

REPORT OF GENERAL MANAGER

APPROVED

NO. 10-333

DATE December 8, 2010

DEC 08 2010
BOARD OF RECREATION
and PARK COMMISSIONERS

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: ROCKWOOD PARK – NAMING PROPOSAL

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

Vicki Israel
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board grant conceptual approval to allow staff to begin the formal naming process for the area currently known as Rockwood Park.

SUMMARY:

On March 15, 2006, the Board approved the acquisition and development of four parcels for a pocket park at Rockwood/Colton Streets and Glendale Boulevard (Board Report No. 06-64). Department staff recognized the need to name this new park for administrative and accounting purposes and to erect signage at the park, advising the public regarding the park's location and hours of availability. Per Section III.F of the Instruction on Naming Parks and Recreation Centers (Board Report No. 701, 1974 and Board Report No. 381, 1976), 'the Planning staff designates temporary names for proposed or newly acquired sites for purposes of administration and accounting. These names are used only until formal naming can be made.'

Per the Instruction on Naming Parks and Recreation Centers the geographic location of the park was used in designating the temporary name of Rockwood Park. However, discussion with Council Office staff has revealed that the name Rockwood is also associated with a local street gang, prompting local citizens to request that this new passive pocket park be formally named through the standard community input process. Therefore, Department staff recommends conducting the naming process at this time, including the appropriate community outreach.

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Due to the size, placement, and amenities at this location, Department staff does not find that the park currently known as Rockwood Park would be competitive for the selling of naming rights, however, the formal naming of a new park does not prohibit subsequent naming requests. CEQA impacts will be addressed in a subsequent Report to the Board.

FISCAL IMPACT STATEMENT:

Fiscal impacts due to signage will be addressed in a subsequent report to this Board.

This report was prepared by Melinda Gejer, City Planning Associate, Planning and Construction.