

REPORT OF GENERAL MANAGER

NO. 09-071

DATE March 18, 2009

C.D. 4, 14

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK AND HOLLENBECK PARK - PLAQUE INSTALLATION PROPOSALS

R. Adams	_____	J. Kolb	_____
H. Fujita	_____	F. Mok	_____
S. Huntley	_____	K. Regan	_____
V. Israel	_____	*M. Shull	<i>OK for MS</i>



 General Manager

SEP 02 2009

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board:

1. Grant conceptual approval to install a commemorative plaque in Hollenbeck Park in honor of Mayor Villaraigosa and the Million Trees LA Initiative and authorize staff to continue the process relative to plaque installation; and,
2. Grant conceptual approval to install a commemorative plaque(s) at Griffith Park in honor of the designation of Griffith Park as a Historic Cultural Monument and authorize staff to continue the process relative to the plaque installation for Griffith Park.

SUMMARY:

Two (2) proposals for plaque installation are hereby submitted for the Board's consideration. Upon conceptual approval by the Board and authorization to proceed with each proposal, Department staff will continue to process these proposals according to established Board policy and procedures. Staff will subsequently return to the Board with final reports and recommendations.

Million Trees Plaque

On September 30, 2006, Mayor Antonio Villaraigosa unveiled his plan for the greening of Los Angeles: the "Million Trees" Initiative. This ambitious program is a large-scale civic endeavor that will achieve a goal of planting one million trees by having the City partner with non-profit

REPORT OF GENERAL MANAGER

PG. 2 NO. 09-071

environmentalist groups, and mobilizing city residents to plant trees on their private and business properties, neighborhoods, schools and parks.

Trees help clean the air, clean up polluted urban runoff, cool streets and buildings, and provide a more livable environment. They also increase property values and absorb noise. Annually, one (1) million trees can save \$10 million in energy costs, remove more than two (2) million pounds of air pollutants, save \$23 million in air pollution cleanup costs and capture almost two (2) billion gallons of storm-water, saving an estimated \$5 million in storm-water runoff costs alone. To date, more than 200,000 trees have been planted.

On April 2, 2009, Mayor Villaraigosa will hold his annual All-Staff meeting at Hollenbeck Park and seeks to unveil a commemorative plaque for this program at that time. Please see Exhibit A for the plaque wording. The precise location within Hollenbeck Park and size of the plaque has yet to be determined.

The Department Naming Committee has reviewed this proposal and found no objections. The next step in the Department's plaque process is to review the specifics relative to the plaque and gather community comments. A subsequent report to the Board will then be submitted for consideration which would include specific details regarding funding, plaque installation, and maintenance.

Griffith Park: Historic Designation Plaque(s)

Griffith Park is roughly bordered on three sides by Los Feliz Boulevard, the 134 Freeway, and the 5 Freeway. This facility is a 4,271.87 acre regional park, which includes camps, sports fields, the Greek Theatre, the Griffith Observatory, hiking trails, museums, and golf courses, among many other amenities.

On January 27, 2009, the Los Angeles City Council gave historic protections to one of the nation's largest urban parks by unanimously approving Historic-Cultural Monument status for Griffith Park (Council File No. 08-3086). In recommending approval of the application, the Cultural Heritage Commission found that Griffith Park met four of the specified Historic-Cultural Monument criteria: first, that it "embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction;" second, Griffith Park reflects "the broad cultural, economic, or social history of the nation, State or community," for its association with the growth and development of the City of Los Angeles from a small city to a major metropolitan area; third, the park is associated with several historic personages, as a park associated with various historical figures, including: Colonel Griffith J. Griffith, the original donor of the Griffith Park parkland and Walt Disney, who donated buildings and structures to the site; and fourth, Griffith Park is associated with "important events in the main currents of national, State or local history" for the original donation of the parkland by Colonel Griffith J. Griffith on December 16, 1896 as a "Christmas gift" to the City of Los Angeles.

REPORT OF GENERAL MANAGER

PG. 3 NO. 09-071

The Department has been contacted by a representative of several local community groups with a request to install a plaque at the entrance(s) to Griffith Park which commemorates the Park's designation as a Historic-Cultural Monument. The precise location(s), wording, and size of the plaque(s) have yet to be determined.

The Department Naming Committee has reviewed this proposal and found no objections. The next step in the Department's plaque process is to review the specifics relative to the plaque and gather community comments. A subsequent report to the Board will then be submitted for consideration which would include specific details regarding funding, plaque installation, and maintenance.

Council District 4, Council District 14 and Metro Region management are in support of the recommendations for the facilities within their District and as set forth by the Department.

FISCAL IMPACT STATEMENT:

Fiscal impacts will be described in subsequent reports to the Board on these proposals.

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

One generation plants the trees
under whose cool shade
another generation takes its ease

To honor Mayor Antonio R. Villaraigosa, his
staff has planted a stand of trees.

- 2009 -

Million Trees LA

