



CITY OF GLENDALE  
**INTERDEPARTMENTAL COMMUNICATION**  
COMMUNITY SERVICES & PARKS DEPARTMENT

**DATE:** March 21, 2011  
**TO:** Parks, Recreation & Community Services Commission  
**FROM:** Jess Duran, Acting Director of Community Services & Parks  
**BY:** Joanne Venditto, Acting Community Services Administrator  
**RE: Brand Library and Art Center Renovation Project:  
Impact to Community Services and Parks Programs and Services**

Brand Library & Art Center is currently in progress with a CIP project for the renovation of the historic Brand Mansion (1904) and the art center (1969). The overall project objectives include restoring the historic Brand Mansion, while enhancing its service as an up-to-date library and to upgrade both the mansion and art center buildings, extending their useful life through targeted improvement to building systems, disabled access, and seismic performance.

A community meeting was held at Brand Library on February 16, 2011, and the architectural team presented the preliminary designs, including a brief history of the building and its functions, an overview of the project scope and goals, historic preservation plans, landscape modifications and design, reorganization of library spaces, entrance plan including a new entry pavilion and plaza, ADA improvements, seismic and maintenance upgrades, cost, and schedule. The design is expected to be presented to City Council in late April.

The Brand Art Studios will not be part of the renovation project from a design standpoint; however, it will be impacted and will also benefit from work being done on the entire structure. The benefits include improvements, upgrades, or new equipment related to structural improvements (seismic retrofit), architectural work (exterior paint), roofing, HVAC, and low voltage systems (fire alarm, conduits & wiring, etc.). Updated landscaping will come near the Brand Art Studios and enhance the exterior appearance when approaching the facility. Parks staff is being included in discussions related to landscape design, so they are aware of the design plans and maintenance needs.

Brand Library & Art Center will need to be closed during the duration of the project. It is expected that construction will begin March 2012 and finish by mid-2013.

Recreation staff has researched various options to continue recreation classes, sports leagues, limited filming and wedding events, and re-locate the staff to continue customer service while the main studio is closed.

Brand Park will remain open during the construction period, and it is expected that the majority of the parking will be unaffected. Public Works staff will coordinate with Community Services and Parks staff to allocate construction staging areas that will not interfere with daily activities at the park.

#### **Impact to Activities & Events scheduled throughout Brand Park**

There is a website with the PowerPoint presentation of the public meeting at the Brand Library. This would be a good referral for any groups to review the extent of the project.

<http://www.brandlibrary.org/BrandLibraryRenovation.asp>

There should be no impact to sports leagues.

- Both AYSO and Little League will be notified of the project timeline. Parks and Recreation Managers will meet with league boards.
- Parking is always difficult on weekends, so there is no impact

There should be no impact to the summer Day Camp program.

- The fencing around the building will maintain the security of the area.
- Children's activities will be held in the northeast corner of the park.
- Restroom facilities are available, and there is storage for camp supplies.

Hiking trails will continue to be available to the public. Special events for trail hikes can continue as planned.

The Japanese Tea House & Garden will be available for events.

The Doctor's House will remain open and special events and tours should be unaffected.

The Brand Studios recreation office currently serves as the second highest site to process reservations and registrations for department-wide classes, programs and facilities.

- It is preferable that Recreation Staff be located on site so there is little disruption to the services.
- Recreation classes will be impacted due to relocation, parking issues at alternate sites, and possible cancellation of classes, if they cannot be relocated within the geographic area.
- Many of the classes have become "clubs", as the same students take the classes each session.
- Transportation issues could prevent participants from traveling to alternate locations.
- In addition, class instructors may go elsewhere due to the disruption, and the class and revenue would be lost to the Department.

#### **Impact to Community Services & Parks Department Staff located at Brand Park**

Park Maintenance Section staff will not be impacted as the service yard remains intact and access to the yard will not be interrupted.

Recreation Section staff will be shifted to a temporary location in order to continue customer service, park permits, and registration service to the recreation classes. This will create a fiscal impact as more staff will be needed to monitor, audit, and open/close buildings. Staff will develop multiple plans based on the sites selected for each class session and the accommodations needed for specific classes.

On-site location would be preferred using modular units for staff, storage and classes that cannot be moved off site.

**Potential for Fiscal Impact if programs are disrupted:**

Program	Location	2010 Revenue	2010 Enrollee Total	Facility Permits Issued
Life-Long Learning Program	Brand Studios & Brand Teahouse Classroom	\$81,053	1,487	n/a
Brand Studios Reservations (Nights and Weekends)	Brand Studios Classrooms	\$20,473	n/a	357
Brand Park Reservations	Teahouse, Gazebo, & Open Space	\$50,855	n/a	766
Customer Service Office*	Brand Front Office	\$293,558	2,116	433

**Relocation Options and Fiscal Impact to the Department:**

Staff has explored potential means to address the relocation impact to community participation, classes, and citywide services.

**Option 1**

Remain on site in order to maintain high level of customer service to park patrons, class registrants, and reservation clientele.

- Rent modular units for classrooms and office space to be stationed in the open area south of the Brand Teahouse, commonly referred to as the "renegade soccer field."
- Four to five modular units (12'60' would be needed which would be 2,900 – 3,600 square feet total and would house classrooms, restrooms and office space.


- A unit with ease of access due to weather is included, which will be used for storage of facility equipment and supplies.
- Approximate costs are \$100,000 - \$130,000 for a 2 year lease of modular units, plus approximately \$20,000 - \$30,000 for utilities and connections.
- By remaining on site, customers would not have to be redirected, classes would continue, private rentals of the studios would continue, and the Brand Studios front office could continue processing department-wide registrations and reservations.
- **Possible revenue loss projections - \$0**

## Option 2

Move classes to other sites. One-third of the classes may be eliminated due to relocation/accommodation issues.

- Attempt to move the remaining classes to Griffith Manor, the Civic Auditorium, Joe Bridges Clubhouse, and Dunsmore Community Clubhouse.
- Storefronts in the business districts were considered, but the insurance and lease agreements would be costly. Instructors were asked to visit areas and look at storefront locations, and they reported back as not favorable sites for the type of classes. They reported that they originally chose to teach at Brand due to the ambience and environment.
- Relocation may result in a loss of current, local students due to driving distance. Although Brand Studio classes bring in participants and instructors from 3-4 surrounding cities, class sizes remain constant due to repeat participants from the geographic area of the facility.
- Storage units will need to be rented and located at each site to store class supplies and equipment.
- Storage units will need to be rented to house facility equipment and supplies for weddings in the garden.
- Additional part time staff will need to be hired to monitor and audit off-site locations.
- **Possible revenue loss projections:**
  - Approximately \$20,000 of rental revenue would be lost as there would be no studios for private rentals.
  - Approximately \$40,000 of class revenue would be lost as one-third of the classes might need to be eliminated due to relocation issues and instructor disinterest in other possible locations.
  - The Customer Service Office at the Civic Auditorium, which staffs one full-time employee and 2 part-time employees, would need to process an additional 2,000 registrations and 1,566 facility reservations.

This report has been submitted for your information.

  
 Jess Duran, Acting Director  
 Community Services and Parks