

APPROVED
JUL 13 2011

REPORT OF GENERAL MANAGER

NO. 11-198

DATE July 13, 2011

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: ROCKWOOD PARK - PROPOSED NAMING AS COLTON STREET
COMMUNITY PARK AND INSTALLATION OF APPROPRIATE PARK
SIGNAGE

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

[Signature]
General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Grant final approval for the naming of the park currently known as Rockwood Park as Colton Street Community Park; and,
2. Authorize the installation of appropriate park signage.

SUMMARY:

On March 15, 2006, the Board approved the acquisition and development of four parcels for a passive pocket park at Rockwood/Colton Streets and Glendale Boulevard (Board Report No. 06-64). That project is now complete and the 0.43 acre pocket park located at 1571 Rockwood Street has been developed with a children's play area, walking path, landscaping and seating.

Department staff recognized the need to name this new park for administrative and accounting purposes. 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."

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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. On December 8, 2010, this Board granted conceptual approval for the naming of the park, authorizing staff to begin the community outreach process (Board Report No. 10-333).

The Department received several suggestions from the community for the naming of the park. The Historic Filipinotown Neighborhood Council and the Historic Filipinotown Chamber of Commerce both submitted letters in support of the name Mabuhay Park. Mabuhay is a Tagalog word meaning “celebrate life” or “welcome”. However, at the community meeting held on April 20, 2011, which was attended by approximately twenty-five (25) local residents, a large number of participants expressed a desire to have the park named after the local community. Although many members wanted to keep the name Rockwood Park, due to the fact that the name Rockwood is associated with a local street gang the community members agreed that the name Colton Street Community Park would both celebrate the local community and alleviate problems of graffiti and safety that keeping the name Rockwood may have presented.

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. In keeping with the wishes of the community and the Department’s naming policy which encourages the use of geographic based names Department staff recommends formally naming this new park Colton Street Community Park.

Council District 13 and the Metro Region are in support with the recommendations as set forth by the Department.

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 have a minor fiscal impact on the Department as the owner of a sign shop, who grew up in the area, has offered to donate the main sign.

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