

APPROVED

JAN 21 2021

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 21-014

DATE January 21, 2021

C.D. 11

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: POTRERO CANYON PARK – NAMING OF PARK AS “GEORGE WOLFBERG PARK AT POTRERO CANYON”

AP Diaz	_____	M. Rudnick	_____
H. Fujita	_____	<i>Fuf</i> C. Santo Domingo	<i>DF</i> _____
V. Israel	_____	N. Williams	_____

M. Shue

General Manager

Approved X

Disapproved _____

Withdrawn _____

RECOMMENDATION

Approve the naming of Potrero Canyon Park as “George Wolfberg Park at Potrero Canyon” as more fully set forth in this Report.

SUMMARY

Background of Potrero Canyon

Potrero Canyon Park is located at 15101 Pacific Coast Highway. Potrero Canyon was originally purchased by the City of Los Angeles in the 1960's. The City subsequently transferred jurisdiction of the property to the Department of Recreation and Parks (RAP). Throughout its history, Potrero Canyon has experienced numerous landslides, due to the instability of its canyon walls, resulting in damage to many homes and properties. From 1964 to 1975, the City purchased properties along the canyon rim, with the goal of stabilizing the canyon and extending the Palisades Recreation Center. Due to litigation settlement, the City was later obligated to purchase an additional twenty-two (22) properties along the canyon rim.

In 1986, RAP authorized a comprehensive study by Kovacs Byer, Inc., (later J. Byer Group) to evaluate proposed plans to fill the canyon in order to stabilize it and to create a park. The fill grading project began in 1988 and consisted of multiple phases. The first phase, completed in 1990, consisted of cleaning out the canyon and installing a storm drain. The second phase consisted of large-scale import and compaction of fill in the canyon. It also included the removal of landslide debris and benching of stability fill-slopes into the canyon walls. Numerous sub-drains were installed. In 2004, grading stopped due to a lack of funding, leaving the canyon grading approximately 35% incomplete.

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On October 27, 2004, the City Council adopted a motion (Council File 04-1587) which instructed RAP and the Department of Public Works, Bureau of Engineering's Geotechnical Engineering Division (GED) to complete the stabilization of the canyon. As part of this process, GED evaluated the existing canyon conditions, prepared a scope of work and project schedule, and prepared preliminary grading plans for the canyon. GED was also instructed to review the geotechnical conditions of the twenty-two (22) City-owned lots and to prepare real estate disclosure reports for the lots, which have now all been sold. The proceeds of those sales are being used towards the cost of the subject Project, and other related ongoing Potrero Canyon stabilization work.

The development of the new Potrero Canyon Park is being completed in two (2) phases that will ultimately result in the development of a 46-acre passive park with a riparian zone containing wetland trees and plants that will run down the center of the entire length of the park through a series of large retention basins. The first phase of work and consisted of grading and buttressing the canyon slopes to stabilize them and prevent future landslides. Construction of the grading phase was completed on August 18, 2020. The second phase of work will install all of the landscaping and irrigation within the canyon, and complete the park development. Ultimately, the completed project will serve as a City park that will be operated and maintained by RAP.

A map of Potrero Canyon Park's boundaries is attached (Attachment 1).

Naming Request

In February 2020, Councilmember Mike Bonin of Council District Eleven submitted a Motion requesting that the Board of Recreation and Park Commissioners (Board) consider naming Potrero Canyon Park as "George Wolfberg Park at Potrero Canyon" to celebrate Mr. Wolfberg's contributions to the park and the Palisades community as a whole (Attachment 2).

On February 13, 2020, the Pacific Palisades Community Council, at its regularly scheduled public meeting, unanimously approved a resolution in support of the proposed naming of Potrero Canyon Park as "George Wolfberg Park at Potrero Canyon" and subsequently sent RAP a letter of support (Attachment 3).

Background on George Wolfberg

Born on April 22, 1938 in Los Angeles, George Wolfberg was both an active Palisades community member and valued City employee. Mr. Wolfberg's career highlights include his oversight of Los Angeles' successful divestment from South Africa under apartheid, for which Nelson Mandela came to the City to specifically thank the City. He also prepared the City's bid to win the 1984 Olympics, through which he created the women's cycling event. At his retirement, he was a Chief Administrative Analyst in the City Administrative Office.

George Wolfberg was also an exemplary community leader. While on the City Charter Commission, he helped pass the Charter, adopted in 2000, that created a citywide system of Neighborhood Councils to promote public participation in City governance. He served on the board of the Pacific Palisades Community Council for 16 years, chairing the Council twice from

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2002 to 2004 and again from 2018 to 2019. He received several accolades for his service, including the PPCC Community Service Award in 2008, Citizen of the Year in 2011, and the Pride of the Palisades in 2019.

George Wolfberg played a large part in the planning phases of Potrero Canyon Park. In 2004, he became the Chair of the Potrero Canyon Community Advisory Committee. In such a capacity, he led the community discussion and analysis of the proposed park. Mr. Wolfberg also offered advice and guidance to both RAP and the Bureau of Engineering to ensure that the park served the Palisades community to the fullest, as well as be a destination that all Angelenos would enjoy visiting.

George Wolfberg passed away on February 5, 2020.

BOARD NAMING POLICY

On June 5, 2013 the RAP adopted a Naming Policy, Procedures and Guidelines for Parks and Recreational Facilities (Policy) for the naming of parks, recreation facilities, park amenities, landmarks and other park assets (Report No. 13-161). This Policy enumerates the criteria and guidelines for use when evaluating proposed park names (Attachment 4). Several of the adopted guidelines applicable to this application are as follows:

- The Naming of parks after individuals shall be limited to those who are deceased and have made exceptional contributions to the park or community within which the park is located.
- The Naming engenders a positive public image which does not unduly commercialize the park or recreational facility.
- The proposed name for the park or recreational facility, and/or contributor, must be compatible with the Mission of RAP.

RAP staff has determined that the criteria and guidelines of the Policy have been met. The Potrero Canyon community was previously informed of the proposed name through the City Council Motion and through the publicly held and noticed Community Council meeting.

CONCLUSION

For all the reasons stated in this Report, RAP staff recommends the naming of the Potrero Canyon Park, as shown in Attachment 1, to "George Wolfberg Park at Potrero Canyon."

Upon approval of this report, RAP staff will direct BOE to ensure any future park signs installed at Potrero Canyon as a part of the Potrero Canyon development project include the new name of "George Wolfberg Park at Potrero Canyon."

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FISCAL IMPACT STATEMENT

No significant fiscal impacts to RAP's General Fund will be incurred as the sign and installation costs will be paid as a part of the Potrero Canyon development project.

This Report was prepared by Ligaya Khennavong, Management Assistant, Planning, Maintenance and Construction Branch.

LIST OF EXHIBITS

- 1) Map and Boundaries of Potrero Canyon
- 2) Council File No. 20-0226 Motion for "George Wolfberg Park at Potrero Canyon" Naming
- 3) Letter of Support and Resolution from Pacific Palisades Community Council
- 4) RAP Naming Policy, Procedures and Guidelines for Parks and Recreational Facilities



EQUITABLE PARKS & AMENITIES
DECISION SUPPORT SYSTEM

E-PADSS Map Output



Disclaimer: This map is for informational purposes only and relies on data from a variety of sources, which may or may not be accurate or current. The City of Los Angeles assumes no responsibility arising from the use of this map. The map and associated data are provided "as is" without warranty of any kind.

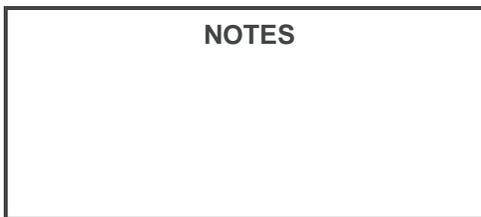
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SCALE 1: 18,056



NOTES



HEALTH, EDUCATION, NEIGHBORHOOD
PARKS, ARTS & RIVER

MOTION

George Sander Wolfberg was born April 22, 1938 in Los Angeles. As a civic leader, he dedicated his career to the City of Los Angeles. As an environmentalist, an athlete, and as patriarch to a wonderful family, George's accomplishments are legion and his legacy immense.

At his retirement, Mr. Wolfberg was the Chief Administrative Analyst in the City Administrative Office. Mr. Wolfberg's career highlights include his oversight of Los Angeles' successful divestment from South Africa under apartheid, for which Nelson Mandela came to the City to specifically thank the City.

His other significant accomplishments include that he prepared Los Angeles City's bid to win the 1984 Olympics. He contributed hundreds of volunteer hours to make that event a success and secured many infrastructure upgrades in the City to prepare for the event. He actually created the women's Olympic cycling event by writing it into the City's bid with the IOOC that the City would present it as an exhibition sport.

Beyond these contributions, in 1992, he was appointed by the City as commissioner of the Watts Friendship Sports League following the 1992 riots, the first youth sports league sponsored by the City. In this role, he noticed children coming to play sports who had not had breakfast, and created a program to serve free breakfast to all participants.

George Wolfberg was also an exemplary community leader. While on the City Charter Commission, he helped pass the Charter, adopted in 2000, that created a citywide system of Neighborhood Councils to promote public participation in City governance. He served on the board of the Pacific Palisades Community Council for 16 years, chairing the Council twice from 2002 to 2004 and again from 2018 to 2019. He also served on the Santa Monica Canyon Civic Association for 20 years.

Mr. Wolfberg's commitment to parks and our environment was unmatched. In 2004, Mr. Wolfberg became the Chair of the Potrero Canyon Community Advisory Committee and led the community discussion and analysis of the proposed park. He crafted the Report on the community's consensus for the design and recommended uses for the new 46 acre, mile-long, passive park, including trails through the restored riparian canyon, from the existing Recreation Center to the curb of Pacific Coast Highway. He consistently offered advice and guidance to the Bureau of Engineering and the Department of Recreation and Parks in subsequent years to ensure that the park would not only meet the desires and needs of the Palisades community, but would also be a park for all Angelenos for decades to come.

FEB 19 2020



Mr. Wolfberg further advocated for a bridge over the Pacific Coast Highway to link the bike path to the park for pedestrians and cyclists. He also worked with Santa Monica Canyon and Rustic Canyon residents to restore the historic Uplifters Ranch Eucalyptus grove.

Mr. Wolfberg's legacy of accomplishment and dedication to the community will continue to live on for generations to come. Given his substantial contributions to the City of Los Angeles, especially in the creation of Potrero Canyon, it is appropriate that the park be named in his honor.

I THEREFORE MOVE to request that the Board of Recreation and Parks Commissioners name Potrero Canyon Park "George Wolfberg Park at Potrero Canyon."

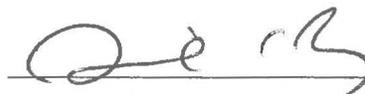
PRESENTED BY:



MIKE BONIN

Councilmember, 11th District

SECONDED BY:



ORIGINAL



PACIFIC PALISADES COMMUNITY COUNCIL

February 19, 2020

Honorable Mike Bonin
 Los Angeles City Councilmember, 11th Council District
 Via email to: mike.bonin@lacity.org

Michael Shull
 General Manager, City of Los Angeles Dept. of Recreation and Parks
 Via email to: michael.a.shull@lacity.org

City of Los Angeles Board of Recreation and Parks Commissioners
 Sylvia Patsouras, President; Lynn Alvarez, Vice-President; Nicole Chase and Joseph Halper, Commissioners
 Via email to: RAP.Commissioners@lacity.org

Re: Resolution supporting proposal by Councilmember Bonin to name the new park in Pacific Palisades "George Wolfberg Park at Potrero Canyon"

Dear Councilmember Bonin, General Manager Shull, President Patsouras, Vice-President Alvarez and Commissioners Chase and Halper:

Pacific Palisades Community Council (PPCC) has been the most broad-based community organization and voice of the Palisades since 1973. PPCC has for many years been fully supportive of the City's plan to develop a park in Potrero Canyon (located in Pacific Palisades) and of the work of the Potrero Canyon Community Advisory Committee (PCCAC) in recommending development of the canyon as a beautiful, passive public park.

As you know, the PCCAC was formed by the City Council and approved by the Mayor in 2004. Its respected Chair, appointed by then-Councilmember Cindy Miscikowski, was George Wolfberg – the esteemed three-term, past Chair of PPCC and a pillar of the Palisades community for many years. Ever since the PCCAC completed its report in 2008 containing recommendations for the proposed park's development, Mr. Wolfberg continued to be an unswerving advocate for the park (now expected to be completed in 2021). Mr. Wolfberg sadly passed away on February 5, 2020. Although we are still mourning his loss, we are very pleased to learn that Councilmember Bonin is proposing to name the new park in Potrero Canyon in Mr. Wolfberg's honor, specifically, as "George Wolfberg Park at Potrero Canyon."

On February 13, 2020, at its regularly scheduled public meeting, the PPCC Board voted unanimously to adopt the attached Resolution supporting Councilmember Bonin's proposal to name the new park as "George Wolfberg Park at Potrero Canyon." In short, we believe this outcome would be a fitting tribute to Mr. Wolfberg, to his many contributions to the Palisades community and the City, and to his dedication to making the park a reality.

PPCC thanks Councilmember Bonin for initiating this proposal to honor Mr. Wolfberg. We also respectfully request the support of the Board of Recreation and Parks Commissioners and Recreation and Parks General Manager Shull. Please let us know if there are any further actions we should take to assist in effectuating this well-deserved honor for George Wolfberg.

Thank you for your consideration.

Sincerely,



David Card, Chair
Pacific Palisades Community Council



Christina Spitz, Secretary
Pacific Palisades Community Council

cc: Commission Executive Assistant Harold Arrivillaga
Lisa Cahill, CD 11 Palisades-Brentwood Deputy

harold.arrivillaga@lacity.org

lisa.cahill@lacity.org

Attached: Resolution: In Honor of George Wolfberg, Name the New Park in Pacific Palisades "George Wolfberg Park at Potrero Canyon" (adopted 2/13/20)

City of Los Angeles Department of Recreation and Parks
Naming Policy, Procedures and Guidelines for
Parks and Recreational Facilities

The mission of the Department of Recreation and Parks (“RAP”) is to enrich the lives of the residents of Los Angeles by providing safe, welcoming parks and recreational facilities and affordable, diverse recreation and human services activities for people of all ages to play, learn, contemplate, build community and be good stewards of our environment.

One of RAP’s objectives under the Mission is to enhance and expand recreational programs, services, and significant financial support and contributions through public and private collaborations.

Policy:

RAP recognizes that parks and recreational facilities are an essential and integral part of the communities they serve, and that the names of parks and recreational facilities, and park amenities within them, play a significant role in fostering identities in the surrounding communities. This Naming Policy (“Policy”) establishes the criteria and requirements, and sets forth the guidelines and procedures, for the naming and renaming (collectively, “Naming”) of parks, recreational facilities, landmarks and any other assets determined appropriate by RAP (collectively referred to herein as “Park Assets”), which are owned, managed or controlled by RAP.

Pursuant to this Policy, the initial name of a new park or recreational facility, which may be temporary for purposes of administration and accounting, shall be administratively assigned by RAP staff in the traditional manner utilized prior to the establishment of this Policy, based on geographic features such as street and community names or prominent features. In addition, the Naming of existing Park Assets, pursuant to a RAP recommendation relevant to a Naming proposal received from a private or public entity, shall be subject to the approval of the Board of Recreation and Park Commissioners (“Board”), as described herein. In accordance with this Policy and pursuant to RAP recommendations, the Board shall consider the following two types of Naming proposals. The first type encompasses situations in which RAP receives or is offered a donation, gift, sponsorship, and/or other contribution from an outside entity that presents a decisive benefit and shows a direct connection to a Park Asset and serves the interests of the City and its residents. This type of Naming proposal would require a Naming Agreement to summarize the terms and conditions necessary to effectuate the financial or other benefits connected to the Naming proposal with a term (time period) recommended by the GM and approved by the Board, depending on the scope or nature of the agreement, and value, visibility, and lifespan of the donation, gift, sponsorship and or other contribution. The second type comprises Naming proposals to use a major historic event and/or unique significance of a specific place or person, as the basis for the proposed Name; again with the requirement that there be compelling and impressive substantiation demonstrating how the interests of City and its residents were served or impacted. The key in both types of Naming proposals is the importance of demonstrating direct connections to the Park Asset and clear community benefits as a foundation for considering any Naming proposal.

For purposes of this Policy, and with the exception of the temporary Naming of new Park Assets, the authority to approve the Naming of existing Park Assets shall be solely with the Board. Any exceptions to this Policy shall be subject to the prior approval of the Board.

Criteria and Guidelines for Evaluating Park Asset Naming Proposals:

For purposes of this Policy, the following shall be considered when evaluating the appropriateness, feasibility, and implementation of Naming proposals:

- The Naming of parks after individuals shall be limited to those who are deceased and have made exceptional contributions to the park or community within which the park is located.
- Parks shall only be named after living persons under circumstances requiring such naming as a condition precedent of a grant deed or covenant.
- The Naming of a park after a major historic event must be based on a direct connection between the park and such event.
- The Naming engenders a positive public image which does not unduly commercialize the park or recreational facility.
- The proposed name for the park or recreational facility, and/or contributor, must be compatible with the Mission of RAP.
- Park Assets that are held by RAP through a lease or use agreement may be considered for Naming under this Policy, subject to any requirements or restrictions contained in such document.
- RAP reserves the right to limit the duration of time a Name will be in place and/or in effect.
- No specialized signage or advertisement containing a commercial message to purchase a good or service shall be authorized for use on park property.
- All forms of signage placed on or within a Park Asset shall meet RAP's graphic and sign standards.
- There shall be no religious symbols included on Naming signage.
- Park Assets not under the operation of RAP (shared or exclusive), although under the ownership or jurisdiction of RAP, shall not be subject to this Policy; such as for example, the Los Angeles Zoo in Griffith Park.
- Parks should not be subdivided for purposes of Naming, unless there are readily-identifiable physical divisions in the park (major roads, waterways, hillsides, etc.) which facilitate or warrant a subdivision; or there exist other compelling reasons for having more than one name connected to a park. This should not prevent independently Naming a recreational facility or amenity located within a park, as long as the selected name will not cause confusion for park patrons.
- RAP shall seek to inform the public with regard to the Naming of a park in their community.
- Any exception to the above shall be subject to the Naming criteria contained herein, and the Board's prior approval.

Procedures:

The Board retains the authority to name or rename Park Assets situated on park property. The following shall be the protocol for evaluating, considering and denying or approving Naming proposals:

1. A written proposal for the Naming of a Park Asset must be initially submitted to the RAP Board Office, to the attention of the Board Secretary. In accordance with this Policy, the Board Office shall forward the proposal to the RAP General Manager (“GM”) for consideration.
2. Prior to any form of Naming Policy being implemented, sponsorship proposals shall be evaluated by RAP staff, with recommendations to the GM for possible consideration.