



Minutes

Lakewood City Council

Adjourned Regular Meeting held
March 13, 2018

MEETING WAS CALLED TO ORDER at 6:07 p.m. by Mayor DuBois in the Executive Board Room at the Civic Center, 5000 Clark Avenue, Lakewood, California.

ROLL CALL: PRESENT: Mayor Diane DuBois
Vice Mayor Steve Croft
Council Member Ron Piazza
Council Member Todd Rogers
Council Member Jeff Wood

GOALS SOCCER CENTER

City Manager Thaddeus McCormack stated that a proposal had been received from Goals Soccer Center to build and operate a soccer facility at Bloomfield Park. The Park Development Committee had reviewed the proposal, visited a similar facility in Rancho Cucamonga and recommended that the proposal be brought before the City Council. He stated it was important to note that Bloomfield Park had already been identified as a potential soccer facility site and that efforts had been made to secure a grant prior to receiving the proposal from Goals. He introduced the Goals representative, Beth Romero, Director of Administration, Goals, USA, who had previously made the same presentation to the Committee, along with two principals from Goals, who were not available for this demonstration. He noted that a possible outcome from this meeting would be to direct staff to work on some type of agreement that could then be considered at a future date by the City Council to solidify the project.

Valarie Frost, displayed slides and provided some historical background by stating that in 2011, the City had applied for \$4.6 million in Prop 84 funds through a competitive grant opportunity and had solicited from the Bloomfield Park community what they envisioned for the park site. The outcome of that meeting resulted in new playgrounds as well as a soccer complex that was deemed important for the community at the time. While Lakewood had not been selected as a grant recipient, a master plan was approved by the City Council in consideration of the grant. In 2015, Recreation and Community Services department staff was made aware of the first Goals Soccer Center, which opened in the City of South Gate. Staff had made some considerations as to how Goals could fit in Lakewood at Bloomfield Park with the knowledge that a soccer complex was desired in that area. In examining the South Gate layout, it was determined that such a facility could probably accommodate the necessary acreage into the space designated at the northeast corner of Bloomfield Park. Ms. Frost indicated that the area was non-lighted open space and that currently there was no scheduled recreation programming there. She stated that Goals had expressed a renewed interest over the last five months to see if Lakewood would be a good fit for a new soccer center.

GOALS SOCCER CENTER - Continued

Beth Romero, displayed slides and made video presentations on the potential development of a Goals Soccer Center at Bloomfield Park. She reported that Goals Soccer Centres Plc was the United Kingdom's and the USA's leading developer and provider of small-sided soccer and multi-sport venues noting that they believed their proposal for Lakewood would provide a wide range of active and sporting opportunities for a variety of users and increase the choice of sports available in the City. She stated that Goals would like to initially invest around \$3-4 million at Bloomfield Park to provide a state-of-the-art, all-weather five-a-side soccer and multi-sports facility. In addition to creating new sports facilities, Goals would also provide modern restrooms and refreshment facilities for existing park users. The commercial core of the new facilities will be a series of third generation ProTurf™ artificial grass fields with the potential of adding further fields as demand grew. The fields could be utilized for other sports including mini-hockey, flag football and soccer training. The new facility would be funded entirely by Goals Soccer Centers and would be operated on a pay-per-play basis during evenings and weekends with potentially over 60% of available time set aside for local schools and community use at no cost. Ms. Romero highlighted some of the potential features at the facility including LED lighting to reduce the carbon footprint and improve light levels; fields surrounded with barrier and roof nets to prevent balls from going out of play; state of the art pavilion providing reception and management suite, restrooms and lockers, audio visual facilities, and a sports bar and café. She added that CCTV security would provide monitoring throughout the facility. She stated that Goals would be responsible for obtaining the necessary permissions and permits and anticipated a six-month construction timeline from start to finish. They would apply for a beer and wine license within the Alcohol Beverage Control's guidelines. She concluded by stating that she looked forward to working with City staff on a ground lease that would be mutually beneficial.

In response to a question from Council Member Rogers pertaining to identifying Lakewood as a potential location, Ms. Romero stated that factors which had been considered included demographics, accessibility to major freeways, population, and proximity to their other centers to avoid overlap.

Council Member Rogers expressed concerns regarding the permitting of alcoholic beverages at a City facility, Goals' performance accountability, the costs of refreshments for users, impacts of a regional facility to the residences in the neighborhood and the limited amount of parking spaces.

Vice Mayor Croft requested additional information pertaining to the café/sports bar, the existing water well at the site, proposed security at the facility, hours of operation, crime/law enforcement and parking/traffic issues at the other Goals facilities.

Council Member Piazza stated that he felt the proposed facility would add a dimension of class and novelty to the community but cautioned that a long-term lease required some safeguards and assurances to maintain its operations.

GOALS SOCCER CENTER - Continued

Kevin Bright, Community Services Manager, responded to questions from Council Member Piazza by stating that the total acreage at the park site was more the twice the four acres proposed for use by Goals. Mr. Bright further addressed Council Member Piazza's concerns by assuring that the two baseball fields would remain for community use.

Council Member Wood commented on the professionalism of the Goals organization and their staff in their presentation and during the tour of the site. He added that in response to his concerns, Goals had made a commitment to hiring locals to work at the facility.

Responding to Vice Mayor Croft's inquiry, Ms. Frost stated that the plans were to leave the existing well in place and to build a cinder block wall around it and any impacts to the water lines would be determined as part of the construction project among the Water Resources and Public Works departments.

Mr. McCormack added that if the proposed project necessitated relocating the pipeline, that it would be a cost for the developer to bear.

Mayor DuBois, while amendable to the project, expressed concerns about allowing the use of alcohol which would have to be resolved.

Mr. McCormack addressed one of the concerns by stating that with respect to the sports bar, it had been part of the Goals business model. And, when asked about doing anything differently of the city manager of South Gate, where one of the Goals facilities was located, they, in retrospect, would have preferred to include a sports bar. He added that at the Rancho Cucamonga facility, it did not look like a bar but rather like a café that served alcohol.

Steve Skolnik, Office of the City Attorney, inquired about the type of alcoholic beverage license they would be obtaining. Ms. Romero stated that it would be for only beer and wine and further explained that there could be contract language that would restrict some practices, such as "buy one, get one" or nightly specials, as had been included in the one for Rancho Cucamonga. She added that they were prohibited from offering promotions that encouraged people to overdrink. Ms. Romero also noted that generally, patrons would come in and have a beer after playing and that the ABC license required notices that indicated the alcohol could be served only in the café and back patio area.

In response to Council Member Piazza's inquiry regarding the demographic of the participants, Ms. Romero stated that the core part of their business occurred during the evening hours which meant that many of the leagues were made up of men's, women's and coed teams. Youth participation occurred mostly earlier in the day.

Mr. McCormack stated that while there was cause for concern, the night time adult leagues were usually comprised of participants who were health conscious and not there to become inebriated.

GOALS SOCCER CENTER - Continued

Responding to concerns from Mayor DuBois and Vice Mayor Croft regarding the nighttime usage of the facilities impacting the neighboring residents, Ms. Romero stated that there were no speakers or sound amplification equipment utilized except for the occasional special events when a DJ might be present during the day. She explained that there would be no over-spillage of the lights from the fields and that the lights in the parking lot were for safety and security purposes.

Noting the City Council's concerns Mr. McCormack and Ms. Frost conveyed the importance of community meetings allowing residents to receive information about the proposed project. Ms. Frost added that Goals was aware of the value of community outreach efforts.

Council Member Rogers stated that there was a difference between a community owned and operated soccer facility for local use and a regional facility. He proposed that any community outreach should occur prior to any project approval.

Ms. Frost reported that the Goals lease agreements included a twelve-month inspection period which allowed both parties to address concerns and enable mitigation of those issues.

Mr. McCormack concurred by stating that negotiations could occur alongside the community outreach meetings and that no City Council action would be considered during that time.

Ms. Romero confirmed for Council Member Wood that while the other Goals locations were not necessarily comparable to the proposed site at Bloomfield Park, they had done their due diligence in their community outreach efforts. She noted that at their Pomona location, they had been able to improve an area of homeless encampments and had not received any complaints about the facility from the residents.

Mr. McCormack responded to Council Member Piazza's inquiry pertaining to revenue by stating that in looking at the agreements from Goals' other facilities, the base rates were in the range of \$115,000 to \$150,000 per year.

Mr. Skolnik added that to avoid/prevent Goals from having to pay prevailing wage rates to construct the facility, there could be no public subsidy on the project, which necessitated that Goals pay fair market value for the ground lease and that the City would commission an appraisal to resume negotiations.

Ms. Frost responded to Council Member Piazza's suggestion by stating that some of the revenue derived from the ground lease of the facility could be utilized to support recreation upgrades at Bloomfield Park.

Addressing the concerns pertaining to the overflow parking from the neighboring casino patrons, Ms. Frost reported that since the expansion of the casino parking lot, it was no longer an issue.

GOALS SOCCER CENTER - Continued

Sonia Southwell, Director of Community Development, stated that this type of use had not been addressed in the municipal code and would therefore require the creation of a standard and that it was preferred that the parking lots be built at the same time rather than in phases.

Council Member Rogers expressed concern for the residents of the Bloomfield Park area in having their neighborhood park being considered for the proposed regional facility. He stated that the quality of life for the residents of the area should not be negatively impacted and that the proposal be considered a positive amenity rather than as an inconvenience.

Ms. Frost responded to an inquiry from Mayor DuBois by stating that an appraisal would cost approximately \$8500.

COUNCIL MEMBER PIAZZA MOVED AND COUNCIL MEMBER WOOD SECONDED TO CONDUCT AN APPRAISAL AND TO HOLD COMMUNITY MEETINGS PERTAINING TO THE GOALS SOCCER CENTER PROPOSAL.

Mr. Skolnik stated that any negotiations would not be finalized until the Council Members were on board with the proposed project.

Ms. Southwell confirmed for Council Member Wood that an appraisal was usually valid for six months.

Vice Mayor Croft expressed concerns regarding the hours of operation as they related to noise impacts and with the increase to traffic in the surrounding areas.

In response to Vice Mayor Croft's question regarding lighting in the parking lot, Ms. Frost and Mr. Bright stated that there were security lights there and that there was also lighting available on the ball fields, game courts and activity building at the Teen Resource Center.

Ms. Romero confirmed for Council Member Wood that when Goals staff received complaints, citing as an example the parking issues at the Pomona facility, they had been responsive and made changes accordingly, with the addition of parking spaces at that location.

Council Member Wood expressed interest in obtaining statistics pertaining to parking usage counts from the other Goals facilities.

Ms. Frost concurred with Mayor DuBois' suggestion of a site visit to one the Goals facilities and recommended the South Gate location due to its proximity to Lakewood as well as the facility's having been in existence for eight years.

UPON ROLL CALL VOTE, THE MOTION WAS APPROVED:

AYES: COUNCIL MEMBERS: Wood, Piazza, Croft, Rogers and DuBois

NAYS: COUNCIL MEMBERS: None

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ADJOURNMENT

There being no further business to be brought before the City Council, Mayor DuBois adjourned the meeting at 7:25 p.m.

Respectfully submitted,

Jo Mayberry, CMC

City Clerk