

APPROVED

MAR 02 2011

REPORT OF GENERAL MANAGER

NO. 11-074

DATE March 2, 2011

BOARD OF RECREATION  
and PARK COMMISSIONERS

C.D. 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: ELYSIAN PARK-RIVERSIDE PARK – CONCEPTUAL NAMING PROPOSAL

R. Adams \_\_\_\_\_  
V. Israel \_\_\_\_\_  
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S. Huntley \_\_\_\_\_

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[Signature]  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board grant conceptual approval in order for staff to begin the formal naming process for the area currently known as the Elysian Park-Riverside Park.

SUMMARY:

On June 2, 1999, the Board of Recreation and Park Commissioners (Board) approved the acquisition of 18.44 acres of undeveloped land located at 1800 Riverside Drive for the expansion of Elysian Park (Board Report No. 229-99). Department of Recreation and Parks (RAP) staff recognized the need to name this park expansion area 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 381, 1976), "the RAP, 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 Elysian Park-Riverside Park.

Due to limited funds availability, the development of Elysian Park-Riverside Park is being constructed in phases. On December 11, 2008, the Board approved the final plans for the development of the first phase of Elysian Park-Riverside Park (Board Report No. 08-324) and the first phase of construction is nearing completion. Therefore, RAP staff recommends conducting the naming process at this time, including the appropriate community outreach. The completion of the naming process will allow for the installation of appropriate park signage. Additionally the formal naming of a new park does not prohibit subsequent naming requests.

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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.