

APPROVED
JUN 05 2013

REPORT OF GENERAL MANAGER

BOARD OF RECREATION
AND PARK COMMISSIONERS

NO. 13-161

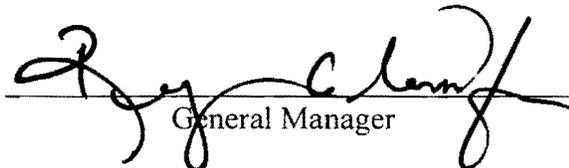
DATE June 5, 2013

C.D. All

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: POLICY FOR NAMING OF PARKS, RECREATION FACILITIES, PARK AMENITIES, LANDMARKS, AND OTHER PARK ASSETS

R. Adams _____ K. Regan _____
H. Fujita _____ M. Shull _____
*V. Israel RAF N. Williams _____


General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve and adopt the proposed "Naming Policy, Procedures and Guidelines" for parks, recreation facilities, park amenities, landmarks, and other assets (collectively, "Park Assets"), as attached to this Report and summarized below; and,
2. Authorize the General Manager to implement the approved Naming Policy.

SUMMARY:

The Department of Recreation and Parks (RAP) recognizes that parks and recreation facilities are an essential and integral part of the communities they serve, and that the names of parks and recreation facilities, and the park amenities within them, play a significant role in fostering identities in the surrounding communities. As new parks are developed, such parks are given temporary names for purposes of administration and accounting in accordance with the traditional RAP protocol of staff assigning an initial park name based on geographic features such as, street and community names, or prominent geographic features. Under the proposed Naming Policy this will not change. However, as parks are improved, operated, and maintained, in some cases through financial contributions and support provided by private individuals and organizations, RAP receives and evaluates proposals for the formal naming or renaming (collectively, "Naming") of new or existing parks, recreation facilities, park amenities, landmarks, and/or other assets under RAP jurisdiction (collectively, "Park Assets"). Furthermore, Naming opportunities may be requisite to generating financial support through

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private and public collaborations which can enhance and expand recreational and operational services. The Partnership Division and the Planning, Construction, and Maintenance Branch have collaborated with the Board's Facility Repair and Maintenance Task Force to draft the proposed Naming Policy to establish the criteria, guidelines, and procedures for the evaluation and approval or denial of proposals received from private and public entities, for the Naming of Park Assets.

The proposed Naming Policy is intended to apply to various Park Assets as determined appropriate by RAP, including but not limited to (i) Parks (Regional, Community, Neighborhood, and Pocket); (ii) Recreational Facilities, such as but not limited to buildings and the rooms within them, sports fields, and pools; (iii) Park Amenities, such as but not limited to, sports courts, play areas, band shells, and pavilions; and, (iv) other assets such as trails, bikeways, landmarks, gateways, groves, meadows, trees, and viewpoints. The proposed Naming Policy establishes that the Board has authority over the Naming of such Park Assets, pursuant to the prior evaluation and recommendation of the General Manager or his or her designee ("GM").

The Naming Policy addresses 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 (defined above), 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 the 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.

Guiding factors are provided in the proposed Naming Policy, as well as a list of restrictions and exclusions. Among the key factors for evaluating a Naming proposal are that the Name engenders a positive public image and does not unduly commercialize the subject Park Asset. Clearly stated exclusions and restrictions include, but are not limited to, the prohibition of commercial advertising or specialized signage with a call to purchase goods or services; the requirement that all forms of signage meet the RAP's graphic and sign standards, and the rejection of naming a park after a living person. All Naming proposals and related Naming agreements shall be subject to approval of the Board. The Naming agreement could be renewed if appropriate and approved by the Board.

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The proposed Naming Policy includes procedures to be followed under the Naming process, which requires that a written proposal be submitted to the Board Office, to the attention of the Board Secretary, followed by consideration by the General Manager who can reject or deny the proposal, and finally if warranted, submission of a report by the General Manager with recommendations for the Board's consideration. The report and proposed Naming Agreement will include a description of the visual expression of the Naming (signage or plaque size, location, style, text, and other details) as applicable.

Establishing a Naming Policy to provide clear and consistent procedures and guidelines will help potential Naming proposers prepare responsive Naming proposals that can be efficiently reviewed and processed by the Board. Particularly in the case of financial support in connection with naming, the proposed Naming Policy will equip staff with guidelines to share with potential donors and in all cases insure public transparency in the steps to receive, consider, and implement the Naming of Park Assets.

FISCAL IMPACT STATEMENT:

Establishing a Naming Policy with criteria, guidelines and procedures for the evaluation and approval or denial of proposals to Name Park Assets shall have no direct impact on RAP's General Fund. Financial support generated as a result of Park Asset Naming activities would constitute supplements and enhancements to RAP's budget, and therefore, would contribute beneficially to the City.

This report was prepared by Vicki Israel, Assistant General Manager, Partnership and Revenue Branch and Michael Shull, Assistant General Manager, Planning, Construction and Maintenance Branch and Joel Alvarez, Senior Management Analyst, Partnership Division.

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.