

REPORT OF GENERAL MANAGER

APPROVED

NO. 09-011

DATE January 21, 2009

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C.D. 6

**BOARD OF RECREATION
and PARK COMMISSIONERS**

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SUBJECT: BLYTHE STREET PARK - PROPOSED RE-NAMING OF PARK AS ANDRES AND MARIA CARDENAS RECREATION CENTER AND INSTALLATION OF APPROPRIATE PARK SIGNAGE

R. Adams	_____	J. Kolb	_____
H. Fujita	_____	F. Mok	_____
S. Huntley	_____	K. Regan	_____
V. Israel	_____	*M. Shull	<u>On f.m.s.</u>

[Handwritten Signature]

 General Manager

Approved *OK as recommended* Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve re-naming of Blythe Street Park to the Andres and Maria Cardenas Recreation Center; and,
2. Authorize the installation of appropriate park signage.

SUMMARY:

Blythe Street Park is located at 14740 Blythe Street, which serves the Panorama City community of the City. This facility is a 0.70 acre park which includes a children's play area, picnic tables, and small grassy area. A 2,850 square-foot recreation building is currently under construction at the site, which will house two meeting rooms, an office, a kitchen, restrooms, and storage areas. The project also includes a small parking area, picnic area, play area, landscaping and irrigation. The project opening is scheduled for January 22, 2009. Once the recreation center is open, recreation programming is anticipated to begin, including core offerings such as youth sports leagues, after school programs, classes, clubs, preschool, day camp, childcare and community events.

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Recently, Immaculate Heart Community, a non-profit ecumenical organization, and Casa Esperanza, a community-based organization, contacted the Department with a request to re-name Blythe Street Park the Andres and Maria Cardenas Recreation Center. The Department Naming Committee reviewed this request and had no objections. The proposed name was supported by over one hundred and forty (140) community members who participated in community meetings. Local residents supported the name: "Andres and Maria Cardenas Recreation Center" as they feel the Cardenas family story is representative of the neighborhood and its values of hard work and commitment. Mr. and Mrs. Cardenas were involved in many positive community activities, and this re-naming honors those values. The park, and its name, will be an opportunity for all neighborhood members to connect with those values and have a wonderful site to enjoy.

On November 20, 2008, Department staff facilitated a community meeting to discuss the proposed name change. Over twenty (20) community members attended and were unanimously in support of the proposed name: "Andres and Maria Cardenas Recreation Center."

The current Blythe Street park name has been used as a "placeholder" name for this facility, based on the geographic location of the park. The signage for the park will be funded through a change order with the recreation center construction project.

Council District 6 and Valley Region management are in support with the recommendations as set forth by the Department.

Staff has determined that the subject project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article VII, Section 1, Class 11(1) of the City CEQA Guidelines, which provides for the placement of signs on park property as accessory structures to the recreational facilities.

FISCAL IMPACT STATEMENT:

The approval of this project will not have any fiscal impact on the Department's General Fund, as the cost of the signage will be funded from the construction budget of the new recreation center.

This report was prepared by Camille Walls, City Planner, and Melinda Gejer, Planning Associate, Planning and Development.

EXCERPT FROM THE MINUTES OF THE SPECIAL MEETING
BOARD OF RECREATION AND PARK COMMISSIONERS
JANUARY 21, 2009

GENERAL MANAGER'S REPORT:

09-011

BLYTHE STREET PARK - PROPOSED RE-NAMING OF
PARK AS ANDREW AND MARIA CARDENAS RECREATION CENTER
AND INSTALLATION OF APPROPRIATE PARK SIGNAGE

President Sanders motioned for approval, conditioned upon the current procedure for permanent naming and plaques be amended to begin the process with the Commission, who will then forward the approved naming to staff for the community process.

Motion

It was moved by President Sanders, seconded by Commissioner Williams that Report No. 09-011 be approved as conditioned. There being no objections, the Motion was unanimously approved.