

APPROVED
NOV 15 2010

REPORT OF GENERAL MANAGER

NO. 10-322

DATE November 15, 2010

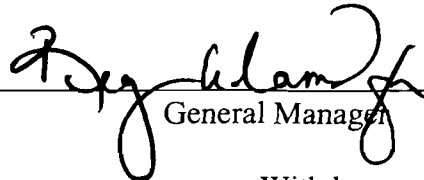
**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. 2

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SEPULVEDA BASIN RECREATION AREA – NAMING PROPOSAL FOR
MAGNOLIA PARK, EMEK HEBREW DAY SCHOOL JOINT RECREATIONAL
USE AREA

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



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Grant final approval for the naming of a portion of the Sepulveda Basin Recreation Area for which there is an executed lease agreement (Lease No. 116660) with Emek Hebrew Day School (Emek) for the shared use of said property as Teichman Family Magnolia Park; and,
2. Authorize the installation of appropriate park signage, to be funded by Emek.

SUMMARY:

On June 12, 1989, the Board approved the original fifteen (15) year lease for Emek's use of a 1.8 acre parcel (Parcel No. 1), located within the Sepulveda Basin Recreation Area which is under lease to the Department of Recreation and Parks (Department) from the United States Government through the U.S. Army Corps of Engineers. On August 28, 1989, the Department of Recreation and Park Commissions (Board) amended the Original Lease to include an additional 1.4 acre parcel (Parcel No. 2), also within the Sepulveda Basin Recreation Area and adjacent to Emek (Board Report No. 484-89). An aerial photo illustrating the location of each parcel and their proximity to Emek is attached hereto as Exhibit-A.

Parcel No. 1 and Parcel No. 2 are located easterly of the San Diego Freeway and northerly and southerly of the terminus of Magnolia Boulevard, west of Sepulveda Boulevard (Exhibit-A).

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Emek Hebrew Academy is a non-profit, private school attended by approximately 814 students from nursery school age through junior high school. As a condition of the Original Lease, Emek constructed various recreational improvements including basketball, volleyball, and tetherball courts on Parcel No. 1, which they have operated and maintained since the execution of the Original Lease on June 10, 1991. The improvements constructed by Emek have been and are for the use of both the children of the school (exclusive during school hours) and the general public. However, Parcel No. 1 was never named and no signage was erected to advertise the park to the general public.

On March 4, 2009 (Board Report No. 09-048), the Board approved Lease No. 116660 authorizing the continued shared use of the two parcels for thirty (30) years. Department staff had recognized the need to name Parcel No. 1 for administrative and accounting purposes and to erect signage at the park and on Sepulveda Boulevard, advising the public regarding the park's location and hours of availability. Per Section III.F of the Instruction on Naming Parks and Recreation Centers (Board Report No. 701, 1974 and Board Report No. 381, 1976), the Planning staff designates temporary names for proposed or newly acquired sites for purposes of administration and accounting. These names are used only until formal naming can be made. Department staff had suggested an administrative name of "Magnolia Park" for Parcel No. 1.

On March 3, 2010, the Board granted conceptual approval for the naming of Parcel No. 1, allowing Department Staff to proceed with community outreach for the naming of the parcel. Due to the size, placement, and amenities at this location, Department staff does not find that Parcel No. 1 would be competitive for the selling of naming rights.

Emek contacted the Department with a request to name Parcel No. 1 "Teichman Family Magnolia Park" (Exhibit B). As outlined in this request, the Teichman Family is well known for its philanthropy and generosity. The Sherman Oaks campus of Emek is known as The Teichman Family Torah Center and was built largely thanks to a major gift from the Teichman family. 'Magnolia Park', part of Emek's Sherman Oaks campus, was originally improved thanks to a \$100,000 gift from the Teichman family, and the park continues to be maintained in large part due to the Teichman family's ongoing generosity.

On August 31, 2010, Department staff facilitated a community meeting to discuss the proposed park naming. Those attending the meeting had no objection to the proposed name, Teichman Family Magnolia Park.

Council District 2 and the Valley Region are in support with the recommendations as set forth by the Department.

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Staff has determined that the subject project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article VII, Section 1, Class 11(1) of the City CEQA Guidelines, which provides for the placement of signs on park property as accessory structures to the recreational facilities.

FISCAL IMPACT STATEMENT:

Fiscal impacts due to signage will be negligible as the Emek Hebrew Academy has agreed to donate funds sufficient to pay for park signage incorporating the new name. Minimal costs may arise as it is anticipated that staff will install the signage after its construction.

This report was prepared by Melinda Gejer, City Planning Associate, Planning and Construction.

Exhibit-A

EMEK HEBREW DAY SCHOOL
15365 Magnolia Boulevard, Sherman Oaks, 91411

LEASE AREA PARCEL 1 AND PARCEL 2

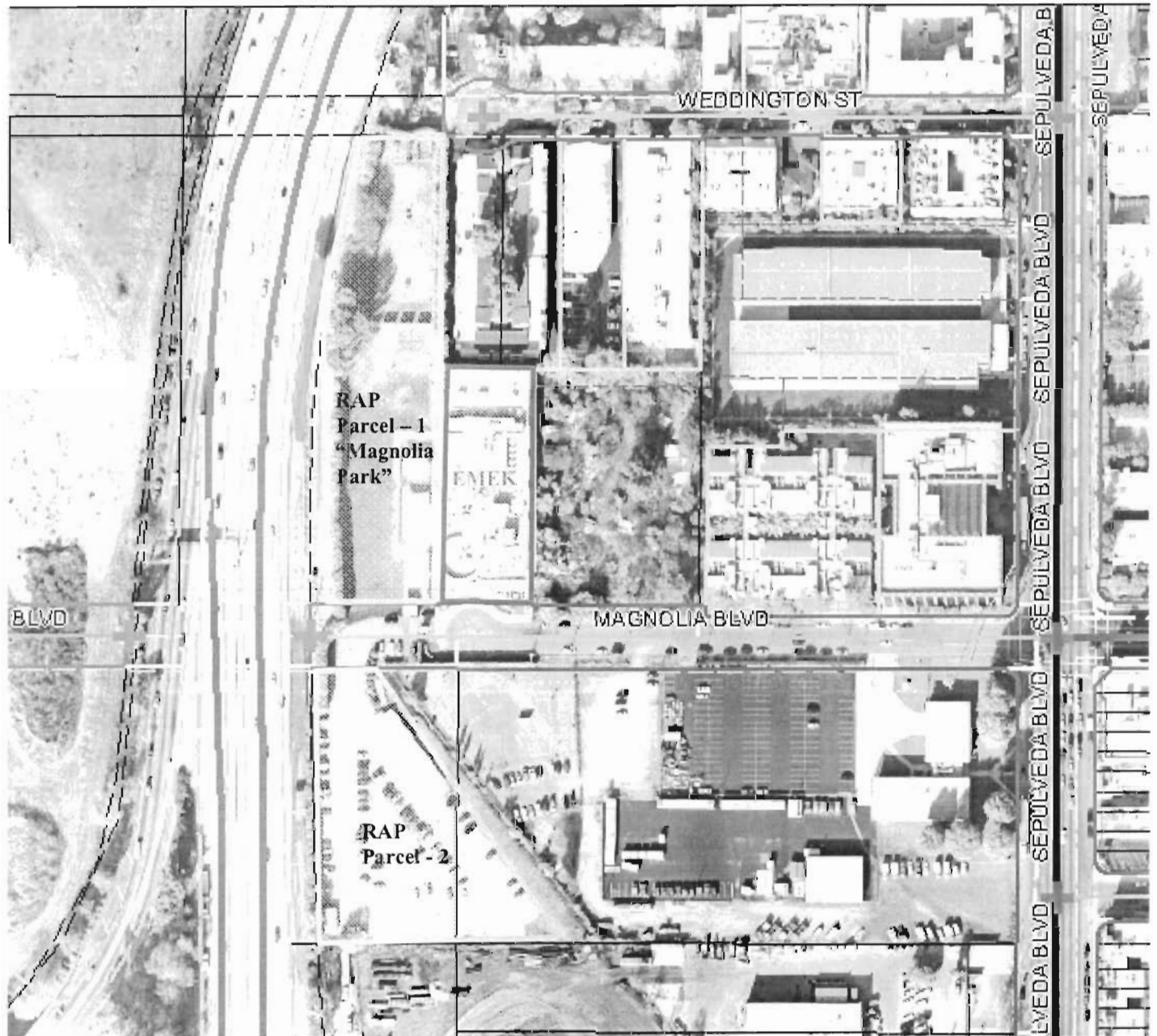
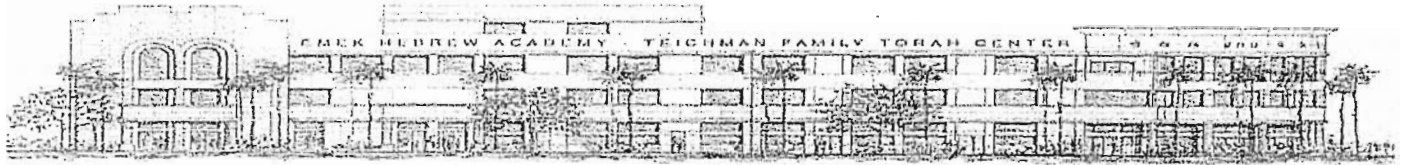


Exhibit-B



EMEK HEBREW ACADEMY TEICHMAN FAMILY TORAH CENTER



May 12, 2010

Office of the Board of Commissioners
Los Angeles Department of Recreation and Parks
221 N. Figueroa St. Suite 1510
Los Angeles, CA 90012

RE: Naming of Magnolia Park

Dear Commissioners and Staff,

Emek Hebrew Academy Teichman Family Torah Center thanks the Los Angeles Department of Recreation and Parks for the opportunity to suggest a name for the sub-park currently referred to as "Magnolia Park". "Magnolia Park" adjoins Emek, located at 15365 Magnolia Boulevard in Sherman Oaks. The park is on land which Emek leases from the Department of Recreation and Parks, and is used at various times by Emek and by the public. For reasons described herein, we respectfully submit the name "Teichman Family Magnolia Park".

The Teichman Family's legacy of philanthropy traces its lineage from Sol Teichman, 83, back through Sol's father Sam Teichman, z"tl, to grandfather and family patriarch Reb Yissocher Dov, z"tl. Reb Dov, of Munkaczevo, Czechoslovakia, was known for his piety and his generosity. Sam Teichman carried on the family tradition of giving by imbuing his sons with the importance of charity. The Teichman family became renowned for their generosity and support of Torah Institutions.

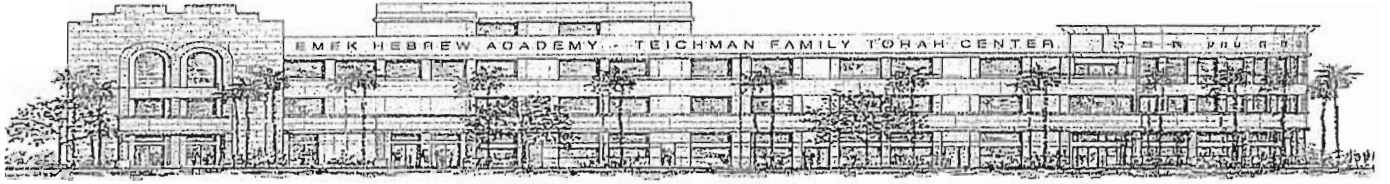
At the age of 15, Sam's son Sol was thrust into the horror of the Holocaust. Sol was carted off to work in the labor camps, transported on a cattle train to Auschwitz, then to Warsaw. Out of 6,000, Sol was one of 600 to survive the death march to Dachau. The nightmare did not

Elementary/Middle School 15365 Magnolia Blvd., Sherman Oaks, CA 91403-1153 (818) 783-3663 Fax (818) 783-3739
Nursery School 12732 Chandler Blvd., North Hollywood, CA 91607-1929 (818) 980-0155 Fax (818) 980-6908 www.emek613.org

Affiliated and accredited with the Bureau of Jewish Education of the Federation Council of Greater Los Angeles. Accredited by Western Association of Schools and Colleges.



EMEK HEBREW ACADEMY TEICHMAN FAMILY TORAH CENTER



spare his family. Seventy members of the Teichman family were killed; only his father, Sam, and his brother Steve survived with Sol.

Despite the catastrophic losses incurred during the Holocaust, Sol Teichman forged forward to continue his family's legacy in the United States. Today, the Teichman family supports over 5,000 organizations annually. One can find Teichman Family study centers on almost every continent. The Teichman family name is on eight centers of learning in Los Angeles, and several in Israel. The Teichman family name is also on a hospital in Netanya, Israel, and on a Mikvah in Munkacz, Ukraine.

The Sherman Oaks campus of Emek, known as The Teichman Family Torah Center, was built largely thanks to a major gift from the Teichman family. "Magnolia Park", part of Emek's Sherman Oaks campus, was originally improved thanks to a One Hundred Thousand Dollar (\$100,000.00) gift from the Teichman family, and the park continues to be maintained in first class condition, and at no little cost, in large part due to the Teichman family's ongoing generosity.

As such, in honor of a significant charitable legacy that spans generations and touches this community, Emek is proud to suggest that "Magnolia Park" be named "Teichman Family Magnolia Park". Additionally, Emek would be happy to donate funds necessary to pay for park signage incorporating the new name.

Sincerely,

Rabbi Eliezer Eidlitz

Executive Director