

APPROVED
MAR 03 2010

REPORT OF GENERAL MANAGER

NO. 10-056

DATE March 3, 2010

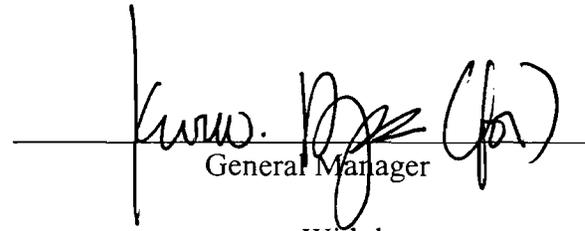
**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. 2

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SEPULVEDA BASIN RECREATION AREA - NAMING PROPOSAL FOR EMEK
HEBREW DAY SCHOOL JOINT USE AREA

R. Adams	_____	J. Kolb	_____
H. Fujita	_____	F. Mok	_____
S. Huntley	_____	K. Regan	_____
V. Israel	_____	*M. Shull	_____


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board grant conceptual approval for naming a portion of the Sepulveda Basin Recreation Area for which there is an executed lease agreement with Emek Hebrew Day School (Lease No. 116660) for the shared use of the property.

SUMMARY:

On June 12, 1989, the Board approved the original fifteen (15) year lease for Emek's use of a 1.8 acre parcel (Parcel No. 1), located within the Sepulveda Basin Recreation Area which is under lease to the Department from the United States Government through the U.S. Army Corps of Engineers. On August 28, 1989, the Board amended the original Lease to include an additional 1.4 acre parcel (Parcel No. 2), also within the Sepulveda Basin Recreation Area and adjacent to Emek (Board Report No. 484-89). An aerial photo illustrating the location of each parcel and their proximity to Emek is attached hereto as Exhibit-A.

Parcel No. 1 and Parcel No. 2 are located easterly of the San Diego Freeway and northerly and southerly of the terminus of Magnolia Boulevard, west of Sepulveda Boulevard, as illustrated in Exhibit-A.

Emek Hebrew Academy is a non-profit, private school attended by approximately 814 students of nursery school age through junior high school. As a condition of the original Lease, Emek constructed various recreational improvements including basketball, volleyball, and tetherball courts on Parcel No. 1, which they have operated and maintained since the execution of the original Lease

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on June 10, 1991. The improvements constructed by Emek have been and are for the use of both the children of the school (exclusive during school hours) and the general public. However, Parcel No. 1 was never named and no signage was erected to advertise the park to the general public.

Recently on March 4, 2009 (Board Report No. 09-048), the Board approved Lease No.116660 authorizing the continued shared use of the two parcels for thirty (30) years. Department staff has recognized the need to name Parcel No. 1 for administrative and accounting purposes and to erect signage at the park and on Sepulveda Boulevard, 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 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.

Department staff has suggested the name Magnolia Park for Parcel No. 1. However, members of the community have already begun suggesting alternative names. Therefore, Department staff recommends conducting the naming process at this time, including the appropriate community outreach, rather than administratively naming the parcel. Due to the size, placement, and amenities at this location, Department staff does not find that Parcel No. 1 would be competitive for the selling of naming rights.

FISCAL IMPACT STATEMENT:

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

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

Exhibit-A
EMEK HEBREW DAY SCHOOL
15365 Magnolia Boulevard, Sherman Oaks, 91411

LEASE AREA PARCEL 1 AND PARCEL 2

