

REPORT OF GENERAL MANAGER

NO. 05-115


DATE May 4, 2005

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK PONY RIDE LEAD ABATEMENT AND RANCHO GOLF CAFE MARKET/DESIGN ANALYSIS - EXPENDITURES FROM THE CONCESSION IMPROVEMENT ACCOUNTS

K. Chan \_\_\_\_\_  
J. Combs \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
B. Jensen \_\_\_\_\_

J. Kolb \_\_\_\_\_  
F. Mok \_\_\_\_\_  
\* K. Regan 

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

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the allocation of \$20,500.00 from Fund 302, Department 89, Account 070K, Non-Golf Concession Improvement Account, for lead abatement at the Griffith Park Pony Ride by Argus Contracting; and
2. Approve the allocation of \$25,000.00 from Fund 302, Department 89, Account 400K, Golf Concession Improvement Account, for market assessment and design consulting at Rancho Golf Café by Pulse Marketing.

SUMMARY:

Griffith Park Pony Ride – Lead Abatement

Under the 1978 concession contract for the concession operation of the Griffith Park Pony Ride, No. 191, between the City of Los Angeles, Department of Recreation and Parks and Thomas T. Wright, the Department is responsible for maintenance and repair of the structure exteriors at the Griffith Park Pony Ride.

In 1980, the contract was transferred to Hank W. Bronk. Though the Department conducted a Request for Proposals (RFP) process in 1996, a contract could not be executed, and the City Council ultimately disapproved the award. The operation remains with the Bronk Family under the terms of the 1978 Thomas Wright Agreement with a new RFP scheduled for release in 2005.

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In preparation, the Bronks have been instructed to remove years of worn fixtures and equipment. Staff also requested the Department's Environmental Section to test for lead in the peeling paint of the facility's pergola and ticket office. Test results were positive, and lead paint abatement is required due to the inherent health risks of lead based paint if not remediated at this popular City attraction.

The Department's Environmental Section invited bids for lead abatement from as-needed City contractors and awarded it to the lowest bidder, Argus Contracting. The scope of the project includes four-day closure of the pony ride and adjacent refreshment stand so Argus Contracting may strip large sections of the lead based paint and apply a lead-barrier primer coat. Color-correct top-coat paint will be applied by City forces afterwards. The Department is seeking Board authorization to contract with Argus Contracting for this project, with total costs not to exceed \$20,500.00 from the Non-Golf Concession Improvement Account #070K.

Staff has determined that the lead-based paint abatement will constitute restoration of a deteriorated structure to meet current public health, safety and environmental protection; therefore, it is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1(4) of the City CEQA Guidelines.

### Rancho Golf Café – Market Analysis and Capital Improvement Evaluation

In preparation for the upcoming RFP for the restaurant concession operation at Rancho Golf, and in concurrence with the recommendation of the Golf Advisory Committee, the Department seeks professional restaurant consultation with the City's as-needed contractor, Pulse Marketing, for a thorough market analysis and a facility/kitchen design study (including conceptual illustrations) by an architect with golf course and restaurant design experience.

Results from this study will aid in the preparation of this RFP by accurately identifying the challenges and viability of this concession, determining key elements and desired features for the café (e.g. menu, theme, aesthetics, flow, efficiency, services, value), and defining the appropriate level of capital investment required. The analysis and design study are essential for staff to effectively prepare an RFP that would yield the best qualified concession operator who would maximize patronage, service, and revenue for the City. Consultant analysis and design study is not to exceed \$25,000.00 from Golf Concession Improvement Account #400K.

Staff has determined that the proposed market and design study will constitute a feasibility and planning study for possible future action; therefore, it is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article II, Section 2(d) of the City CEQA Guidelines.

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**FISCAL IMPACT STATEMENT:**

Expenditures are from special funds, so there is no impact to the General Fund. By improving concession premises and conducting the RFPs, the Department could realize higher concession rents in the future. Sufficient funds remain in these special Concession Improvement Accounts and accrue to them continuously to meet future needs.

Report prepared by Stanley Woo, Management Analyst II, Administrative Resources Division