

APPROVED

SEP 07 2011

REPORT OF GENERAL MANAGER

NO. 11-244

DATE September 7, 2011

BOARD OF RECREATION and PARK COMMISSIONERS

C.D. 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: DREW STREET PARK – NAMING PROPOSAL

R. Adams	_____	K. Regan	_____
H. Fujita	_____	*M. Shull	<u><i>MS</i></u>
V. Israel	_____	N. Williams	_____

[Signature]
General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board grant conceptual approval to allow for staff to begin the formal naming process for the area currently known as Drew Street Park.

SUMMARY:

On August 11, 2010, the Board approved the acceptance of the donation of a vacant parcel via Grant Deed from Wells Fargo for the conveyance of approximately 0.11 acre of property located at 3304 Drew Street for the development of a pocket park (Board Repot (BR) No. 10-205). Department of Recreation and Parks (RAP) staff recognized the need to name this new park for administrative and accounting purposes. Per Section III.F of the Instruction on Naming Parks and Recreation Centers (BR No. 701, 1974 and BR No. 381, 1976), "The Planning staff designates temporary names for proposed or newly acquired sites for purposes of administration and accounting. These names are used only until formal naming can be made."

Per the Instruction on Naming Parks and Recreation Centers the geographic location of the park was used in designating the temporary name of Drew Street Park. However, discussion with Council Office staff and local residents has revealed that the name Drew Street is also associated with a local street gang, prompting requests that this new pocket park be formally named through the standard community input process. Therefore, Department staff recommends conducting the official naming process at this time, including the appropriate community outreach.

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Due to the size, placement, and amenities at this location, Department staff does not find that the park currently known as Drew Street Park would be competitive for the selling of naming rights, however, the formal naming of a new park does not prohibit subsequent naming requests. Currently, staff in our Partnership Division is working with the Los Angeles Community Garden Council on the development of a community garden at this location.

Environmental impacts will be addressed in a subsequent report to the Board.

FISCAL IMPACT STATEMENT:

Fiscal impacts due to signage will be addressed in a subsequent report to this Board.

This report was prepared by Melinda Gejer, City Planning Associate, Planning, Construction and Maintenance Division.