

APPROVED

REPORT OF GENERAL MANAGER

MAR 03 2010

NO. 10-057

DATE March 3, 2010

BOARD OF RECREATION and PARK COMMISSIONERS

C.D. 2

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VAN NUYS - SHERMAN OAKS PARK - PROPOSED NAMING OF BUILDINGS AND A PORTION OF THE PARK AS SHERMAN OAKS/EAST VALLEY ADULT CENTER AND INSTALLATION OF APPROPRIATE PARK SIGNAGE

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

Handwritten initials 'A' and 'for' next to M. Shull's line.

Handwritten signature of General Manager over a horizontal line.

General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board:

- 1. Grant final approval for naming three newly constructed buildings and a portion of Van Nuys - Sherman Oaks Park located at the west end of the park as the Sherman Oaks/East Valley Adult Center; and,
2. Authorize the installation of appropriate park signage.

SUMMARY:

Van Nuys - Sherman Oaks Park is a large community park located at 14201 Huston Street in the San Fernando Valley area of the City. This facility is a 65-acre park which includes children's play areas, ball fields, basketball courts, walking paths, gyms, picnic tables, and other outdoor park areas. Many highly valued recreation programs are conducted there for community benefit, such as preschool and senior classes and activities, family programs and youth sports programs.

Funding was obtained to construct a senior citizen facility for this area of the Valley, and construction began on February 2, 2009. The first phase of this project includes completion of three buildings and parking, scheduled to be finished in the summer of 2010. Project cost is approximately \$13,500,000. This facility will also serve as an emergency preparedness and evacuation center for the Valley, with an emergency generator installed as part of the construction.

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Located at the west end of the park, the new name “Sherman Oaks/East Valley Adult Center” will be installed on a park sign, funded from the construction budget. The sign would be located in front of the buildings facing Van Nuys Boulevard.

In October, 2009, a focus group comprised of seniors from both the Van Nuys - Sherman Oaks Senior Citizens Center and East Valley Multipurpose Senior Center worked together to discuss and reach a consensus on a name for the new facility. The consensus was the name, the Sherman Oaks/East Valley Adult Center, which was supported by the group.

Council District 2 and the Valley Region are in support of the recommendations as set forth by the Department.

This proposal does include a park facility and area which may be appropriate to be considered for naming rights in the future.

Staff has determined that the subject project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article VII, Section 1, Class 11(1) of the City CEQA Guidelines, which provides for the placement of signs on park property as accessory structures to the recreational facilities.

FISCAL IMPACT STATEMENT:

The approval of this project will not have any fiscal impact on the Department, as the cost of the signage will be funded from the construction budget.

This Report was prepared by Camille Walls, City Planner, and Melinda Gejer, Planning Associate, Planning and Development.