

APPROVED
MAY 17 2006

REPORT OF GENERAL MANAGER

NO. 06-127

DATE May 17, 2006

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 10 & 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: LAFAYETTE PARK AND GLASSELL PARK – GIFT OF ADDITIONAL FUNDS FROM THE NIKE CORPORATION FOR THE INSTALLATION OF NIKE-GO LOGO AND PLAQUE AT THE SYNTHETIC TURF SOCCER FIELDS

J. Combs _____
H. Fujita _____
S. Huntley _____
B. Jensen _____

J. Kolb _____
F. Mok _____
K. Regan _____
*M. Shull _____

Due for M.S.

Robert H Jensen (fa)

General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Accept, with gratitude, a Gift of additional funds from the Nike Inc. (Nike), in the amount of \$10,000, to fund the inclusion of the "Nike Go" logo and installation of a plaque at the previously approved, Nike-funded, synthetic soccer fields at Lafayette Park and Glassell Park, pursuant to the approved Gift Agreement between Nike, Inc., and the City;
2. Direct the Chief Financial Officer to deposit the additional Gift funds upon receipt, into for Lafayette Park in the amount of \$6,600, into Fund No. 205, Dept. 88, Account No. YD04; (Project No. 1240A); and for Glassell Park in the amount of \$3,400, into Fund 205, Dept. 88, Account No YD05; (Project No. 1241A);
3. Approve the installation of the proposed plaque(s), the wording as provided by Nike, the plaque dimensions (2' x 3'), and installation at the synthetic soccer fields currently under construction at Lafayette Park and Glassell Park, subject to a mutually acceptable location and manner of installation being determined between Metro Region staff and Nike;
4. Authorize the inclusion of the "Nike Go" logo on the synthetic soccer fields at Lafayette Park and Glassell Park, which are still currently under construction; and,

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5. Direct Metro Region staff to work with Nike, the Bureau of Engineering, and the contractor(s), to determine a mutually acceptable location and manner of installation for the proposed plaque(s).

SUMMARY:

On January 10, 2006, the Board approved a Gift Agreement between the City and Nike, Inc. (Board Report No. 05-334), accepting a gift of funds in the amount of \$300,000 and authorizing the installation of synthetic soccer fields (Fields) at Lafayette Park and at Glassell Park. The Fields are currently still under construction.

Nike and the Amateur Athletic Foundation of Los Angeles (AAF), acting as partners, provided funding in the amount of \$300,000 for the installation of three (3) synthetic soccer fields on park property, two at Lafayette Park, located at 625 S. Lafayette Park Place in the Tenth Council District, and one at Glassell Park, located at 3560 Verdugo Road in the Thirteenth Council District. The original Gift consisting of cash in the amount of \$300,000, is to be used exclusively for project expenses related to planning, design, and the installation of the three Fields.

Subsequent to Nike approving the original project budget used to determine the original Gift amount (\$300,000), and the Board accepting the Gift and approving the installation of the Fields, Nike discovered that the "Nike Go" logo was not included in the original cost estimates. Nike then allocated an additional \$10,000 to pay for the inclusion of the "Nike Go" logo on the Fields. The proposed inclusion of the Nike logo will involve a design and location on the Fields similar to that depicted on the Field rendering attached here as Exhibit A.

Once received, the additional \$10,000 will be divided between the two (2) projects as follows: \$6,600, into Fund No. 205/Department 88/ Account No. YD04 to Lafayette Park; (Project No. 1240A); and \$3,400, into Fund 205/Department 88/ Account No. YD05; (Project No. 1241A); for purposes of expenditures related to the placement of the "Nike Go" logo on the synthetic soccer fields at Lafayette Park and Glassell Park.

The placement of two plaques recognizing Nike for its Gift to the City was not included as a condition of the original Gift Agreement, and was therefore not included as a component of the scope of work for the Fields projects. At Nike's request, the Department is recommending that the Board approve the installation of the proposed plaques, including the wording and dimensions (2' x 3') as shown on the attached Exhibit B. There are two options by which the plaques can be installed: flush to the ground or in a slightly raised manner. Both are shown here on the attached Exhibit C. Metro Region staff will work with Nike to determine the most appropriate location and manner of installation for the plaques.

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The fabrication and installation of the plaques will be funded and performed by Nike and the contractor, separate from the installation of the Fields. It is anticipated that the installation of the Fields will be completed prior to the proposed installation of the plaques. Upon the Board's approval of the proposed plaques, and a determination by Metro Region staff and Nike of a mutually acceptable location and manner of installation, the Department's Real Estate and Asset Management Section will authorize the installation of the approved plaques through a right-of-entry permit issued to Nike and the contractor. Metro Region staff will monitor the plaque installations to ensure conformity with the Board's authorization and applicable City construction standards.

Staff has determined that the installation of the field plaques in the parks constitutes signage and is, therefore, exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11(1) of the City CEQA Guidelines.

Staff has discussed the proposed project(s) with the Assistant General Manager of Operations East, the Superintendent of the Metro Region, and the Offices of Councilmember Herb J. Wesson, Jr., of the Tenth Council District and Eric Garcetti of the Thirteenth Council District, and each supports the project and concurs with staff's recommendations.

FISCAL IMPACT STATEMENT:

There will be no fiscal impact to the Department associated with this project. The proposed inclusion of the "Nike Go" logo on the Fields will be funded entirely through the additional Gift funds (\$10,000) being provided to the City by Nike, and the fabrication and installation of the proposed plaques will be performed at the sole expense of Nike through arrangements directly with the plaque manufacturer and installer.

Prepared by Joel Alvarez, Management Analyst II, of the Department's Real Estate and Asset Management Section.

EXHIBIT-A

**Illustration of Proposed
Placement of Nike Logo**

EXHIBIT-B

Proposed Nike Plaques



LAFAYETTE PARK
Futsal Fields
Summer 2006

Nike greatly appreciates its partnership with the City of Los Angeles and the Amateur Athletic Foundation of Los Angeles. Together we are able to provide these world-class fields to the youth of LA as part of the NikeGO Places program, so that the benefits of sport and physical activity may be enjoyed.

These fields, made using Nike Grind, are dedicated to those who love the beautiful game. It is Nike's hope that these fields will enable athletes to compete with joy, heart, skill, honor and in the spirit of team for generations to come.

Play beautiful. Joga Bonito





GLASSELL PARK
Futsal Field
Summer 2006

Nike greatly appreciates its partnership with the City of Los Angeles and the Amateur Athletic Foundation of Los Angeles. Together we are able to provide this world-class field to the youth of LA as part of the NikeGO Places program, so that the benefits of sport and physical activity may be enjoyed.

This field, made using Nike Grind, is dedicated to those who love the beautiful game. It is Nike's hope that it will enable athletes to compete with joy, heart, skill, honor and in the spirit of team for generations to come.

Play beautiful. Joga Bonito



14"

25"



PATTERN PARTS.

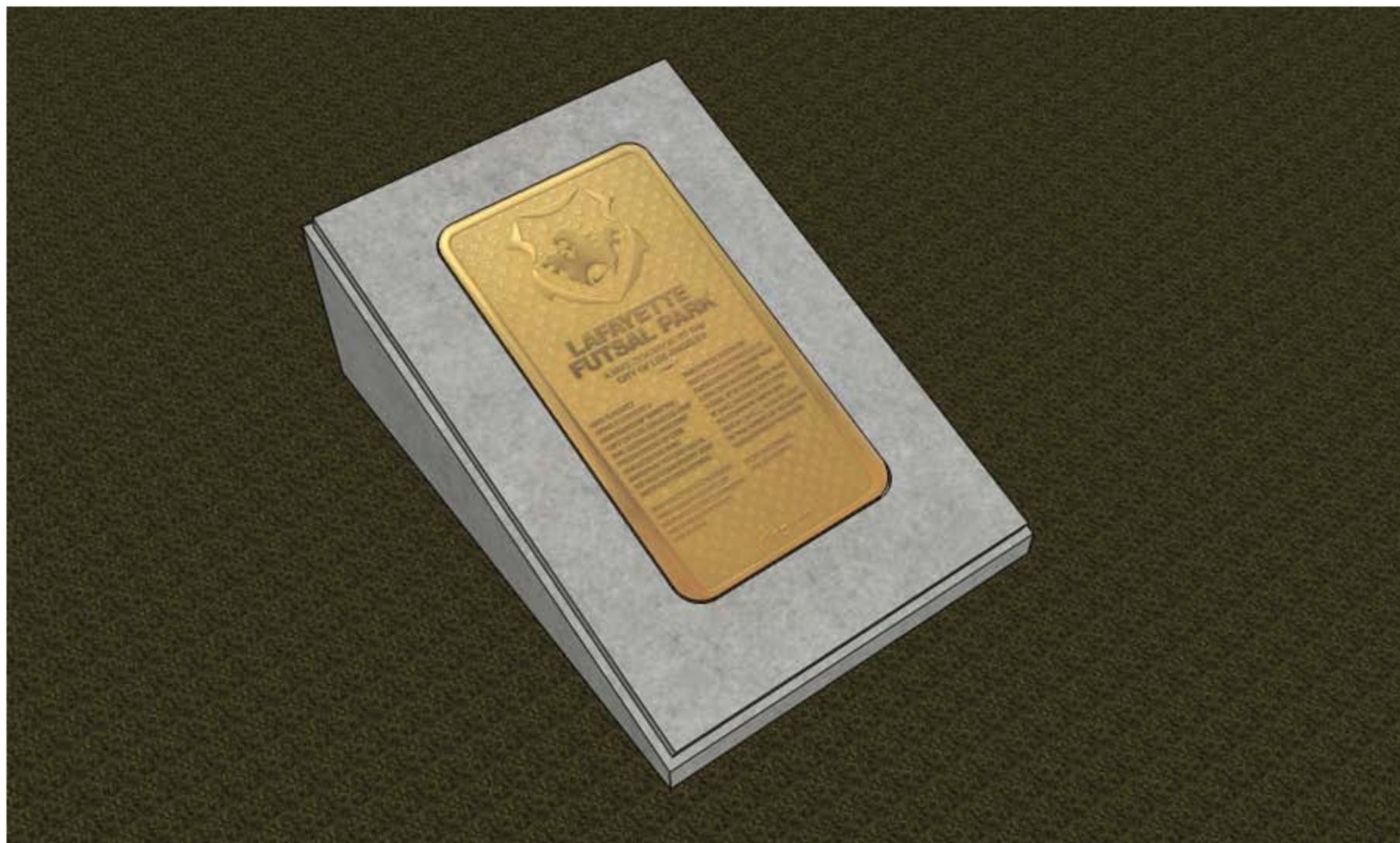
5/16" RECYCLED MATERIALS,
IS DEDICATED TO THOSE

PLEASE REFER TO LAYERS
PALETTE FOR LAYER ORDER.

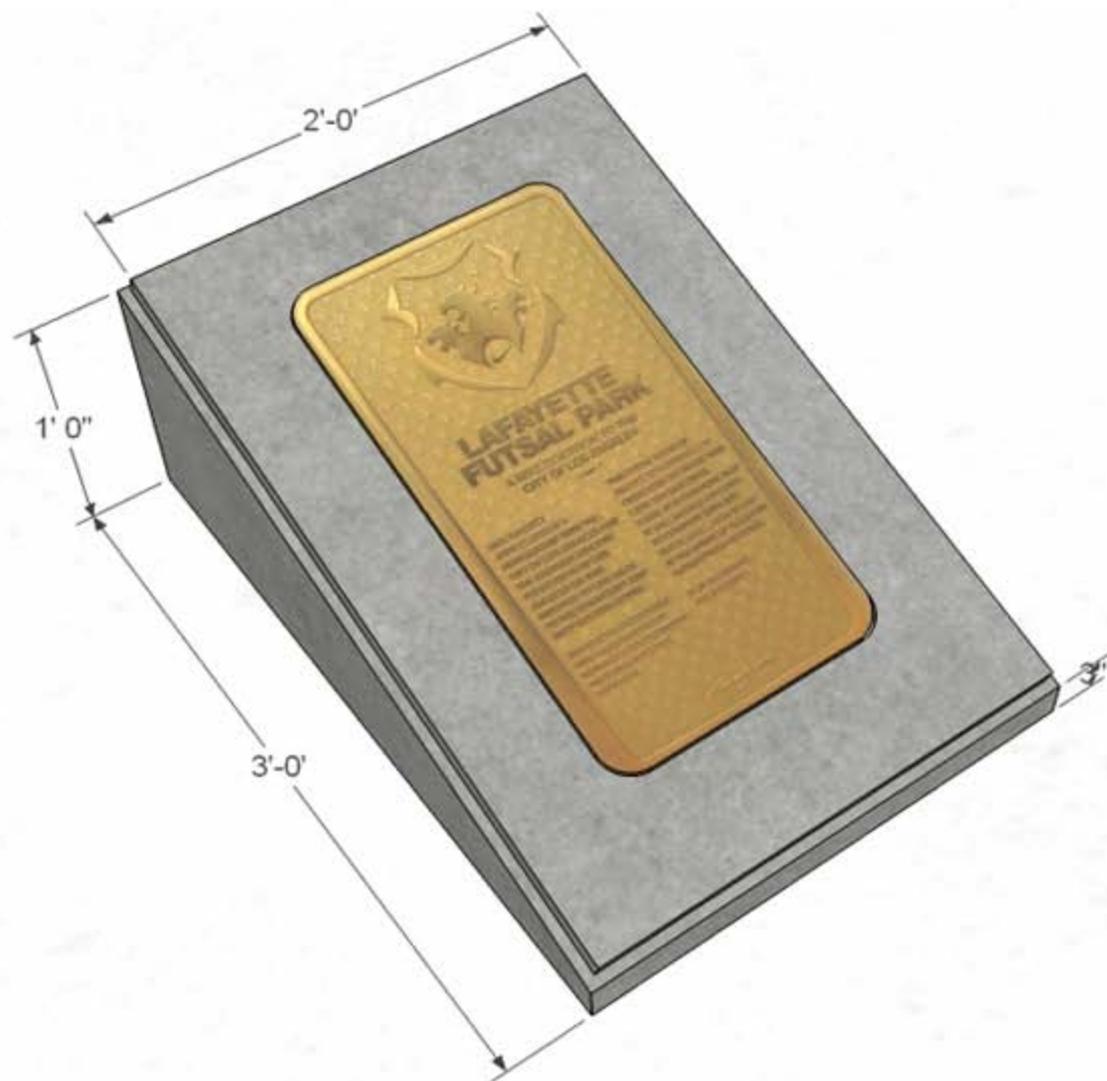
EXHIBIT-C

Proposed Nike Plaque Installation Options

Option 1: Angled Base (concrete)



Option 1: Base Dimensions



Option 2: Flat Base

