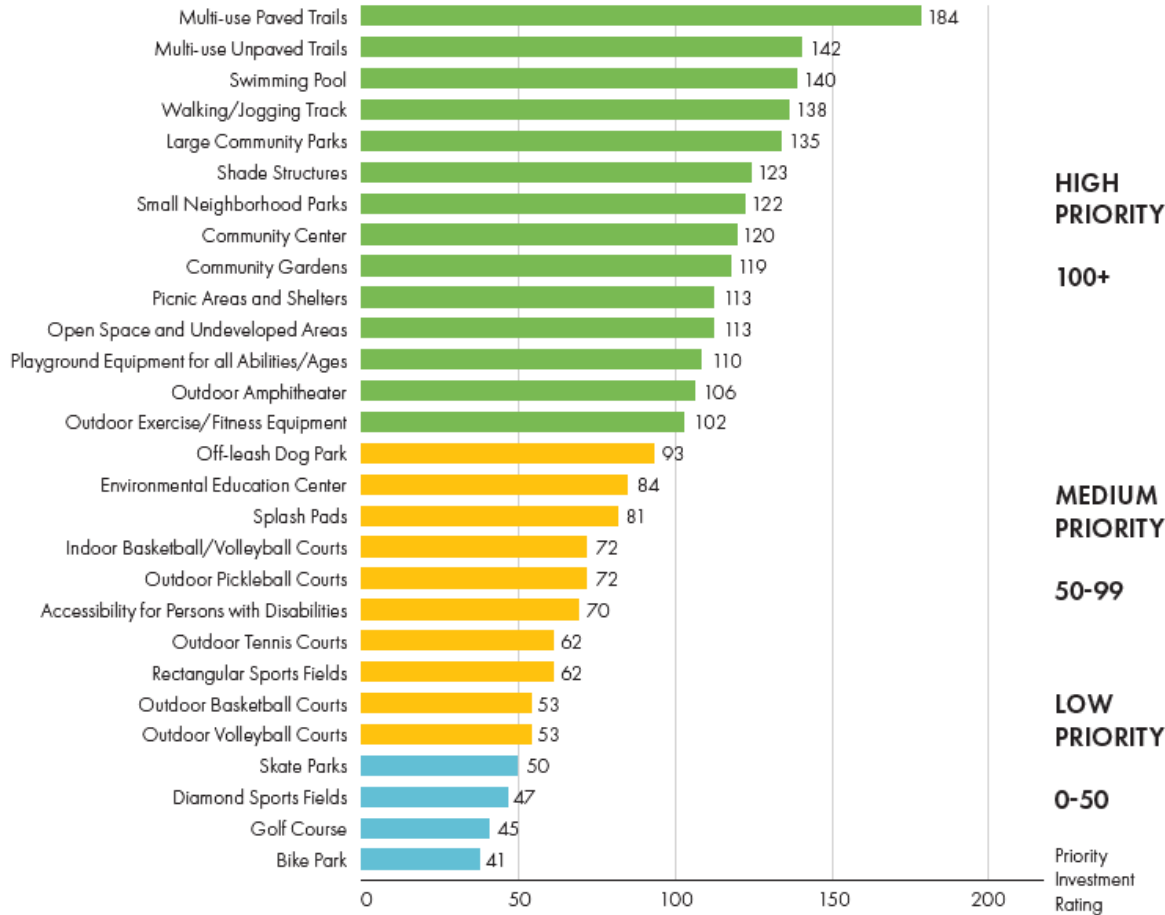
150+
Workshop
attendees



300+
Pop-up
participants

FIGURE 3.1 | Recreation Facility/Amenity Priority Needs

Source: 2024 City of San Leandro Parks and Recreation Needs Assessment Statistically Valid Survey



3

Our Vision & Priorities

- Explains the issues and priorities heard from the community
- Establishes a clear vision for the city-wide park system

KEY COMMUNITY PRIORITIES



Expand Amenities

Add amenities such as trails, dog parks, pickleball courts, all abilities play areas, exercise equipment, community gardens, outdoor amphitheater/event spaces.



Expanded Program Offerings

Prioritize multi-generational programming for diverse ages and needs such as, adult fitness classes, swim lessons, STEAM programs, after-school programs, summer camps, and adult sports leagues.



Safety

Improve sense of safety in parks by preventing incidents of vandalism, alcohol use, long-term occupancy by the unhoused.



Improved Access to Parks

Provide safe bike and pedestrian access and multi-lingual park signage.



Open Space and Trails

Provide access to nature, and passive recreation for community health and wellbeing, in the form of trails along San Leandro Creek and Estudillo Canal.



Comfort

Improve comfort in parks by ensuring basic amenities are present, clean, and functional, including restrooms, drinking water fountains, trash receptacles, and shade structures.



Access to School Amenities

Provide access to school grounds and recreational facilities with clearly posted hours for public use.



Environmental Sustainability

Prioritize bio-diversity, and native and drought-tolerant planting in parks. Provide natural areas for play, nature exploration, habitat, and environmental education.



Improved Communication

Improve communication about park amenities and recreational programming offered. Residents prefer to receive communication via City Activity Guide, City emails/newsletter, and the City website.

Our Needs & Opportunities

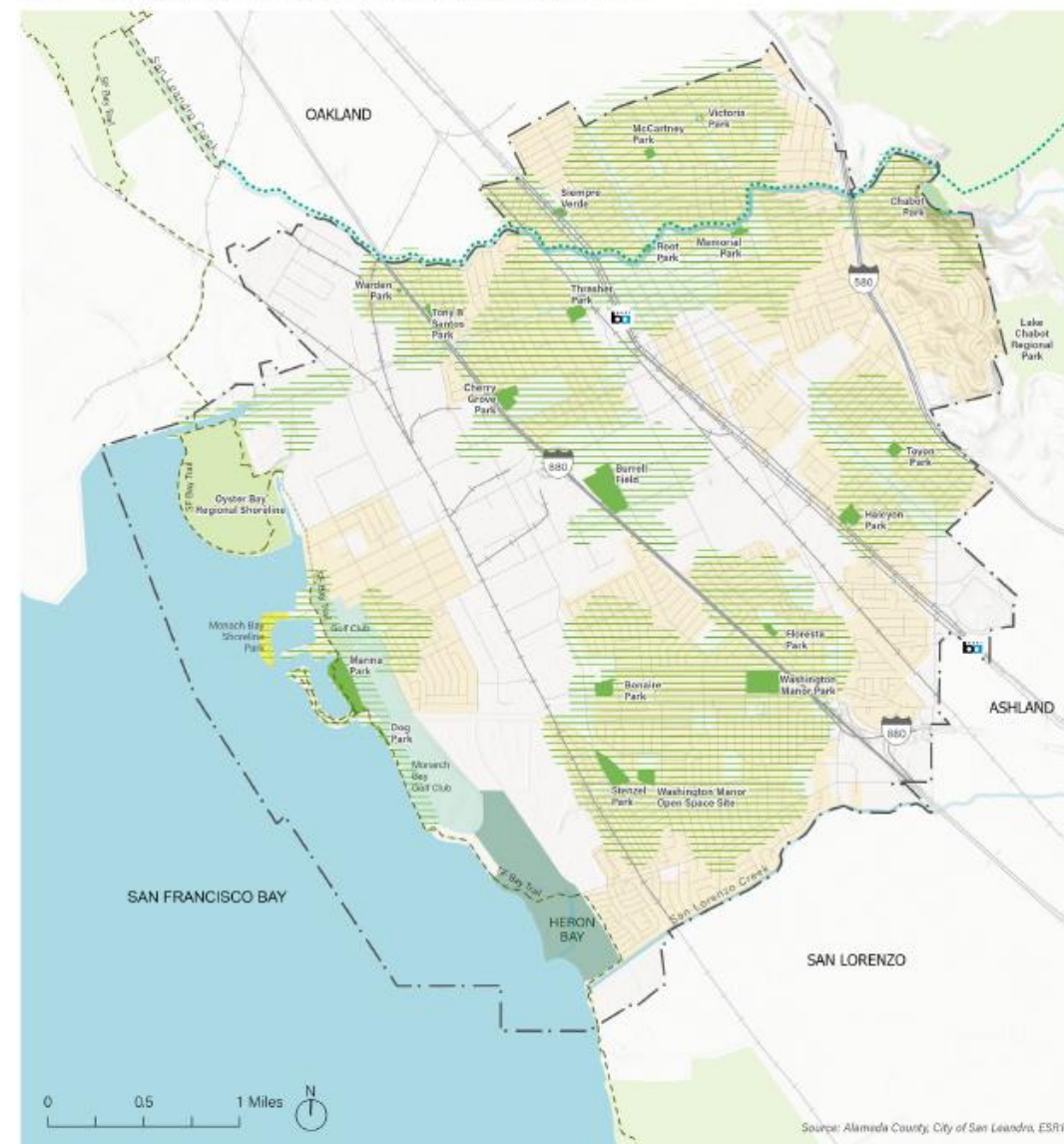
- Identifies community needs
- Opportunity to meet the needs
- Recommendations to leverage opportunities

San Leandro provides 1.5 acres of parkland per 1000 residents.

The city's General Plan 2035 establishes a goal of 5 acres per 1 000 residents (including non-traditional open spaces such as golf courses and school grounds).

The city would need an additional **119 acres of developed parkland** to achieve this goal by 2035.

Deficient Amenities



LEGEND





Our Needs & Opportunities

- Identifies community needs
- Opportunity to meet the needs
- Recommendations to leverage opportunities

LEGEND

- City-Owned Opportunity
- Aquisition Opportunity
- Development Opportunity
- Trail Opportunity
- Joint-Use Opportunity

Recreation and Park Opportunities Map





Realizing our Vision

- Provides an action plan to realize the vision
 - Goals & Strategies
 - Top 10 Recommendations
- Includes capital and maintenance cost estimates
- Funding strategies
- Success metrics

Top 10 Recommendations:

The following top ten improvements will likely make the largest impact in addressing the community's needs and desires. While all recommendations are important, focusing on these priorities will particularly help enhance the recreational experience in San Leandro.

- Fund and construct high-priority amenities, as indicated in **Figure 3.1**, to existing parks, focusing on the most requested or underserved features.
- Fund and implement Park-by-Park improvements as detailed in **Table 5.2** to address specific needs and deficiencies across the park system.
- Extend the city's trail system by implementing improvements from the Bicycle & Pedestrian Master Plan and exploring the opportunities identified in **Map 4.3**.
- Increase shade in parks by installing shade structures and planting more trees, following the guidance outlined in the Tree Master Plan.
- Create a diverse funding strategy for the capital improvements identified in this plan, referencing the estimated costs outlined in **Table 5.2** and leveraging the funding strategies found in **Table 5.4**.
- Expand the City's recreation programs and services, prioritizing areas of greatest unmet need, as identified in **Figure 3.1** and summarized in **Table 5.1**.
- Revise joint-use agreements with the school districts to clearly define parameters for city programming, public access, maintenance, and cost-sharing.
- Establish agreements with the school districts to assess and implement cost-shared improvements to school grounds, enhancing their usability for both students and residents.
- Conduct a facility assessment of the Marina Community Center and Senior Center, evaluating facility condition, functionality, utilization, and ability to meet the community's need.
- Acquire parkland that meaningfully enhances park experiences and improves accessibility for all residents (**see Figure 5.1**).



GOAL 1:

EXPAND ACCESS TO RECREATION
AND PARK OPPORTUNITIES

- 1.1 Leverage Future Development
- 1.2 Expand Other Recreational Opportunities
- 1.3 Strategically Acquire Parkland



GOAL 2:

ESTABLISH STRATEGIC PARTNERSHIPS

- 2.1 Partner with Public School Districts
- 2.2 Partner with East Bay Regional Park District
- 2.3 Partner with Alameda County
- 2.4 Collaborate with Other City Departments
- 2.5 Partner with Compatible Community Organizations



GOAL 3:
EXPAND RECREATIONAL PROGRAMMING

- 3.1 Provide High-Need Programs and Services
- 3.2 Ensure Adequate Facilities to Meet Programming Needs
- 3.3 Classify Services and Establish Cost Recovery Goals
- 3.4 Improve Programming Evaluation & Marketing



GOAL 4:
IMPROVE PARK EXPERIENCE

- 4.1 Upgrade Existing Parks
- 4.2 Improve Park Comfort
- 4.3 Improve Park Sense of Safety



GOAL 5:
EQUITABLE & INCLUSIVE PARKS

- 5.1 Improve Access to Recreation & Park Opportunities
- 5.2 Create Inclusive Places & Programs



GOAL 6:
PUBLIC HEALTH & CLIMATE RESILIENCE

- 6.1 Enhance Shoreline Resilience and Flood Protection
- 6.2 Create Climate-Resilient Parks
- 6.3 Support Public Health Through Recreation & Parks



GOAL 7:

PLANNING AND FINANCING A RECREATION AND PARK SYSTEM

7.1 Strengthen Funding and Financial Management

7.2 Plan and Engage Proactively

- **Tax Support:** Property taxes, sales taxes, community facility districts, and special improvement districts.
- **User Fees:** Fees for facility use, participation in sports leagues, special use permits, and equipment rentals.
- **Capital Fees:** Development impact fees and capital facility fees.
- **Grants:** State and federal funding opportunities for parks and recreation
- **External Funding:** Private donations, sponsorships, partnerships, and crowdfunding.
- **Franchises and Licenses:** Revenue from concessions, naming rights, and advertising sales

SUCCESS METRICS

Recommendation	Metric	Target/Objective
Goal 1: Expand Access to Recreation and Park Opportunities		
1.1 Expand Recreational Opportunities	% of residents within ½ mile of a recreational opportunity (park, joint-use facility, trail, open space, etc.)	Increase to 100% by 2035.
1.2 Leverage Future Development	Total park acreage developed within Bay Fair TOD	Large community park within Bay Fair TOD
1.3 Strategically Acquire Parkland	% of residents within ½ mile of a park	Increase to 80% of residents by 2035.
Goal 2: Establish Strategic Partnerships		
2.1 School Districts	Public access to school sites that meet park standards	100% of existing and future joint-use school sites are publicly accessible within the outlined parameters for use and meet the established Joint-Use Park Standards by 2035
2.2-2.5 All Partner Organizations	Number of partnerships formalized with schools, nonprofits, and businesses	Establish 5+ new partnerships by 2035

PARK IMPROVEMENT STRATEGY



Tier A

Essential maintenance and repairs to preserve existing park infrastructure. Primarily funded through the City's general fund



Tier B

Targeted improvements that enhance park functionality, amenities, and user experience.



Tier C

Large-scale renovations, land acquisitions, and comprehensive redesigns to address unmet community need

PARK IMPROVEMENT STRATEGY

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SUSTAINING

Maintaining
what we have

Tier A

Chabot Park
Halcyon Park
Toyon Park
Siempre Verde Park
Tony B. Santos Park
Root Park
Warden Park
Marina Dog Park
Memorial Park
McCartney Park

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STRATEGIC

Improving
what we have

Tier B

Marina Park
Bonaire Park
Cherry Grove Park
Floresta Park

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VISIONARY

Developing new
opportunities

Tier C

Washington Manor Park
Stenzel Park
Thrasher Park

WASHINGTON MANOR SITE-SPECIFIC MASTER PLAN

SITE OVERVIEW

Strengths



DIVERSE AMENITIES

The park already features an aquatic center, community center, tennis courts, sport courts, and picnic spaces, providing a strong foundation for further enhancements.



LOW EVIDENCE OF VANDALISM & MISUSE

The park has minimal signs of graffiti, vandalism, or derelict features, meaning investments in upgrades are less likely to suffer from damage.



SHADED AREAS

Many mature trees provide natural shade throughout the park, making it comfortable for visitors. Shade structures could further improve usability.

Weaknesses



AGING INFRASTRUCTURE

Cracked asphalt at the entry, moldy/damaged restroom exteriors, and general wear on play and rec amenities indicate the need for renovation.



LIMITED PARKING AVAILABILITY

Existing parking is insufficient, which could hinder increased visitation unless addressed.



LACK PARK ACCESS & VISIBILITY

The park's entrances are not well-defined, and minimal signage makes it difficult for newcomers to locate entry points. Additionally, existing parking is insufficient for current park needs.



SITE-SPECIFIC FEEDBACK

Key Takeaways:

- 1** Residents love Washington Manor Park for its **trees, open spaces**, and variety of **recreational activities**, including swimming, walking, sports, and social gatherings.
- 2** Many existing amenities are valued but need improvements, such as **playground updates**, **resurfaced basketball courts**, better drainage on pickleball courts, and **expanded pool facilities**.
- 3** Safety, accessibility, and comfort are key concerns, with requests for **better lighting**, **repaired sidewalks**, **safer play areas**, and **a stronger security presence**.
- 4** There is strong interest in enhancing environmental elements, including **native planting**, **habitat protection**, and **educational features** like interactive gardens.
- 5** Opportunities exist to expand intergenerational and cultural programming, such as **community events**, **arts and crafts**, and **music performances**.
- 6** A need for **more shade at picnic areas** and **improved user comfort**, including better separation between children's play areas and fitness zones.
- 7** Concerns about the distance of the eastern softball field from parking and the need for a **redesigned parking lot**.
- 8** Interest in **multilingual signage**, particularly to address conflicts between smokers and preschool users.
- 9** Requests for **expanded recreational amenities**, such as bocce ball, volleyball or badminton nets, exercise equipment for all ages, and shared-use tennis/pickleball courts.



KEY DESIGN FEATURES



1. Enhanced entry planting



2. Enhanced entry path



3. Gateway



4. Expanded Parking



5. Destination play area



6/7. Recreation Building and Recreation Area



8. Basketball court



9. Fitness stations/ping pong



KEY DESIGN FEATURES



10. Practice softball field



11/12. Expanded Loop Paths



13. Picnic Areas



14. Seating



15. Meadow



16. Community demonstration garden



17. Signage



18/19. Dog park and gathering space



Construction Costs

Amenity	Notes	Unit Cost	Quantity	Unit	Cost
Signage					
Gateway		\$4,000	2		\$8,000
Entry	signage at secondary entrances	\$500	4		\$2,000
Interpretive	placed at key amenities and at unique locations	\$500	5		\$2,500
Recreation Area					
Large Pavilion with Storage		\$1,400,000	1		\$1,400,000
Restroom	Prefabricated	\$400,000	1		\$400,000
Pavers		\$15	17,500	sf	\$262,500
Shade Structure	Prefabricated 50x20 ft	\$600,000	1	ea	\$600,000
Terraces		\$150	350	lf	\$52,500
Basketball Court		\$300,000	1	ea	\$300,000
Paths and Paving					
Expanded Parking Lot		\$30	4000	sf	\$120,000
Enhanced entry path	25 ft wide; painted or colored concrete	\$22	16500	sf	\$363,000
Enhanced Loop Path	max 30 ft wide at four corners, with painted bike lanes	\$18	14400	sf	\$259,200
Secondary Trails	5 ft wide, decomposed granite	\$5	12500	sf	\$62,500
Destination Play Area					
Play surfacing	Rubber surfacing	\$10	9500	sf	\$95,000
Play structures	slide, nature play elements, climbing structure, swings	\$500,000	1	ea	\$500,000
Fitness Station					
fitness station surfacing	rubber surfacing	\$10	1200	sf	\$12,000
Ping pong table		\$1,000	1	ea	\$1,000
fitness equipment	variety of equipment	\$100,000	1	lump	\$100,000
Central Lawn					
Renovated Softball Field	city could consider keep location to save money	\$1,200,000	1	lump	\$1,200,000
Concrete Seat Walls		\$150	1300	lf	\$195,000
Picnic Areas					
Pods	DG	\$5	7000	sf	\$35,000

Amenity	Notes	Unit Cost	Quantity	Unit	Cost
Picnic Tables		\$3,000	11	ea	\$33,000
Seat wall		\$150	150	lf	\$22,500
Shade Structure	Circular	\$350,000	1	ea	\$350,000
Community Demonstration Garden					
Surfacing	DG	\$5	1800	sf	\$9,000
Concrete Seat Walls		\$150	100	sf	\$15,000
Dog Park					
Surfacing		\$5	6700	sf	\$33,500
Perimeter Fencing		\$150	380	lf	\$57,000
Gathering Space					
Concrete Seat Walls		\$150	140	lf	\$21,000
Surfacing	DG	\$150	2300	sf	\$345,000
Planting					
Turf Removal		\$3	100,000	sf	\$300,000
Meadow	hydroseed, meadow mix	\$2	30,000	sf	\$60,000
Vegetation	Shrubs Groundcover	\$6	70000	sf	\$420,000
Trees, Proposed	Includes irrigation	\$2,000	26	ea	\$52,000
Soil Amendment		\$75,000	1	lump	\$75,000
Other					
Large Table	entry area, for gathering	\$5,000	1		\$5,000
Benches	along loop path	\$1,000	10		\$10,000
Waste Bins	at key amenity locations	\$500	5		\$2,500
Lighting/electrical	pole lights, bollards	\$600,000	1	lump	\$600,000
SUBTOTAL					\$8,380,700
Other					
Design/Engineering	Design, permit, inspection (15% of subtotal)	\$1,257,105	1	percent	\$1,257,105
General Condition & Sitework	temporary protection, clear and grub, clean and structural fill (1.5"), storm water allowance, drainage allowance, laser grading (10% of total)	\$838,070	1	percent	\$838,070
Construction Management	10%	\$838,070	1	percent	\$838,070
Contingency	30%	\$2,514,210	1	percent	\$2,514,210
GRAND TOTAL					\$13,828,155
Optional: Upgrade Large Pavilion to Recreation Building with Restroom					\$ 5,000,000
Total with Optional Recreation Building					\$18,828,155

Financial & Staffing Plan

STAFFING MODEL

FUNCTION	RECOMMENDED # OF FTE	RECOMMENDED # OF LABOR HOURS
Park Maintenance	1.5	2,640
Recreation Building Maintenance	0.5	880
Recreation Building Custodial	0.625	1,100
Recreation Program Supervisor	1	1,760
TOTAL FTE	3.625	6,380

**Current Personnel Expenditures = \$358,695, which equates to \$67,297.37 per employee.*

PARK SIX YEAR PRO FORMA

Revenues	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Revenue (Reservations, Permits)	\$111,880	\$116,355	\$121,009	\$125,849	\$130,883	\$136,119
Expenditures (Operations & Maintenance)	\$449,084	\$458,065	\$467,226	\$476,571	\$486,102	\$495,825
Annual Net Gain/ Loss	(\$337,204)	(\$341,710)	(\$346,217)	(\$350,721)	(\$355,219)	(\$359,705)
Total Cost Recovery	25%	25%	26%	26%	27%	27%

THANK YOU