

APPROVED

OCT 06 2010

REPORT OF GENERAL MANAGER

NO. 10-267

DATE October 6, 2010

BOARD OF RECREATION
and PARK COMMISSIONERS


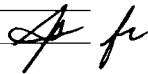
C.D. 11

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MAR VISTA RECREATION CENTER - AGREEMENT WITH LOS ANGELES PARKS FOUNDATION FOR THE DONATION OF THE DESIGN AND PARTIAL CONSTRUCTION OF A SKATE PLAZA

R. Adams _____
H. Fujita _____
S. Huntley _____
V. Israel _____

F. Mok _____
K. Regan _____
*M. Shull _____


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Accept, with gratitude, a gift from the Los Angeles Parks Foundation (Foundation) consisting of the design and partial construction of street-style skate plaza improvements at Mar Vista Recreation Center, valued at \$135,000;
2. Approve a proposed Agreement, substantially in the form on file in the Board Office, between the Department of Recreation and Parks (RAP) and Foundation, specifying the terms and conditions for the design, construction and operation of the proposed skate plaza, subject to approval of the Mayor and the City Attorney as to form;
3. Direct the Board Secretary to transmit the proposed Agreement to the Mayor, in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review and approval as to form; and,
4. Authorize the Board President and Secretary to execute the Agreement upon receipt of the necessary approvals.

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SUMMARY:

The Los Angeles Parks Foundation (Foundation) has offered to donate to the City of Los Angeles, through its Department of Recreation and Parks (RAP), a gift consisting of the design and construction of certain street-style, skate plaza improvements (Plaza) at Mar Vista Recreation Center (Park), located at 11430 Woodbine Avenue in the community of Westdale. The Plaza will provide the community with a modern street-skate venue to satisfy the needs of today's urban-youth, street skater. As demonstrated by the success of other skate plaza projects on City park property, street skating is now a very popular form of skating among urban youth. Street skating has grown so much in popularity over recent years that it is now a professional sport and industry. Street skating grew in popularity among urban youth primarily due to the lack of accessible and/or challenging skate parks within urban neighborhoods, and the abundance of benches, platforms, handrails, and stairways found regularly on the street which serve perfectly as challenging obstacles for the modern young skater to maneuver around, on, and over.

The proposed Mar Vista Recreation Center skate plaza project includes a unique feature that has not been incorporated at other RAP skate plaza projects; a kiosk to house a video screen that will display content from the Annenberg Foundation, the Berrics, Inc., and Explore.org. The specific content of the video has not been determined, but shall be subject to the approval of the RAP. The kiosk is a sustainable vertical structure design, with a value of \$45,000. The kiosk, as mutually approved by RAP and Foundation shall be maintained by the Annenberg Foundation through its agreement with the Foundation, at no cost to the City. The Annenberg Foundation shall be solely responsible for all expenses related to the upkeep of the kiosk, including repairs due to normal wear and tear, vandalism, and/or any other type of damage. City shall bear no responsibility whatsoever associated with the kiosk, its installation, operation, maintenance, or repair; whether financial or otherwise.

Attached to this report as Exhibits A and B, are renderings of the proposed Plaza improvements and site plan showing the proposed Plaza location within the Park, respectively. The proposed project shall be cooperatively funded and constructed by the Foundation and RAP, with each party responsible for certain portions of the Plaza's construction. Plaza improvements will be installed pursuant to design plans approved by staff from the RAP's Planning and Construction Section. The Foundation will donate the Plaza's design and a portion of its construction, including the kiosk, at no cost to the City, valued at \$135,000. The Foundation has secured sufficient funding to complete the project through a grant awarded by the Annenberg Foundation in association with The Berrics, Inc., to partially fund the project estimated to have a total cost not-to-exceed \$270,000. The Foundation will use its funds to contract directly with California Skate Parks, Inc., for the Plaza's design and a portion of its construction. The remaining balance, up to a maximum of \$135,000, will be funded by RAP through available Quimby funds designated for outdoor improvements at the Park; previously approved by the Board for this

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purpose on July 9, 2008 (Report No. 08-198). The Quimby funds will be used directly for Department expenditures pertaining to capital costs associated with “flat work” installation, approximately 7,000 to 8,000 square feet of poured in place concrete. The projected time line for installation is approximately ninety (90) days.

The term of the proposed Agreement is three (3) years and authorizes Plaza signage to include the logos and trademarks of third parties, as will be requested by the Foundation, subject to approval by the Board, to be placed at an agreed upon number of locations in and around the Plaza and displayed in a size and manner mutually agreed to by the RAP and Foundation, pursuant to RAP’s policy and standards. The proposed Agreement also grants Foundation access to the site for a maximum of ten (10) non-consecutive days per year for exclusive use of the Plaza to conduct special events and programs, subject to the prior approval of RAP. Foundation shall select their preferred dates and times, and shall inform the RAP for its consideration and approval, at least ninety (90) days in advance prior to any planned event.

All Foundation events to be held at the Plaza shall be approved in advance by RAP, and shall not interfere with the Park’s normal or planned operations. Upon expiration of the proposed Agreement, RAP and Foundation will discuss continuing the relationship at the site, and if continuing the relationship is found to be mutually beneficial, a subsequent agreement shall be negotiated, subject to required City approval(s).

ENVIRONMENTAL:

Staff has determined that this project will consist of the design and construction of a street-skate plaza at Mar Vista Recreation Center, to complement the Park’s existing recreational amenities offered at the park. The skate plaza will be an accessory facility to the existing recreational uses at the park. Therefore, the project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1a, Class 1, Category 14; Section 1(d), Class 4, Category 1; and Section 1k, Class 11, Category 3 of the City CEQA Guidelines.

Staff has discussed the proposed project with the Assistant General Manager of Operations West, the West Region, and the Office of Councilmember Bill Rosendahl of the Eleventh Council District, and each supports the project and concurs with staff’s recommendations.

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FISCAL IMPACT STATEMENT:

There will be no fiscal impact to the Department's General Fund as the proposed Plaza will be designed and constructed through the proposed donation and eligible Quimby funding. All special events will be funded entirely by the Foundation and/or its affiliates.

This report was prepared by Joel Alvarez, Senior Management Analyst, of the Department's Real Estate and Asset Management Section.

Exhibit-A
Design Renderings

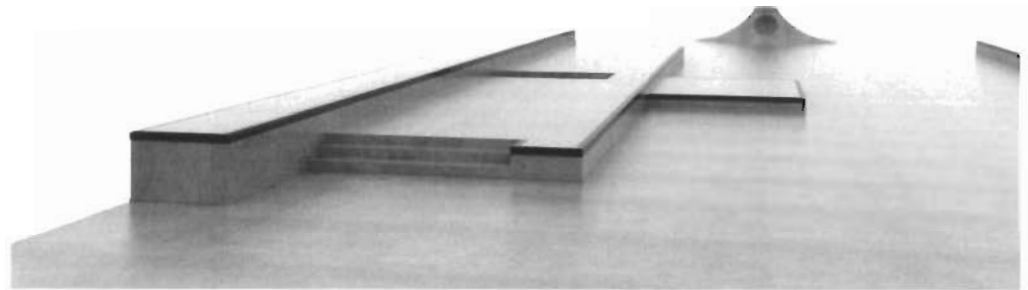


Exhibit-B
Park Site Plan and Plaza Location

