

**APPROVED**

JUL 11 2007

REPORT OF GENERAL MANAGER

NO. 07-167

DATE July 11, 2007

**BOARD OF RECREATION  
and PARK COMMISSIONERS**

C.D. 8

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: RICHARDSON FAMILY PARK – INSTALLATION OF SIGN AND LOGO IN  
RECOGNITION OF LA STARS CONTRIBUTION

R. Adams	_____	J. Kolb	_____
H. Fujita	_____	F. Mok	_____
S. Huntley	_____	K. Regan	_____
V. Israel	_____	*M. Shull	<u>Can for M.S.</u>

  
 \_\_\_\_\_  
 General Manager

Approved *as amended* Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the sign, its wording that acknowledges the donation by the LA Stars, and placement on the tubular steel fencing near the entrance to the facility at Richardson Family Park;
2. Approve the logo of the LA Stars, its design, and placement on the center court circle of the basketball court at Richardson Family Park; and,
3. Authorize Department staff to issue a one-year right-of-entry permit to Los Angeles Neighborhood Land Trust (LANLT) for the installation and maintenance of the sign and logo.

SUMMARY:

Richardson Family Park is located at 2700 S. Budlong Avenue in South Los Angeles. The LA Stars Foundation, an organization dedicated to rebuilding, preserving and providing programs and resources to at-risk youth in Los Angeles and surrounding communities, has selected Richardson Family Park as its first Legacy Project and will be hosting a "Day of Service" at the facility on August 4, 2007, with a community clean up and renovation of the park. Included in the activities will be the replacement of three planter benches and three picnic tables, painting the fence, and repainting the lines on the basketball court. As a part of this overall effort, the LA Stars Foundation

REPORT OF GENERAL MANAGER

PG. 2

NO. 07-167

is proposing the installation of a sign and logo to commemorate the "Day of Service" and recognize the year of programming and activities the organization is planning to provide to the community.

Local community partners, spearheaded by the Los Angeles Neighborhood Land Trust (LANLT), have collaborated to gather resources and make improvements to the park. LANLT is an independent non-profit organization that facilitates the creation of small, accessible community green spaces such as parks and gardens, to address the lack of open spaces in Los Angeles' underserved neighborhoods and to ensure community participation and collaboration in every step of the process. LANLT, along with such community based organizations as the University of Southern California (USC) Civic and Community Relations, Esperanza Housing Corporation, LA Works, and the LA Stars Foundation are seeking to restore and reconnect the community with the park. Richardson Family Park has a wonderful community support which demonstrates the empowerment of individuals and communities through the creation of an essential community space.

Department staff has reviewed the proposal and recommends the installation of the logo and the sign. The logo would be approximately 5' x 5' and would be placed on the center court circle of the basketball court (Attachment A). The sign would be aluminum, approximately 28" x 14" mounted to the tubular steel fence near the entrance gate and would read:

"Improvements to Richardson Family Park provided by the LA STARS Legacy Project. August 4, 2007."

LA Stars will fund the sign and logo. The maintenance of the sign and logo will be the responsibility of the LANLT. These issues, as well as insurance requirements and permission to enter the premises at Richardson Family Park, will be delineated in the right-of-entry permit.

The Councilmember of this District, the Operations East Assistant General Manager, and Pacific Region Superintendent support this project.

Staff has determined that the subject project will consist of the placement of <sup>accessory structures and</sup> ~~an on-premise sign,~~ <sup>is</sup> ~~which is a minor structure that is accessory to (appurtenant to) the existing park facilities,~~ <sup>to an</sup> and is therefore exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11 (1) of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

The project will not have a fiscal impact on the Department as the sign and installation costs will be funded by LA Stars. Maintenance of the sign and logo will be funded by LANLT.

Report prepared by Olujimi A. Hawes, Management Analyst II, Pacific Region, and Camille D. Walls, City Planner, and Darryl Ford, Planning Assistant, Planning and Development.

Signage

ATTACHMENT A



**LA★STARS**