

APPROVED

NOV 07 2018

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 18-221

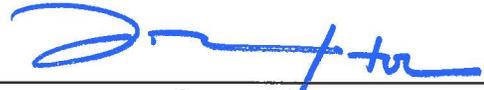
DATE November 7, 2018

C.D. 12

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PORTER RANCH SESNON PROPERTY – NAMING OF PARK AS “BLOOM PARK” AND NAMING OF THE AMPHITHEATER AS “ENGLANDER PAVILLION”

| | | | |
|--------------|-------|----------------|-------|
| AP Diaz | _____ | V. Israel | _____ |
| * R. Barajas | _____ | S. Piña-Cortez | _____ |
| H. Fujita | _____ | N. Williams | _____ |



General Manager

Approved X Disapproved _____ Withdrawn _____
With Amendments

RECOMMENDATIONS

1. ~~Approve naming the Porter Ranch Sesnon Property as “Bloom Park.”~~ Refer the naming of the Porter Ranch Sesnon Property as “Bloom Park” to the Commission Task Force on Facility Repair and Maintenance
2. Approve naming of the soon-to-be-built outdoor amphitheater as “Englander Pavilion.”
3. Authorize and instruct Department of Recreation and Parks (RAP) staff to carry out the installation of appropriate signage to effectuate the new naming.

SUMMARY

Porter Ranch Sesnon Property is located at 11811 N. Porter Ranch Drive. RAP acquired the Porter Ranch Sesnon Property in 1993 as a part of a multi-parcel property exchange with Porter Ranch Development Company (PRDC) (Report No 483-87, Report No. 232-93, and City Council File 93-2395). In that transaction, RAP transferred five (5) parcels totaling 30.19 acres to PRDC in exchange for two (2) parcels, one of which was the Porter Ranch Sesnon Property, totaling 64.35 acres.

On September 5, 2018, the Board of Recreation and Park Commissioners (Board) approved final plans for the Porter Ranch Sesnon Property Project (Report No. 18-193) with a scope of work to include the following features: Amphitheater and event space, open lawn area (with seat walls), promenade with shade structures, two children’s play areas (one for ages 2-5 and another for ages 5-15), splash pad, basketball court, four (4) pickleball courts, two (2) restroom buildings, outdoor game tables, multiple picnic areas, multiple parking lots, outdoor classroom area (with seat walls), equestrian trail, walking trails and sidewalks, and maintenance yard.

On Friday, October 5, 2018, a groundbreaking ceremony for the new park was conducted. The park is slated to start construction in 2019 and be completed as quickly as possible thereafter.

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On October 5, 2018, the Board received a formal written request from Toll Brothers, the parent company of PRDC, advocating for the naming of the park as Bloom Park (Exhibit A). Toll Brothers' letter indicates that the company originally considered naming the new park in honor of Councilman Mitch Englander, to "honor the man who worked with us and truly helped make this park a reality." According to the letter, Councilman Englander has, instead, encouraged the revision of the naming proposal to honor the memory of his mother and sister with the name Bloom Park.

On November 5, 2018, the Board received a second request from Toll Brothers asking to have the Sesnon property's soon-to-be-built performance and arts inspired outdoor amphitheater named as Englander Pavilion, in honor of Mitch Englander" (Exhibit B). This request was made by Toll Brothers to show its "appreciation for everything the Councilmember has done for Council District 12."

The Councilmember submitted his own letter respectfully supporting the both of the Toll Brothers' requests (Exhibit C).

Linda "Honey" Bloom (1940-1990) passed away at the young age of 50. Linda Bloom was born in New York and moved to Los Angeles with her family when she was 19 years old. Linda married a disabled veteran who struggled with mental and physical ailments. After her divorce, she became a single mother of three. Her oldest daughter, Natalie, had already been diagnosed with severe asthma and her youngest son, Mitch, was diagnosed with a rare eye disease that left him partially blind during daylight hours. Linda worked multiple jobs to put food on the table, including selling real estate.

She was an active member of the San Fernando Valley Board of Realtors and volunteered to help other struggling single mothers become self-sufficient. Linda lost her home in West Hills when the real estate market crashed. Over the next several years, Linda relied on friends and family for shelter. During this time, she continued to volunteer with local community parks, B'nai B'rith through her Synagogue, and at her children's schools. She loved people and had an infectious laugh. In fact, it was often said that no matter what she was going through, Linda would always light up the room.

When Linda was finally able to find work, she rented a one-bedroom apartment where the kids shared the room and she slept on the couch. Linda relied heavily on local City parks and recreation programs to make sure her children had a safe place to go after school. The park programs in the North West San Fernando Valley were a critical foundation that offered after-school and summer programs that the family could not otherwise afford. Linda was incredibly grateful to the City of Los Angeles and the Recreation and Park staff for always being there for her and her family. Linda's youngest son, Mitch Englander, went on to become a Los Angeles City Councilmember and currently represents the area where Linda chose to raise her family.

Natalie Pamela Bloom (aka The Tulip Fairy), was Linda's first child and Mitch's sister. Natalie was born in Encino, California and spent her entire childhood in the North West San Fernando

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Valley. Natalie truly enjoyed the outdoors, though she often struggled with the poor air quality in the basin. For years, Natalie was frequently rushed to the hospital due to chronic and severe asthma. As much as Natalie loved the outdoors, particularly going to neighborhood parks, she was often told she couldn't go outside to play because of Stage 3 Smog Alerts. Natalie also loved children and went on to become a Head Start elementary school teacher. She truly enjoyed bringing her students on field trips, especially to local parks. Natalie's lifelong dream was to one day have children of her own. Unfortunately, Natalie was unable to make her dream come true as she passed away at the young age of 40 from complications resulting from asthma.

As such, RAP recommends this new park be named for and dedicated to two remarkable San Fernando Valley women whose lives were typical of the struggles so many families face today; who made exceptional contributions to the Valley and who advanced the therapeutic benefits of parks in both their personal health and in the treatment of others. In the memory of Linda and Natalie Bloom, Bloom Park will give local residents the opportunity to enjoy outdoor recreation and events with their family, friends, and neighbors and participate and improve overall well-being, health and wellness.

Mitchell Englander serves as Councilmember representing the 12th district of Los Angeles. He was first elected in 2011. Beginning in 2013, he was selected by his peers on City Council to serve as Los Angeles City Council President Pro Tempore. And he recently announced that he is stepping down from office at the end of this year.

Mr. Englander began his professional career as a Public Relations specialist providing consultation for political and advocacy campaigns on local, regional, and national issues eventually founding his own government and crisis communications company.

Additionally, Mr. Englander has served on the boards of and advised multiple non-profit and charitable organizations throughout his career focusing on issues of healthcare and at-risk youth. In 1997, he helped create the American Diabetes Association Los Angeles Political Roast. The annual event has continued for 21 years bringing together political leaders from across Los Angeles to raise money for diabetes treatment, prevention, and awareness. The event has raised over \$6 million since its founding.

Mr. Englander serves as an LAPD Reserve Officer with the Fugitive Warrants division and has also worked Patrol, Vice, and Gangs & Narcotics.

As Councilmember, Mr. Englander serves as chair of the Council's Public Safety Committee which oversees the activities and operations of the Los Angeles Police Department, Los Angeles Fire Department, Homeland Security, Counterterrorism, and LA's Emergency Preparedness and Response. In that capacity he led the effort to implement Fire STAT which uses data and predictive methods to reduce emergency response time for firefighters. He has also piloted and expanded the use of Nurse Practitioner units to conserve life-saving medical response resources. Under Englander's committee leadership LAPD became the largest police department in the country to fully adopt the use of on-body cameras by LAPD's officers increasing transparency and

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trust between law enforcement and the communities they protect.

Councilmember Englander also serves as Vice Chair on the Council's Budget & Finance committee managing over \$8 billion annually and on the Council's Planning and Land Use Committee, the Personnel and Animal Welfare Committee, the Ad Hoc Jobs Committee, the Executive Employee Relations Committee, and Local Area Formation Committee. He also represents the City of Los Angeles as a member of the Independent Cities Association, California Contract Cities Association, and the National League of Cities.

Mitchell Englander was born and raised in the San Fernando Valley. He has raised two daughters and lives with his wife, Jayne, in Granada Hills.

FISCAL IMPACT STATEMENT

No significant fiscal impacts will be incurred as the sign and installation costs will be paid for by the project developer as part of the construction of the park.

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

LIST OF ATTACHMENTS

- A) Letter from Toll Brothers Dated October 5, 2018
- B) Letter from Toll Brothers Dated November 4, 2018
- C) Letter from Councilmember Englander

Toll Brothers

AMERICA'S LUXURY HOME BUILDER®

October 5, 2018

Michael A. Shull
General Manager
Department of Recreation and Parks
221 N. Figueroa St., Suite 350
Los Angeles, CA 90012

Dear Mr. Shull & Commissioners,

The vision of Porter Ranch is reawakening a neighborhood spirit among our residents. They may come for the views, or to own a spacious luxury home, yet they are quickly discovering there is a special charm when living here. We're excited to keep building upon this positive sentiment and give back to the community with a wonderful asset – a spacious, well-designed park.

The magnificent, community-oriented 50-acre park will not only be a stunning landmark, but the true heart of this community. As approved by the Commission, the designs will include drought-tolerant plants, hiking trails, a splash pad, basketball, pickleball, and tennis courts, and most importantly, a space to come together during special events and holidays in a safe, tranquil, and inspiring environment.

In deciding the name of the new park, we joined the community's wishes to honor the man who worked with us and truly helped make this park a reality: Los Angeles City Councilmember Mitchell Englander. The Councilmember's dedication to the community can be seen not only in the vision for this park, but throughout the San Fernando Valley. His continued efforts to improve the quality of life for the Porter Ranch residents is remarkable.

After informing the Councilmember about our intent to name the 50-acre park in his honor, he humbly declined the offer and instead suggested something even more meaningful and inspiring.

Bloom Park honors two community members that Councilmember Englander feels are more deserving of the honor. Linda "Honey" Bloom and Natalie Pamela Bloom (aka The Tulip Fairy), were two remarkable women of the San Fernando Valley. Their lives were typical of the struggles so many women face.

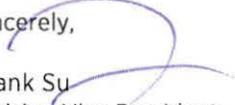
Linda, who passed away at the young age of 50, was a struggling single mother of three. Though she lost her own home due to financial struggle, she continued to volunteer throughout the community while raising her children. Linda relied heavily on local parks and recreation programs to make sure her children had safe places to go after school.

Natalie was Linda's first child. Natalie truly enjoyed the outdoors, though she often struggled with the poor air quality in the basin. For years, Natalie was frequently rushed to the hospital due to chronic, severe asthma. Natalie went on to become a Head Start elementary school teacher with a deep passion for music and outdoor events. Natalie passed away at the young age of 40 from complications resulting from asthma.

Linda Bloom is survived by her two sons, and Natalie's younger brothers; Andrew Bloom and Los Angeles City Councilmember Mitchell Englander and their families.

Toll Brothers and local residents are formally requesting that the park be dedicated in the memory of Linda and Natalie Bloom. We are excited to honor the Councilmember and the community in such a special way.

Sincerely,


Frank Su
Division Vice President
Toll Brothers, Inc.
11280 Corbin Avenue,
Porter Ranch, CA 91326
818-332-7216



November 4, 2018

Michael A. Shull
General Manager
Department of Recreation and Parks
221 N. Figueroa St., Suite 350
Los Angeles, CA 90012

Dear Mr. Shull & Commissioners,

The vision of Porter Ranch is reawakening a neighborhood spirit among our residents. They may come for the views, or to own a spacious luxury home, yet they are quickly discovering there is a special charm when living here. We're excited to keep building upon this positive sentiment and give back to the community with a wonderful asset – a spacious, well-designed park.

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In deciding the name of the new park, we joined the community's wishes to honor the man who worked with us and truly helped make this park a reality: Los Angeles City Councilmember Mitchell Englander. The Councilmember's dedication to the community can be seen not only in the vision for this park, but throughout the San Fernando Valley. His continued efforts to improve the quality of life for the Porter Ranch residents is remarkable.

After informing the Councilmember about our intent to name the 50-acre park in his honor, he humbly declined the offer and instead suggested something even more meaningful and inspiring.

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Linda, who passed away at the young age of 50, was a struggling single mother of three. Though she lost her own home due to financial struggle, she continued to volunteer throughout the community while raising her children. Linda relied heavily on local parks and recreation programs to make sure her children had safe places to go after school.

Natalie was Linda's first child. Natalie truly enjoyed the outdoors, though she often struggled with the poor air quality in the basin. For years, Natalie was frequently rushed to the hospital due to chronic, severe asthma. Natalie went on to become a Head Start elementary school teacher with a deep passion for music and outdoor events. Natalie passed away at the young age of 40 from complications resulting from asthma.

Linda Bloom is survived by her two sons, and Natalie's younger brothers; Andrew Bloom and Los Angeles City Councilmember Mitchell Englander and their families.

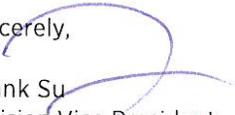
Toll Brothers and the community would still like to show our appreciation for everything the Councilmember has done for Council District 12 with a special addition to Bloom Park. As our way of saying thank you to Mitchell Englander personally, we'd like to name the park's performance and arts inspired amphitheater, Englander Pavilion.

Toll Brothers and local residents are formally requesting that the park and amphitheater be named Bloom Park and Englander Pavilion respectively. We are excited to honor the Councilmember and the community in such a special way.

Toll Brothers

AMERICA'S LUXURY HOME BUILDER®

Sincerely,


Frank Su
Division Vice President
Toll Brothers, Inc.
11280 Corbin Avenue,
Porter Ranch, CA 91326
818-332-7216

CITY HALL
200 N. Spring Street, Room 405
Los Angeles, California 90012
Tel: (213) 485-3343
Fax: (213) 473-6925

COMMUNITY SERVICE CENTER
9207 Oakdale Ave.
Chatsworth, CA 91311
Tel: (818) 882-1212
Fax: (818) 701-5254



***President Pro Tempore Mitchell Englander
Council District Twelve***

October 25, 2018

Michael A. Shull
General Manager
Department of Recreation and Parks
221 N. Figueroa St.
Suite 350
Los Angeles, CA 90012

Dear Mr. Shull & Commissioners,

The magnificent, community-oriented 50 acre park will be a stunning landmark that will be second-to-none among parks in Los Angeles, offering modern amenities and panoramic views of the San Fernando Valley, Simi Hills, and Santa Monica and Santa Susana Mountains. The design includes drought-tolerant plants and will provide ample opportunities for recreation and play, including a basketball court, tennis courts, a splash pad, hiking trails, and two playgrounds for both younger and older children. It also features a stage and pavilion for arts and performances that the community can enjoy.

While the park was in its planning stages, Toll Brothers approached me with the community's idea of naming the park Englander Park. While I was honored at the thought, there were two individuals who I felt were more deserving:

My mother, Linda "Honey" Bloom, and my sister, Natalie Pamela Bloom, who was also known as the Tulip Fairy, were two remarkable San Fernando Valley women who led lives that were typical of the struggles so many women face.

Linda, who passed away at the young age of 50, was a struggling single mother of three. Though she lost her own home due to financial struggle, she continued to volunteer throughout the community while raising her children. Linda relied heavily on local parks and recreation programs to make sure her children had safe places to go after school.

Natalie was Linda's first child. A Valley native, Natalie truly enjoyed the outdoors, though she often struggled with the poor air quality in the basin. For years, Natalie was frequently rushed to the hospital due to chronic, severe asthma. Natalie went on to become a Head Start elementary

school teacher with a deep passion for music and outdoor events. Natalie passed away at the young age of 40 from complications resulting from asthma.

I support the community and Toll Brothers decision to name the park “Bloom Park” in dedication to my family, Linda and Natalie Bloom, and the memories and stories of women throughout the San Fernando Valley. I am also truly grateful to support “Bloom Park’s Englander Pavilion” and am honored that the community would recognize my family in such an incredible way. Bloom Park will truly be the heart of our Porter Ranch community.

Sincerely,



MITCHELL ENGLANDER
Councilmember, Twelfth District

