

APPROVED

REPORT OF GENERAL MANAGER

MAR 21 2007

NO. 07-69

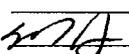
DATE March 21, 2007

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 8

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: HARVARD RECREATION CENTER - PROPOSED NAME MODIFICATION
TO JACKIE TATUM /HARVARD RECREATION CENTER

R. Adams	_____	J. Kolb	_____
J. Combs	_____	F. Mok	_____
H. Fujita	_____	K. Regan	_____
S. Huntley	_____	*M. Shull	


General Manager

Approved 

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Waive the Board's usual policy relative to naming a park or recreation facility after a living person;
2. Approve a name modification for Harvard Recreation Center to be hereafter named the Jackie Tatum / Harvard Recreation Center; and,
3. Direct staff to install the appropriate signage.

SUMMARY:

Harvard Recreation Center is located at 1535 W. 62nd Street, in the South Los Angeles area. Councilmember Bernard Parks has proposed modifying the name of this site to be hereafter named the Jackie Tatum / Harvard Recreation Center in honor of Ms. Jackie Tatum.

This proposal would appropriately honor the first African-American General Manager of the Department, an employee with 43 years of dedicated service and experience. She started her illustrious career as a Recreation Assistant, worked as a Director at Harvard and other Recreation Centers, and then served as Assistant General Manager for the Valley Region, prior to serving as General Manager. During her tenure, the Department developed the first Prop K and Prop A

REPORT OF GENERAL MANAGER

PG. 2

NO. 07-69

recreation and park facility improvement programs, began local advisory boards for public participation and established several major highlights that continue to this day as an annual tradition, such as the Griffith Park Festival of Lights. Ms. Tatum is a well-known contributor in the field of city recreation management and operations. She was a strong proponent of public-private partnerships in the field of recreation, established the first Department website and advocated adequate funding for essential recreation and park facilities, programs and staff.

A Harvard Recreation Center Park Advisory Board (PAB) meeting was held in November, 2006, to discuss this proposal, and all attendees expressed support for the name modification. The Neighborhood Council meeting also discussed the proposal in January, 2007, and expressed similar support.

As the Board's policy, adopted in 1979, prohibits naming a park or recreation center after a living person, it is necessary for the Board to waive this policy stipulation to honor Ms. Tatum, although the name "Harvard Recreation Center" will be retained in the modified name for this site. The name, "Jackie Tatum" will preface the existing name of the facility.

Councilmember Parks recently sent a letter to the President of the Board of Recreation and Parks Commission strongly advocating an exemption to the current Board policy of renaming a park after a living person. He indicated that the Coliseum had a similar policy relative to living persons naming. After discussion, it was decided to amend the policy to allow living athletes to receive a tribute to their legacy.

Staff has reviewed the proposal and has no objection to the name modification.

Staff has determined that the subject project will consist of the placement of an on-premise sign, which is a minor structure that is accessory to (appurtenant to) the existing park facilities, and therefore, is 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:

Only a minor expenditure will be necessary for the fabrication and installation of the sign.

This report was prepared by Camille Walls, City Planner and Darryl Ford, Planning Assistant, Planning and Development.