

APPROVED
DEC 14 2011

REPORT OF GENERAL MANAGER

NO. 11-320

DATE December 14, 2011

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 10

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: WILTON PLACE PARK – NAMING PROPOSAL

R. Adams	_____	K. Regan	_____
H. Fujita	_____	*M. Shull	<u>anf</u>
V. Israel	_____	N. Williams	_____

_____ [Signature]
General Manager

Approved _____ [Signature]

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board grant conceptual approval of the proposal to name the newly acquired park property as the Country Club Park Heritage Plaza in order for staff to begin the formal naming process for the area currently known as Wilton Place Park.

SUMMARY:

In September 2009, the City Council authorized the Community Redevelopment Agency (CRA) to expend Wilshire Center/Koreatown Recovery Redevelopment Project Area bond proceeds to pay for the development and construction of a publicly-owned park at 1015 South Wilton Place in Council District 10 (Council File No. 07-3410). In addition, Council authorized the CRA to negotiate and execute an agreement with the Department of Recreation and Parks (RAP) for the conveyance of the Site to RAP from the CRA at no cost to the City.

Located at the intersection of Wilton Place and Olympic Boulevard, within the historic Country Club Park neighborhood, this pocket park features a child play area, water fountain, fixed tables and chairs, seating areas for the adjacent public transit stop, a walking path, irrigation and landscaping.

On September 27, 2011, the City Council adopted a motion presented by Herb J. Wesson, Councilman of the 10th district, requesting that the Board of Recreation and Park Commissioners take the necessary steps to name this new pocket park "Country Club Park Heritage Plaza."

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 parks location and hours of availability. Per Section III.F of the Instruction on Naming Parks and Recreation Centers

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(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.”

On Saturday, October 22, 2011, this Department along with Council District 10, the CRA and the Country Club Park Neighborhood Association held the grand opening of this new park. At that time the park was referred to as Country Club Park Heritage Plaza.

Per the Instruction on Naming Parks and Recreation Centers the geographic location of the park was used in designating the temporary name of Wilton Place Park. Based on the motion presented by Council District 10, adopted by the full City Council, Department staff recommends conducting the formal naming process at this time, including the appropriate community outreach.

Due to the size, placement, and amenities at this location, Department staff does not find that the park currently known as Wilton Place Park would be competitive for the selling of naming rights, however, the formal naming of a new park does not prohibit subsequent naming requests.

FISCAL IMPACT STATEMENT:

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

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