

APPROVED
APR 07 2010

REPORT OF GENERAL MANAGER

NO. 10-076

DATE April 7, 2010

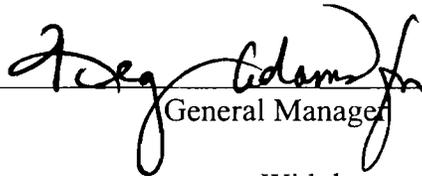
BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: NORTH HOLLYWOOD PARK – AGREEMENT WITH ROB DYRDEK/DC SHOES SKATE PLAZA FOUNDATION FOR THE CONSTRUCTION AND DONATION OF SKATE PLAZA IMPROVEMENTS

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


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Accept, with gratitude, a gift from the Rob Dyrdek/DC Shoes Skate Plaza Foundation (Foundation) consisting of the design and partial construction of a street style skate plaza at North Hollywood Park, valued at One Hundred Seventy-Five Thousand Dollars and No Cents (\$175,000);
2. Approve a proposed Gift Agreement, substantially in the form on file in the Board Office, between the Department of Recreation and Parks (Department) and Foundation, specifying the terms and conditions for the design, construction and operation of the proposed skate plaza, subject to approval of the Mayor and the City Attorney as to form;
3. Direct the Board Secretary to transmit the proposed Gift Agreement to the Mayor, in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review and approval as to form; and,
4. Authorize the Board President and Secretary to execute the Gift Agreement upon receipt of the necessary approvals.

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SUMMARY:

The Foundation has offered to donate to RAP, a gift consisting of the design and construction of a street style, skate plaza (Plaza) at North Hollywood Park (Park), located at 11430 Chandler Boulevard, in the community of North Hollywood. The Plaza will provide the community with a modern street-skate venue to satisfy the needs of today's urban-youth, street skater. As demonstrated by the success of a previous skate plaza projects on City's park property, street skating is now a very popular form of skating among urban youth. Street skating has grown so much in popularity over recent years that it is now a professional sport and industry. Street skating grew in popularity among urban youth primarily due to the lack of accessible and/or challenging skate parks within urban neighborhoods, and the abundance of benches, platforms, handrails, and stairways found regularly on the street which serve perfectly as challenging obstacles for the modern young skater to maneuver around, on, and over.

Attached to this report as Exhibits A and B, are renderings of the proposed North Hollywood Park skate plaza improvements and site plan showing the proposed Plaza location within the Park. Said improvements shall be installed pursuant to design plans approved by staff from the Department's Planning and Development Section. The Plaza's design and a portion of its construction will be donated to the Department at no cost to the City. The Foundation has secured funding in the amount up to \$175,000 to partially fund the project which is estimated to have a total cost of not-to-exceed \$375,000. Foundation will use its funds to contract directly with California Skate Parks, Inc., for the Plaza's design and a portion of its construction. As the projected total project cost is approximately \$375,000, the remaining balance up to a maximum of \$200,000 will be funded by the Department through available Quimby funds designated for outdoor improvements at the Park, previously approved by the Board on February 18, 2009, under Report No. 09-043. The Quimby funds will be used directly for Department expenditures pertaining to capital costs of associated outdoor improvements, such as soil preparation, concrete walkways and slabs, and landscape-irrigation improvements. The projected time line for installation is approximately ninety (90) days.

The term of the proposed Agreement is three (3) years, and includes, but is not limited to, certain terms and conditions such as:

- Naming of the plaza for the 3-year duration of the agreement shall be considered as part of the gift but will be subject to the future approval of the Board and pursuant to Department policy.
- In addition to the primary plaza signage, the trademarks of other third parties, as requested by the Foundation and approved by Board, may also be placed at an agreed upon number of locations in and around Plaza, and shall be displayed in a size and manner to be agreed upon among Parties, pursuant to Department policy and standards.

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- The Foundation shall be entitled to exclusive use of Plaza, for a maximum of twenty (20) non-consecutive days per year, subject to the prior approval of Department. The Foundation shall select their preferred dates and times, and shall inform the Department at least ninety (90) days in advance prior to any planned event, for consideration and approval by Department.

As one of their funding sources for this project, the Foundation has partnered with 7-Eleven, Inc., to fund the Foundation's portion of the project. In exchange for their contribution, the 7-Eleven name and/or logo may be incorporated in the Plaza design, subject to the prior approval of Department. The Department shall have no contractual relationship with 7-Eleven, as they are not a party to the proposed Agreement.

All Foundation events to be held at the Plaza shall be approved in advanced by the Department, and shall not interfere with the Park's normal or planned operations. Upon expiration of the proposed Agreement, the Department and the Foundation will discuss continuing the relationship at the site, and if continuing the relationship is found to be mutually beneficial, a subsequent agreement shall be negotiated, subject to required City approval(s).

ENVIRONMENTAL:

Staff has determined that this project will consist of an Agreement between the Department and the Foundation for the design and construction of a street-skate plaza at North Hollywood Park, to compliment the Park's existing recreational amenities offered at the park. The skate plaza will be an accessory facility to the existing recreational uses at the park. Therefore, the project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1a, Class 1, Category 14; Section 1(d), Class 4, Category 1 and 6; and Section 1k, Class 11, Category 3 of the City CEQA Guidelines.

Staff has discussed the proposed project with the Assistant General Manager of Operations West, the Superintendent of the Valley Region, and the Office of Councilmember Tom LaBonge of the Fourth 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's General Fund as the proposed Plaza will be designed and constructed through the proposed Gift and eligible Quimby funding. All special events will be funded entirely by the Foundation.

This report was prepared by Michael Shull, Superintendent of Planning and Construction and Joel Alvarez of the Department's Real Estate and Asset Management Section.

Exhibit-A

North Hollywood Park Skate Plaza Design Renderings

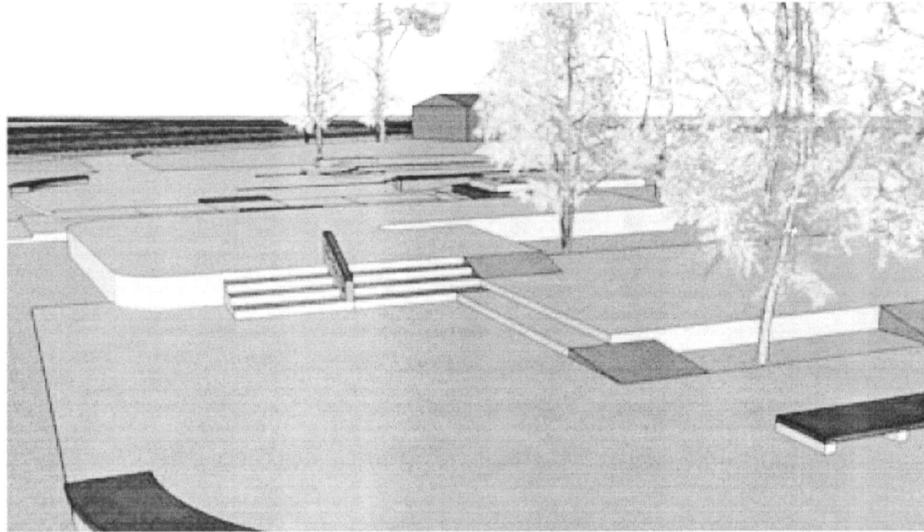
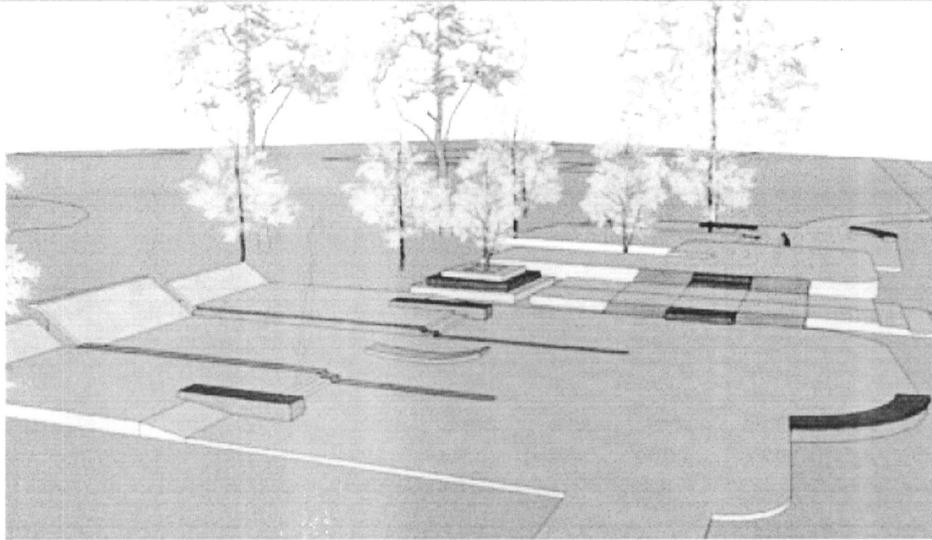


Exhibit-B

North Hollywood Park Site Plan and Skate Plaza Location



North Hollywood Skate Plaza
Hollywood, CA

