

APPROVED
APR 07 2010

REPORT OF GENERAL MANAGER

NO. 10-077

DATE April 7, 2010

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 14

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: HOLLENBECK PARK – ACCEPTANCE OF GIFT CONSISTING OF SKATE PLAZA IMPROVEMENTS AND APPROVAL OF RELATED GIFT AGREEMENT WITH ROB DYRDEK/DC SHOES SKATE PLAZA FOUNDATION

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

[Signature]
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Withdrawn _____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 street style, skate plaza improvements at Hollenbeck Park, valued at One Hundred Thousand Dollars and No Cents (\$100,000);
2. Approve a proposed Gift Agreement, substantially in the form on file in the Board Office, between the City of Los Angeles (City) and Foundation, specifying the terms and conditions for the design, construction, and operation of Hollenbeck Park 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 Rob Dyrdek /DC Shoes Skate Plaza Foundation (Foundation) offered to donate to the City, through its Department of Recreation and Parks (RAP), a gift consisting of the design and partial construction of a street style, skate plaza (Plaza) to replace the existing, outdated "skate park" at Hollenbeck Park (Park), located at 415 S. St. Louis Street in the community of Boyle Heights. The new 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 previous skate plaza projects on City 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 has grown 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 and within public and private buildings, 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 the renderings used in the design of the Hollenbeck Park Skate Plaza improvements and Site Plan showing the location of the Plaza within the Park. Said improvements were 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 were donated at no cost to the City. The Foundation secured funding in the amount of \$100,000 for the design and partial construction of Plaza improvements. Foundation contracted directly with California Skate Parks, Inc., for the Plaza's design and partial construction. The total cost for the project's completion was \$321,936. The remaining balance of \$221,936 was funded through available Quimby funds designated for Skateboard Plaza Improvements and previously approved under Board Report No. 10-024 on January 20, 2010. The Quimby funds were used directly for Recreation and Parks expenditures pertaining to capital costs of associated outdoor improvements. Such improvements were soil preparation, concrete walkways and slabs, and landscape-irrigation improvements.

The term of the proposed Agreement is three (3) years, including, but not limited to, the following selected terms and conditions:

- 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 RAP 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 RAP 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 RAP. The Foundation shall select their preferred dates and times, and shall inform the RAP at least ninety (90) days in advance prior to any planned event, for consideration and approval by RAP.

All Foundation events at the Plaza shall be approved in advance by RAP, 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 a Gift Agreement between RAP and the Foundation for the installation of a street-skate plaza at Hollenbeck Park, to replace the existing traditional skate park. The skate plaza will be an accessory facility to the existing recreational uses at the park and is consistent with the existing use. Therefore, the Project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1d, Class 1, Category 14 and Section 1k, Class 11, Category 3 of the City CEQA Guidelines.

Staff discussed the project with the Assistant General Manager of Operations East, the Superintendent of the Metro Region, and the Office of Councilmember Jose Huizar of the Fourteenth Council District, and support was expressed for the project which concurs with staff's recommendations.

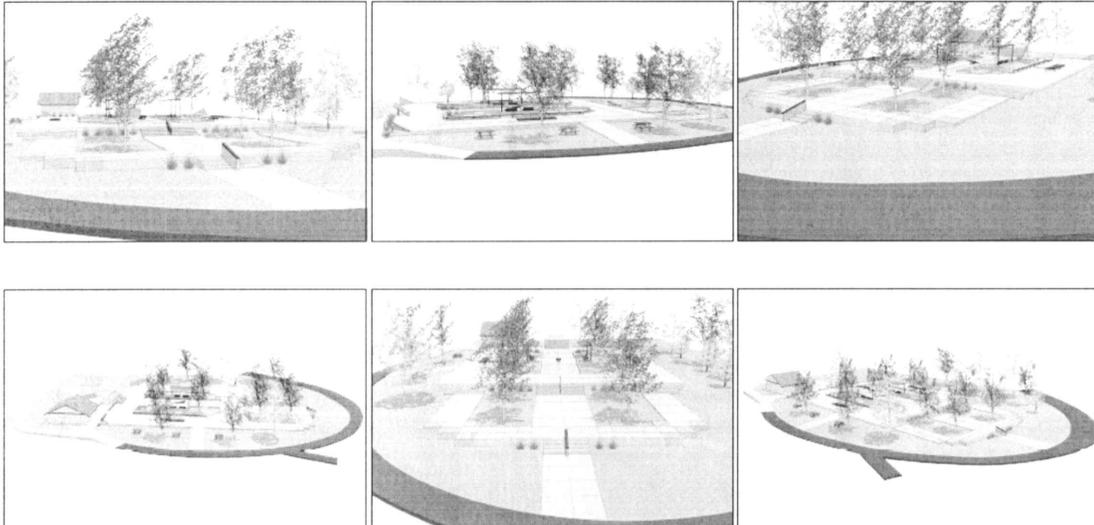
FISCAL IMPACT STATEMENT:

There was no fiscal impact to the Department's General Fund associated with the development of the New Plaza as it was designed and constructed through the proposed Gift and eligible Quimby funding allocated for improvements at the Park. All future special events will be funded entirely by the Foundation and future maintenance shall be funded through existing Department budget requests for the Park.

This report was prepared by Joel Alvarez, Sr. Management Analyst of the RAP's Real Estate and Asset Management Section.

Exhibit-A

Hollenbeck Skate Plaza Design Renderings and Plans



CONCEPTUAL RENDERINGS
NOT TO SCALE

HOLLENBECK SKATE PLAZA

415 S. ST. LOUIS ST.
LOS ANGELES, CA. 90033

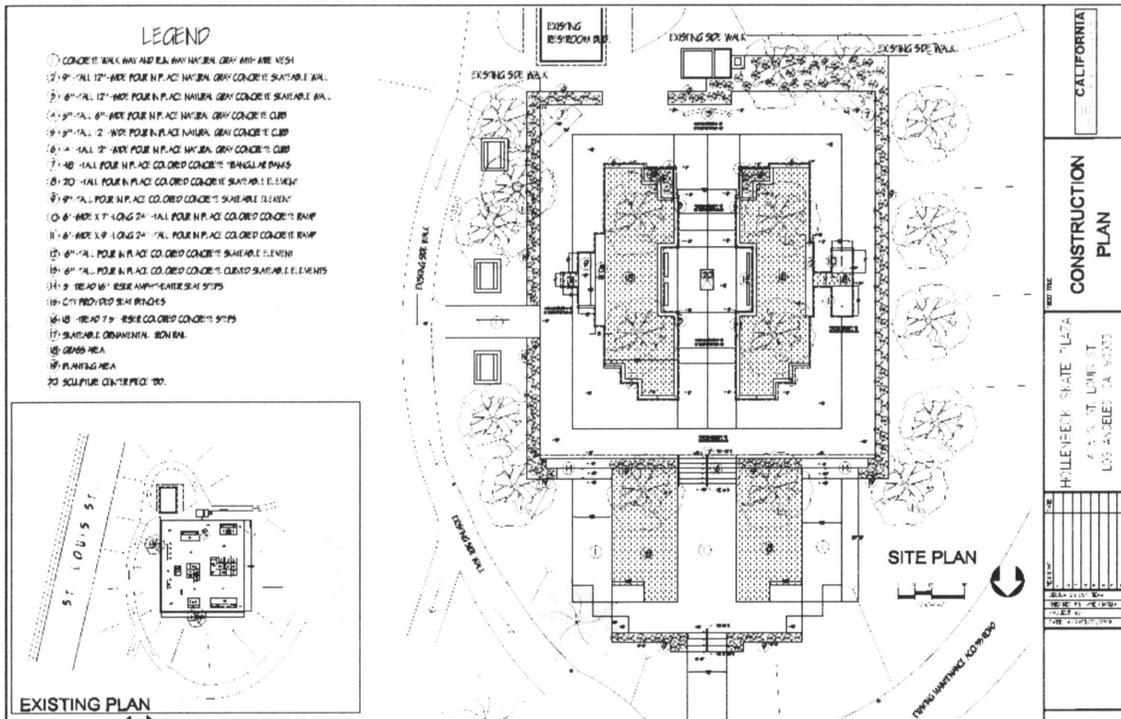


Exhibit-B

Park Site Plan and Skate Plaza Location

