

APPROVED
DEC 08 2010

REPORT OF GENERAL MANAGER

NO. 10-329

DATE December 8, 2010

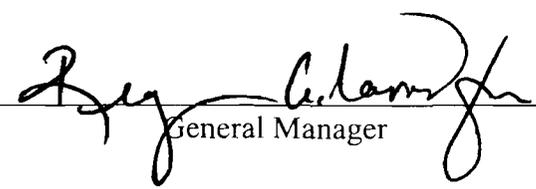
**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: LINCOLN PARK – AGREEMENT WITH NIKE USA, INC., AND THE LA84 FOUNDATION FOR A DONATION CONSISTING OF THE DESIGN AND CONSTRUCTION OF A STREET STYLE SKATE PLAZA

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


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the proposed Agreement (Agreement), substantially in the form on file in the Board Office, accepting a Gift consisting of the design and construction of a street-style skate plaza at Lincoln Park from NIKE USA, Inc. and the LA84 Foundation, subject to the approval of the Mayor and the City Attorney as to form;
2. Direct the Board Secretary to transmit the proposed Agreement to the Mayor in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review and approval as to form;
3. Authorize staff to issue a right-of-entry permit for installation of skate plaza improvements; and,
4. Authorize the Board President and Secretary to execute the Agreement upon receipt of the necessary approvals.

SUMMARY:

As a gift to the City of Los Angeles (City) through the Department of Recreation and Parks (RAP), Nike USA, Inc. (Nike) and the LA84 Foundation (Foundation) have offered to fund the design and construction of a street-style skate plaza (Plaza) to replace the existing traditional skate park at

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Lincoln Park (Park), located at 3501 Valley Boulevard, Los Angeles, CA 90031. Lincoln Park is the latest of several park sites at which Nike and the Foundation (collectively referred to as Donors) have made generous donations of various synthetic field, court, and skate plaza projects. The Donors and RAP wish to continue this valuable relationship in order to provide the youth of Los Angeles with opportunities to play, train, and recreate on state-of-the-art athletic and recreation facilities. The existing skate park has outlived its intended lifespan as the Los Angeles skate culture has changed, with youth preferring “street-style” skate plazas over traditional skate parks. 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 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. It is anticipated that the proposed conversion from Lincoln Park’s skate park to a skate plaza will undoubtedly boost the facilities use by local youth, as well as attract skaters from other communities who are looking for new challenges.

Donors are providing this generous Gift through Nike’s “Access to Sport Initiative, which provides gifts to community groups and government entities in support of the promotion of sport and recreation in an effort to get youth active and to promote positive social change.

Nike has partnered with various market-leading, design-build skate plaza companies which adhere to Nike requirements related to materials and design to create sustainable, high-quality, high-performance sports and recreation facilities. Pursuant to Donor requirements, and the terms and conditions of the proposed Agreement, Donors shall contract with California Skate Parks, Inc., (Contractor) for the amount of \$160,000. Donors shall fund the entire project at their sole expense and at no cost to the City.

The plans and specifications for the proposed Project have been reviewed and approved by staff from the RAP’s Planning and Construction Division, in accordance with design renderings and plans attached hereto as Exhibit-A and Exhibit-B, respectively. RAP will issue a right of entry permit authorizing Donors and/or their Contractors access to the project location to perform the necessary work, and will oversee the construction process. In planning the proposed project, the RAP has realized a significant need for additional park improvements such as general park lighting and the rehabilitation of the existing parking lot near the proposed Plaza area. Although not included as part of the current project plans, the RAP is actively seeking additional funding to perform the additional lighting and parking lot improvements.

Nike and its affiliated vendors have funded and worked successfully with City staff in the past on several similar projects, such as the installations of synthetic soccer fields at Glassell, Algin Sutton, and Lafayette Recreation Centers; the installation of synthetic basketball courts at Green Meadows

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Recreation Center; the resurfacing of an outdoor court at 6th and Gladys Park, the development of a mini-pitch soccer field at Hubert H. Humphrey Recreation Center, installation of synthetic multisport court and skate plaza improvements at William Nickerson Gardens Recreation Center, skate plaza improvements at Imperial Courts Recreation Center, and indoor (gymnasium) basketball court refurbishments at four (4) separate park sites: Lincoln Park, Harbor City Recreation Center, Ramona Gardens Recreation Center, and Central Recreation Center.

In exchange for the proposed Gift, and with the understanding that the term of the proposed agreement is three (3) years from the date of its execution, the RAP will agree to terms and conditions including, but not limited to, the following:

1. Maintaining the Plaza in a safe and attractive manner consistent with the image and reputation of Donors;
2. Acknowledging Nike and Foundation as Donors on applicable RAP written materials, news releases, and related marketing or publicity including, but not limited to, a “kick-off” press conference and/or Plaza dedication event;
3. Assisting and cooperating in mutually acceptable Plaza dedication events;
4. Allowing Donors the right to publicize, show photographs, and use the name of the Plaza and otherwise promote the Donors’ contribution;
5. Allowing Donors the right to use the Plaza from time to time for special events, upon reasonable notice and subject to the approval of the RAP;
6. Allowing Donors to incorporate their logo(s) and/or trademark(s) as part of the Plaza design, subject to the RAP’s prior review and approval;
7. Allowing Donors the right (but not the obligation) to place and remove on or around the Plaza, their logo(s), trademark(s), and other signage, marks and/or insignia as related to events held at the Plaza, subject to the approval of the RAP; and,
8. Allow Nike and/or Foundation to operate a booth or similar area for strictly promotional purposes at Nike and/or Foundation events held at the Plaza.

The performance of the above requirements shall not interfere with RAP programming and/or prescheduled events at the Plaza. Donors will coordinate with RAP prior to committing the Plaza to any events not operated by RAP.

Staff has determined that this project will consist of an Agreement between the RAP and Donors for the design and installation of a street-style skate plaza to modify and replace the existing traditional

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skate facility, as an accessory use to the recreational amenities offered at Lincoln Park. Therefore, the project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1(a), Class 1, Category 13 and 14; and Section 1(k), Class 11, Category 3 of the City CEQA Guidelines.

The Assistant General Manager of Operations East and the Superintendent of the Planning and Construction Division support the recommendations contained in this report.

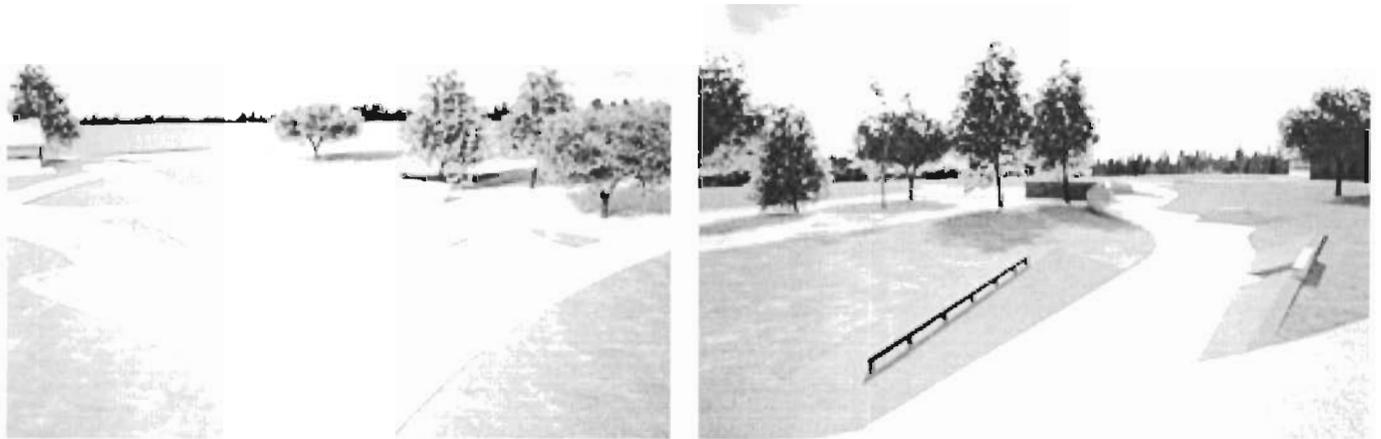
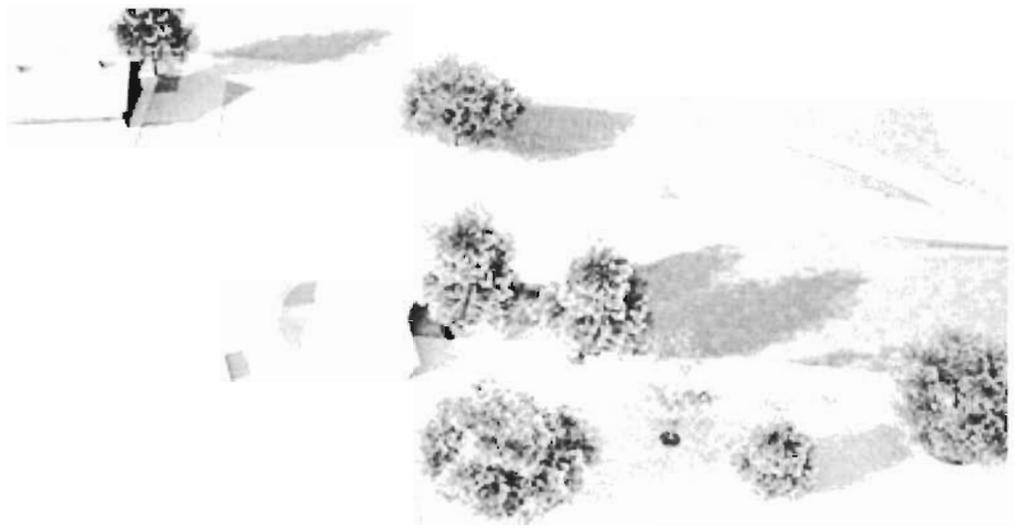
FISCAL IMPACT STATEMENT:

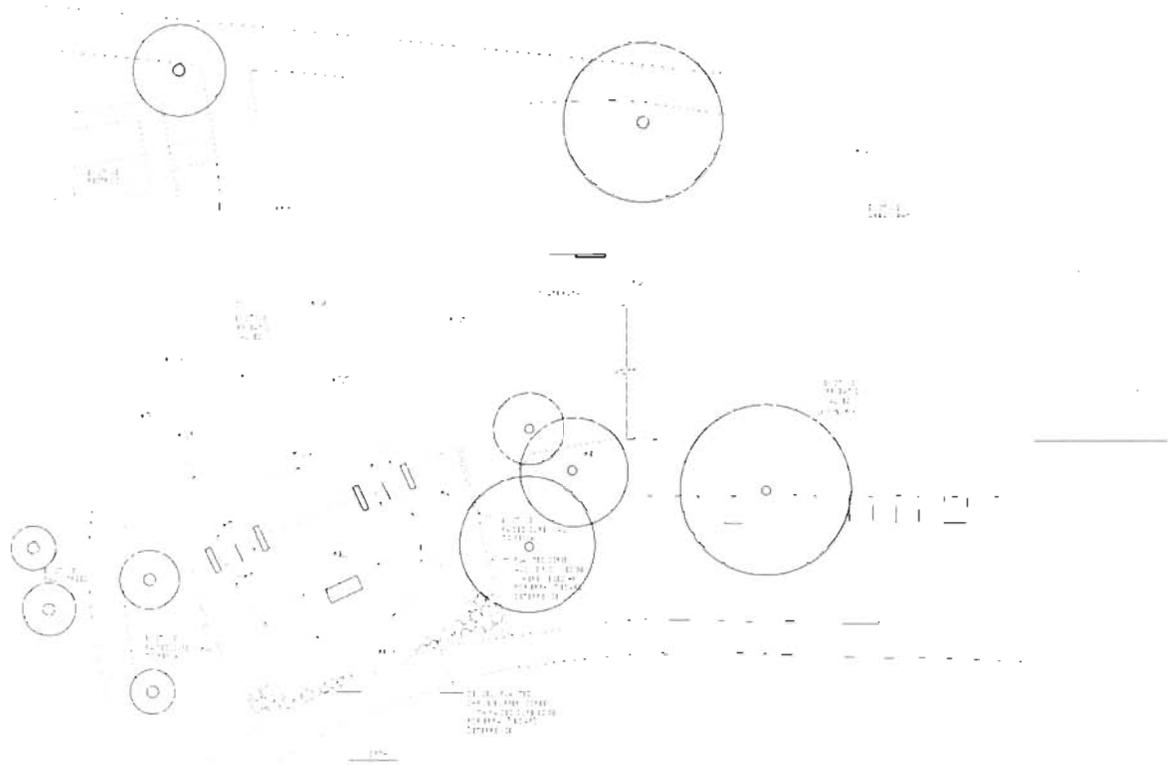
This project shall not have any impact on the RAP's General Fund, as the costs of the Plaza's design and construction will be funded entirely by the Donors.

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

EXHIBIT-A

Skate Plaza Renderings





LINCOLN PARK SKATE PLAZA

CITY OF LOS ANGELES, CA 90028-1010 Scale: 1"=30'

SKATE PLAZA LAYOUT PLAN

CALIFORNIA
skateparks