

# APPROVED

DEC16 2021

## BOARD OF RECREATION AND PARK COMMISSIONERS

**BOARD REPORT**

NO. 21-221

DATE December 16, 2021

C.D. 12

### BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: CHASE PARK – RENAMING OF PARK AS “SEAN BROWN PARK” – CATEGORICAL EXEMPTION FROM THE PROVISIONS OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PURSUANT TO ARTICLE III, SECTION 1, CLASS 11(5) [INSTALLATION OF SIGNS LOCATED ON CITY PROPERTY MANAGED BY A CITY DEPARTMENT WHICH HAS A SIGN POLICY ADOPTED BY ITS BOARD OF COMMISSIONERS] OF CITY CEQA GUIDELINES AND TO ARTICLE 19, SECTION 15311 OF CALIFORNIA CEQA GUIDELINES.

AP Diaz	_____	M. Rudnick	_____
H. Fujita	_____	C. Santo Domingo	_____ <i>DF</i>
J. Kim	_____	N. Williams	_____

*M. Slue*  
 \_\_\_\_\_  
 General Manager

Approved   X   Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

### RECOMMENDATIONS

1. Approve the renaming of Chase Park as “Sean Brown Park” as more fully set forth in this Report;
2. Authorize the installation of appropriate park signage;
3. Determine that the proposed project consisting of the installation of signs located on City property managed by a City department which has a sign policy adopted by its Board of Commissioners, is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11(5) [Installation of signs located on City property managed by a City department which has a sign policy adopted by its Board of Commissioners] of City CEQA Guidelines and Article 19, Section 15311 of California CEQA and direct staff to file a Notice of Exemption (NOE);
4. Direct the Department of Recreation and Parks’ (RAP) Chief Financial Officer or designee to prepare a check to the Los Angeles County Clerk in the amount of Seventy-Five Dollars (\$75.00) in order to file a NOE with the County of Los Angeles within five (5) working days of approval of this Board Report; and,
5. Authorize RAP Staff to make technical corrections as necessary to carry out the intent of this Report.

## BOARD REPORT

PG. 2 NO. 21-221

### SUMMARY

#### Chase Park

Chase Park is located at 22525 Chase Street in the West Hills community of the City of Los Angeles (City). This park 5.97-acre facility provides a children's play area, walking paths, and a picnic area. Approximately 2,087 residents live within a one-half (½) mile walking distance of Chase Park.

Chase Park is currently named geographically in accordance with RAP's Naming Policy, as it is located on Chase Street. This park has never gone through a community-driven naming process. A map of the location and boundaries of Chase Park is attached to this Report as (Attachment 1).

#### Naming Request

On June 23, 2021, the Los Angeles City Council approved a motion requesting that the Board of Recreation and Park Commissioners (Board) rename Chase Park as Sean Brown Park in honor of Los Angeles Police Department (LAPD) Officer Sean Brown (CF# 21-0494) (Attachment 2).

RAP staff conducted a preliminary review of Chase Park and determined that there are no grant deed restrictions or other restrictions that would prevent the renaming of Chase Park.

RAP staff worked in conjunction with the Office of Council District 12 (CD12) to plan and present the renaming proposal to the surrounding community. A meeting flyer (Attachment 3) was posted on RAP's social media pages and distributed to RAP's contact list of residents within two (2) miles of the park based on residents' zip codes. CD12 also shared the meeting flyer with their own distribution list to provide sufficient notice to the public.

On August 25, 2021, RAP Staff gave a presentation at a virtual community meeting via Zoom to gauge community support for the proposed name and to discuss other potential names (Attachment 4). The meeting had approximately 37 participants, not including RAP and CD12 staff. During the public comment portion of the meeting, the majority of participants were in favor of the proposed renaming of the park. RAP staff conducted a Zoom virtual poll during the meeting in which participants were asked, "Are you in favor of renaming Chase Park after former LAPD officer Sean Brown?". The results of the Zoom poll included thirty-six (36) "Yes" responses and one (1) "No" response. RAP staff received one alternative name proposal in the comment box of the Zoom meeting that suggested the following name: "LAPD Officer Sean Brown Park".

The proposed renaming was presented to the RAP Facility Repair and Maintenance Task Force on September 2, 2021, where it received approval to move forward to the full Board of Recreation and Park Commissioners for consideration.

## BOARD REPORT

PG. 3 NO. 21-221

RAP has received letters of support from the West Hills Neighborhood Council and the Canoga Park - West Hills Chamber of Commerce (Attachment 5). The West Hills Chamber of Commerce also provided a petition with 21 signatures from surrounding homeowners that support the renaming of Chase Park in honor of Sean Brown.

The Office of Council District 12 has also expressed support for the name change.

### Background on Sean Brown

Officer Sean Brown was born in Orange County, California on July 3rd, 1975. Sean spent most of his adolescent life in Huntington Beach until his family moved to Santa Clarita where he later graduated from Canyon High School. Sean then attended Santa Clara University, graduating with a degree in Communications. Sean's path guided him towards a calling to serve and protect his community, as a LAPD Officer.

Officer Brown joined the Los Angeles Police Department on May 6th, 2002. Following the completion of his probation, Officer Brown was assigned to West Valley Division where he spent the next 7 years. It was here that he matured as a police officer, forming strong bonds with his fellow officers and the community in which he served. While at West Valley, he was promoted to Field Training Officer.

On January 4th, 2009, Officer Brown was assigned to the newly opened Topanga Community Police Station. Officer Brown would call Topanga his home for the rest of his career. In August 2015, he was promoted to Senior Lead Officer, tasked with overseeing the northwest portion of West Hills and Canoga Park. It was as a Senior Lead Officer, that Officer Brown made an immeasurable impact on the community.

Officer Brown passed away on October 27, 2020 after an 18-month battle with cancer. He is remembered for his perpetual smile, compassion, and his undying love for his family, his friends, and his passion for being a LAPD Officer.

Senior Lead Officer Sean Brown's contributions are exceptional in the impact he made on the Chase Park community through his actions and service. According to the community, he spent a lot of time at Chase Park which was within the boundaries of his car map. Officer Brown would frequently park his vehicle in front of the park and enjoy his lunch as well as conducting foot patrols on a regular basis in order to ensure the safety and security of the park and its visitors. Sean Brown was a protector for this park and for all that enjoyed the park day in and day out. It is because of this that the community has called for the renaming of Chase Park to Sean Brown Park, to forever commemorate the contributions of LAPD Senior Lead Officer Sean Brown to Chase Park and the community.

## BOARD REPORT

PG. 4 NO. 21-221

### BOARD NAMING POLICY

On June 5, 2013, the Board adopted a Naming Policy, Procedures and Guidelines for Parks and Recreational Facilities (Policy) for the naming of parks, recreation facilities, park amenities, landmarks and other park assets (Report No. 13-161). This Policy enumerates the criteria and guidelines for use when evaluating proposed park names (Attachment 6). Several of the adopted guidelines applicable to this application are as follows:

- The Naming of parks after individuals shall be limited to those who are deceased and have made exceptional contributions to the park or community within which the park is located.
- The Naming engenders a positive public image which does not unduly commercialize the park or recreational facility.
- The proposed name for the park or recreational facility, and/or contributor, must be compatible with the Mission of RAP.

RAP Staff has determined that the criteria and guidelines of the Policy have been met.

### CONCLUSION

For all the reasons stated in this Report, RAP staff recommends the renaming of Chase Park to "Sean Brown Park" and installing appropriate signage.

### ENVIRONMENTAL IMPACT STATEMENT

The proposed Project consists of installation of signs located on City property managed by a City department which has a sign policy adopted by its Board of Commissioners.

No other known projects would involve cumulatively significant impacts, and no future projects would result from the proposed project. As of November 16, 2021, the State Department of Toxic Substances Control (DTSC) (Envirostor at [www.envirostor.dtsc.ca.gov](http://www.envirostor.dtsc.ca.gov)) has not listed the Project site or any contaminated sites near the Project area (within 500 feet). According to the Caltrans Scenic Highway Map (search 22525 Chase Street, Los Angeles) there is no scenic highway is located within the vicinity of the project or within the project site. This site is not within a coastal, methane or historic zone, so there is no reasonable possibility that the project will have a significant effect due to unusual circumstances.

As such, staff recommends that the Board determine that it is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11(5), of City CEQA Guidelines as well as to Article 19, Section 15311 of California CEQA Guidelines. Staff will file a Notice of Exemption with the Los Angeles County Clerk upon Board's approval.

## BOARD REPORT

PG. 5 NO. 21-221

### FISCAL IMPACT

There will be a minor fiscal impact to RAP's General Fund due to the cost to purchase and install the new signage. The new facility sign will be paid for by Account No. 2398-3160.

This Report was prepared by Ligaya Khennavong, Management Assistant, Planning, Maintenance and Construction Branch.

### LIST OF EXHIBITS

- 1) Map and Boundaries of Chase Park
- 2) Original City Council Motion Proposing "Sean Brown Park"
- 3) Announcement of Community Meeting
- 4) Presentation for the Chase Park Renaming Community Meeting
- 5) Letters of Support
- 6) RAP Naming Policy and Guidelines



**LEGEND**

Existing Parks

- Non-RAP
- RAP
- City Limits

**NOTES**



SCALE 1: 4,514

Disclaimer: This map is for informational purposes only and relies on data from a variety of sources, which may or may not be accurate or current. The City of Los Angeles assumes no responsibility arising from the use of this map. The map and associated data are provided "as is" without warranty of any kind.

© City of Los Angeles, Department of Recreation and Parks  
Printed: 11/09/2021

HOLLY L. WOLCOTT  
CITY CLERK

**City of Los Angeles  
CALIFORNIA**

OFFICE OF THE  
CITY CLERK

PETTY F. SANTOS  
EXECUTIVE OFFICER



**Council and Public Services Division**

200 N. SPRING STREET, ROOM 395  
LOS ANGELES, CA 90012  
GENERAL INFORMATION - (213) 978-1133  
FAX: (213)978-1040

June 23, 2021

ERIC GARCETTI  
MAYOR

PATRICE Y. LATTIMORE  
DIVISION MANAGER

[CLERK.LACITY.ORG](http://CLERK.LACITY.ORG)

**OFFICIAL ACTION OF THE LOS ANGELES CITY COUNCIL**

**Council File No.:** 21-0494  
**Council Meeting Date:** June 23, 2021  
**Agenda Item No.:** 4  
**Agenda Description:** ARTS, PARKS, HEALTH, EDUCATION, AND NEIGHBORHOODS COMMITTEE REPORT relative to the re-naming of Chase Park in West Hills to Sean Brown Park in memory of Senior Lead Officer Sean Brown and in recognition of his distinguished career of service to the Los Angeles Police Department and to the people and the City.

**Council Action:** ARTS, PARKS, HEALTH, EDUCATION, AND NEIGHBORHOODS COMMITTEE REPORT - ADOPTED FORTHWITH

**Council Vote:**

YES	Blumenfield	YES	Bonin	YES	Buscaino
YES	Cedillo	YES	de León	YES	Harris-Dawson
YES	Koretz	ABSENT	Krekorian	YES	Lee
YES	Martinez	YES	O'Farrell	ABSENT	Price
YES	Raman	YES	Ridley-Thomas	YES	Rodriguez

HOLLY L. WOLCOTT  
CITY CLERK

Adopted Report(s) Title  
Arts, Parks, Health, Education, and Neighborhoods Committee Report dated 6-8-21

## MOTION

Officer Sean Brown was born in Orange County, California on July 3rd, 1975. Welcomed by his father Peter, Mother Jan and older sister Shannon. Sean spent most of his adolescent life in Huntington Beach until his family moved to Santa Clarita where he later graduated from Canyon High School. Sean then attended Santa Clara University, graduating with a Degree in Communications. Sean's path guided him towards a calling to serve and protect his community, as a Los Angeles Police Officer.

Officer Brown joined the Los Angeles Police Department on May 6th, 2002. During Officer Brown's time at the LAPD Academy, he overcame a broken foot five months into his Academy training and later graduated with the October 2002 Class on May 2nd, 2003. Officer Brown was assigned to Foothill Division where he completed his one-year probation. Following the completion of his probation, Officer Brown was assigned to West Valley Division where he spent the next 7 years. It was here that he matured as a police officer, forming strong bonds with his fellow officers and the community in which he served. While at West Valley, he was promoted to Field Training Officer.

On January 4th, 2009, Officer Brown was assigned to the newly opened Topanga Community Police Station. Officer Brown would call Topanga his home for the rest of his career. In August 2015, he was promoted to Senior Lead Officer, tasked with overseeing the northwest portion of West Hills and Canoga Park. It was as a Senior Lead Officer, that Officer Brown made an immeasurable impact on the community.

Officer Brown dedicated himself to the service of others. Sean always put others before himself. He always treated everyone as equals, whether you were a victim, a suspect, or someone who just wanted to talk. Sean was beloved by his fellow officers, and he was known for leaving mint candies around the office. He would drop everything he was doing to lend a hand to his fellow officers. Above all, Sean dedicated his whole heart to his beautiful wife Kristen, son Colin and daughters Kenzie and Finley.

Officer Brown passed away on October 27<sup>th</sup>, 2020 after an 18-month battle with Cancer. He will be remembered for his perpetual smile, compassion, and his undying love for his family, his friends, and his passion for being a Los Angeles Police Officer.

Senior Lead Officer Sean Brown spent a lot of time at Chase park which was within the boundaries of his car map. Officer Brown would frequently park his vehicle in front of the park and enjoy his lunch as well as conducting foot patrols on a regular basis in order to ensure the safety and security of the park and its visitors. Sean Brown was a protector for this park and for all that enjoyed the park day in and day out. It is because of this that this community has called for the renaming of Chase Park to Sean Brown Park to forever commemorate the immeasurable contributions of LAPD Senior Lead Officer Sean Brown to this park and community.

**I THEREFORE MOVE** that the Board of Recreation and Parks Commissioners be **REQUESTED** to re-name Chase Park in West Hills to Sean Brown Park in memory of Senior Lead Officer Sean Brown and in recognition of his distinguished career of service to the Los Angeles Police Department and to the people and City of Los Angeles.

PRESENTED BY

  
JOHN S. LEE

Councilmember, 12<sup>th</sup> District

SECONDED BY



MAY 05 2021



COUNCILMEMBER JOHN LEE AND THE DEPARTMENT  
OF RECREATION AND PARKS INVITE YOU TO:

# CHASE PARK RENAMING COMMUNITY MEETING



**WHEN:** Wednesday, August 25 at 6 p.m.

**WHERE:** Zoom Meeting Invite: [bit.ly/chaseparkrenaming](https://bit.ly/chaseparkrenaming) or by phone (669-900-6833 and enter webinar ID 847 6085 8961 #)

**WHY:** Discuss the renaming of Chase Park in honor of LAPD Officer Sean Brown who served the West Hills community.

**JOHN LEE**  
LOS ANGELES CITY COUNCILMEMBER • DISTRICT 12



PARK PROUD LA

# Chase Park Naming Presentation

Department of Recreation and Parks

August 25, 2021 @ 6pm



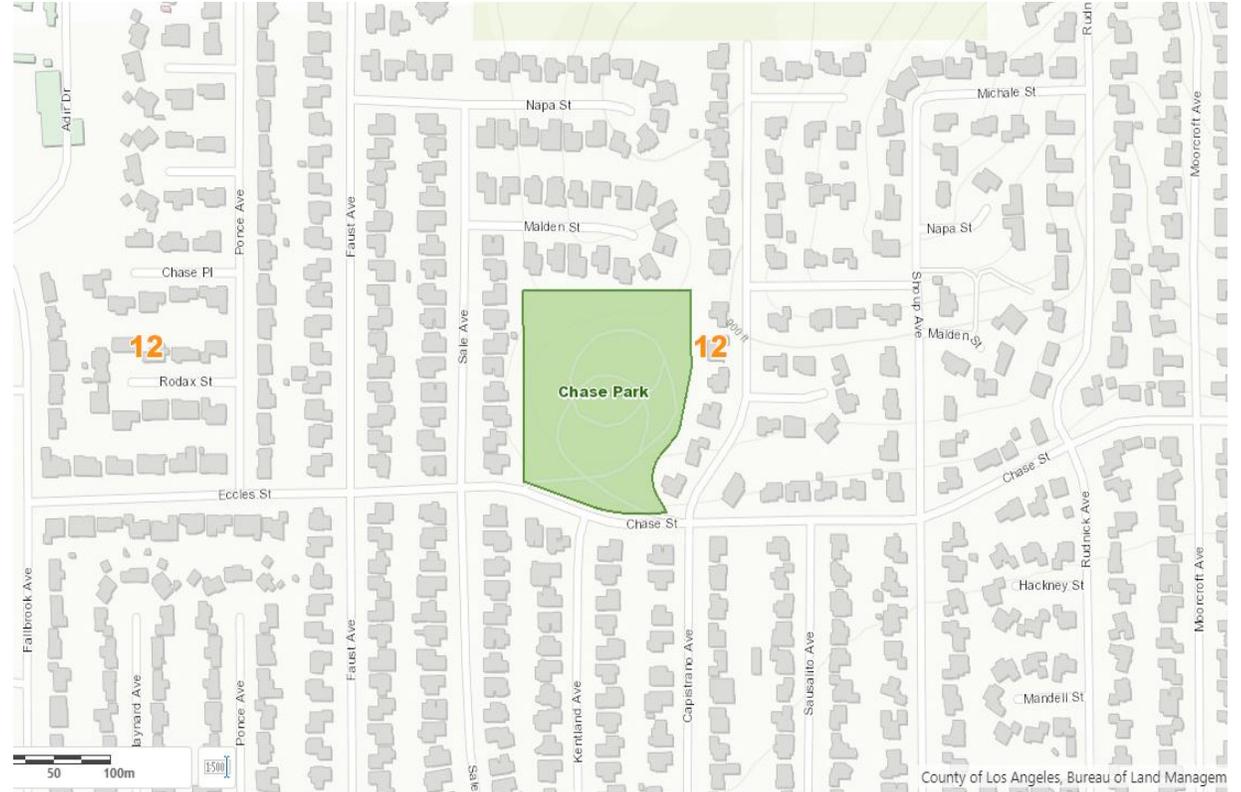
**PARK PROUD LA**

# Agenda

- About Chase Park
- Surrounding Parks within 2 Miles
- RAP Naming Policy
- Current Park Name: Chase Park
- Proposed Names
- Naming Process Next Steps

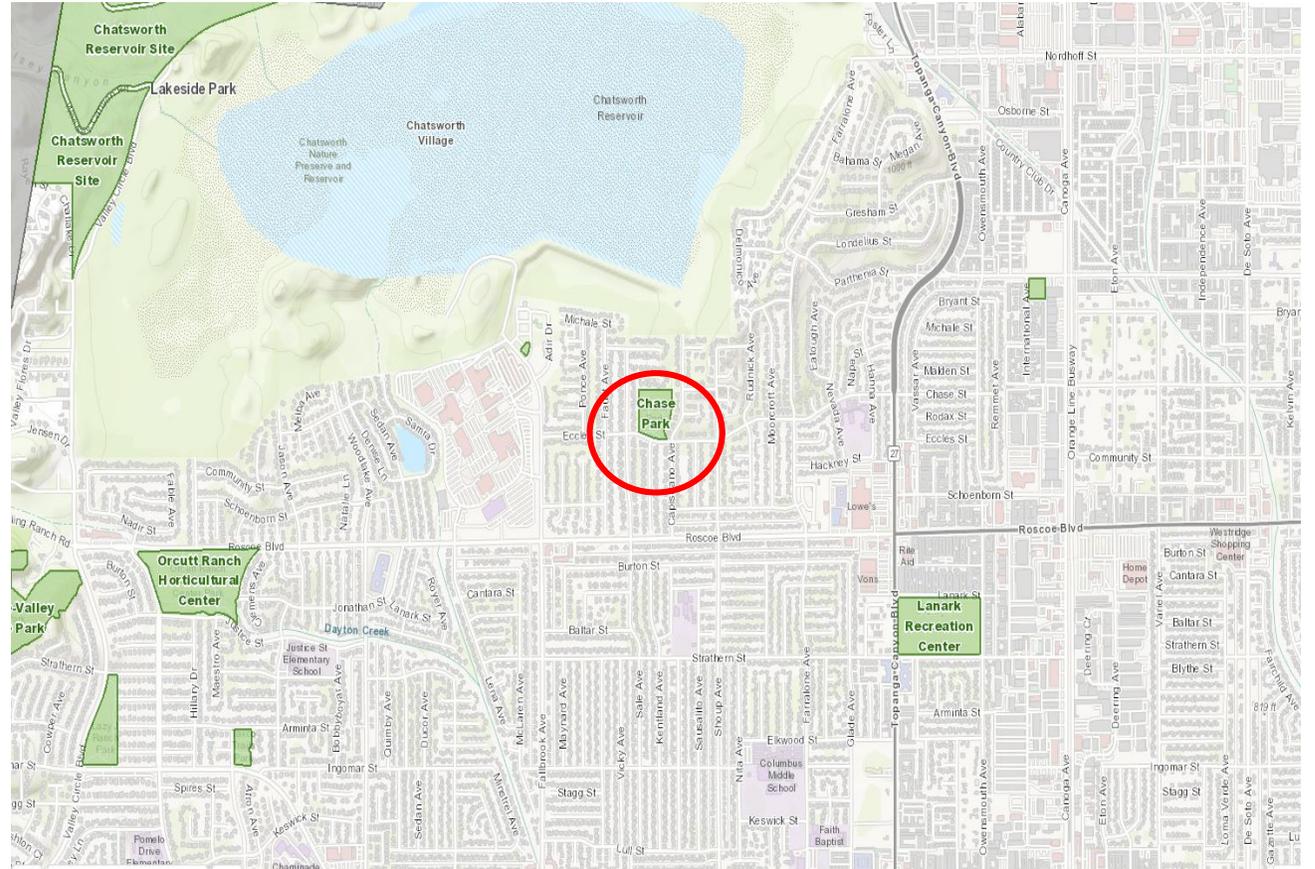
# About Chase Park

- Located at 22525 Chase Street in West Hills
- Classified as a Neighborhood Park
- Current features of Chase Park:
  - Children's Play Area
  - Picnic Tables



# Surrounding Parks within 2 Miles

- Lanark Park
- Shadow Ranch Park
- Orcutt Ranch Horticultural Center Park
- Chatsworth Reservoir Site
- Roscoe-Valley Circle Park
- Lazy J Ranch Park
- Taxco Trails Park
- Parthenia Park
- Canoga Senior Citizen Center
- Cohasset Melba Park

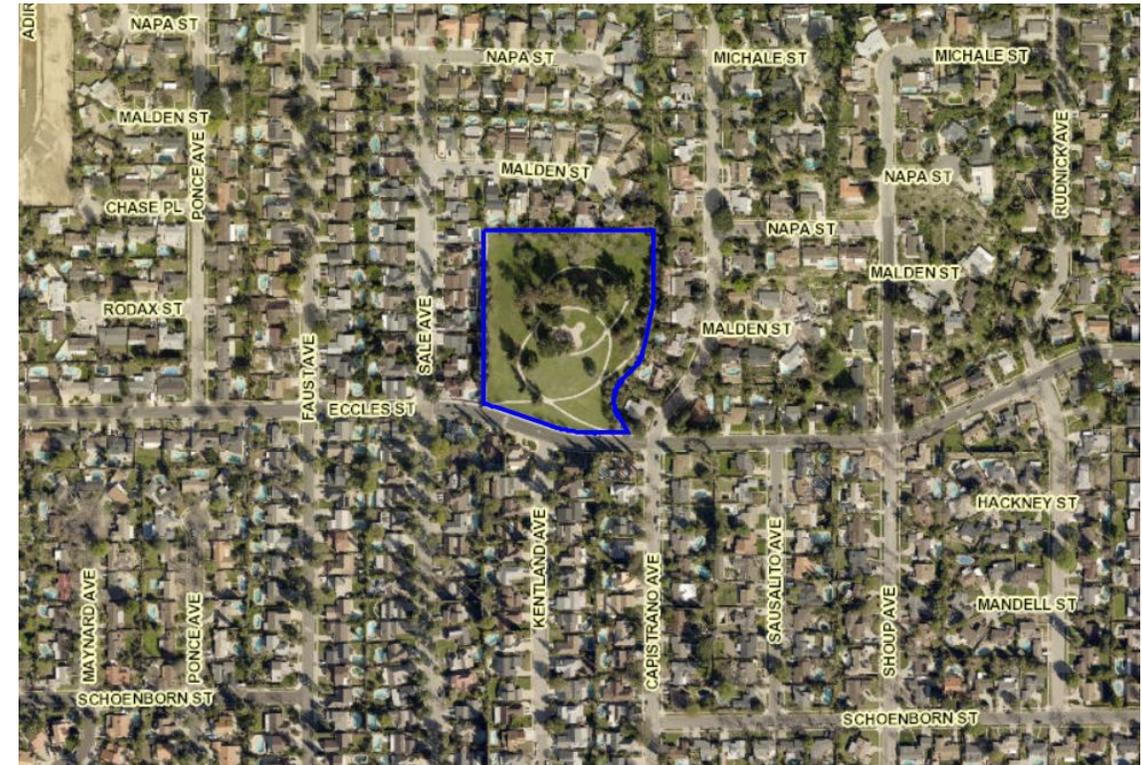


# RAP Naming Policy

- The RAP Board adopted a Naming Policy in June 2013 (Report No. 13-161)
- The Naming of parks after individuals shall be limited to those who are deceased and have made exceptional contributions to the park or community within which the park is located.
- Parks shall only be named after living persons under circumstances requiring such naming as a condition precedent of a grant deed or covenant.
- The Naming of a park after a major historic event must be based on a direct connection between the park and such event.
- The Naming engenders a positive public image which does not unduly commercialize the park or recreational facility.
- The proposed name for the park or recreational facility, and/or contributor, must be compatible with the Mission of RAP.
- Initial Park Names shall be administratively assigned by RAP staff based on geographic features such as street and community names or prominent features

# Current Park Name: Chase Park

- Official name of the park is Chase Park. It's named after its location on Chase Street.
- The city acquired the 6 acre property in 1972 as part of a Quimby land dedication
- The current name is consistent with the RAP Board's naming policy
- "Chase Park" shall remain the name of the future park site until the RAP Board approves a new name



# Proposed Names for Chase Park

RAP is proposing the following name for the current park:

- Sean Brown Park – On June 23, 2021, City Council approved a motion requesting the name of Chase Park be changed to Sean Brown Park to honor the LAPD Senior Lead Officer (C.F. 21-0494)

Please note: this discussion is not limited to these previously submitted names. Additional naming proposals may be submitted to RAP staff for consideration at [rap.commissioners@lacity.org](mailto:rap.commissioners@lacity.org)

# Sean Brown Biography

- Officer Sean Brown was born in Orange County, California on July 3rd, 1975
- After graduating from Santa Clara University, Officer Sean Brown joined the Los Angeles Police Department on May 6th, 2002.
- He was assigned to West Valley Division where he spent 7 years. During this time, he formed strong bonds with his fellow officers and the community in which he served. While at West Valley, he was promoted to Field Training Officer.
- On January 4th, 2009, Officer Brown was assigned to the newly opened Topanga Community Police Station.
- In August 2015, he was promoted to Senior Lead Officer, tasked with overseeing the northwest portion of West Hills and Canoga Park.
- Officer Brown dedicated himself to the service of others. Sean always put others before himself. He always treated everyone as equals. Sean was beloved by his fellow officers. He would drop everything he was doing to lend a hand to his fellow officers.
- Officer Brown passed away on October 27<sup>th</sup>, 2020 after an 18-month battle with Cancer.

It is because Sean Brown's long-time work and dedication in the community and at Chase Park that the community has called for the renaming of Chase Park to Sean Brown Park to forever commemorate the immeasurable contributions of LAPD Senior Lead Officer Sean Brown to this park and community.

# Actions Taken Thus Far...

- On June 23, 2021, City Council approved a motion to request the renaming of Chase Park to Sean Brown Park (CF 21-0494).
- RAP has received a petition with 21 signatures from surrounding home owners that support the renaming of the park (Dated March 2021)
- RAP has received letters of support from the West Hills Neighborhood Council (Dated December 14, 2020) and Canoga Park – West Hills Chamber of Commerce (Dated April 1, 2021)
- RAP staff has reviewed the proposed name and determined that it is within the RAP Naming Policy.

# Next Steps...

- Determine if there is a consensus in the Community on a new name for Chase Park.
- If/Once a consensus name is identified, staff present the proposed naming to the Facility Repair and Maintenance Task Force for preliminary approval
- Staff will prepare a Report to be presented to the RAP Board of Commissioners recommending approval of the renaming for Chase Park.



# West Hills Neighborhood Council

"It's our neighborhood.  
Let's build a community."

## OFFICERS

Daniel Brin  
*President and Co-Chair*  
Charlene Rothstein  
*Vice President and Co-Chair*  
Brad Vanderhoof  
*Secretary*  
Carolyn Greenwood  
*Treasurer*  
Saif Mogri  
*Controller*

December 14, 2020

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

## BOARD OF DIRECTORS

Aida Abkarians  
Faye Barta  
Brian Begun  
Sandi Bell  
Tom Booth  
Daniel Brin  
Bob Brostoff  
Margery Brown  
Esperanza Butler  
Carolyn Greenwood  
Marie Javdani  
Bonnie Klea  
Saif Mogri  
Olivia Naturman  
Daniel Osztreicher  
Steve Randall  
Bill Rose  
Charlene Rothstein  
Anthony Searce  
Myrl Schreibman  
Joan Trent  
Alec Uzemeck  
Brad Vanderhoof  
Joanne Yvanek-Garb

## **Re: Renaming Chase Park**

Dear Mr. Shull:

The West Hills Neighborhood Council supports the renaming of Chase Park to Sean Brown Park in memory of LAPD Senior Lead Officer Sean Brown, who passed away in early November after a tragic illness.

Officer Brown served the northern sector of West Hills with distinction, assisting the community in the reduction of crime in almost all categories during his years of service. He spent much time at Chase Park to make sure it was safe for the public. As he did so, he earned the respect of homeless people who had been residing in the park, helping them obtain resources to turn their lives around.

Thank you for considering our support of this request.

Sincerely,

*Daniel J. Brin*

Daniel J. Brin, President

*Charlene Rothstein*

Charlene Rothstein, Vice President

cc: John Lee, Councilmember  
District 12

## PAST PRESIDENTS

Stephen Lenske  
Ed Youngblood  
Charles "Chuck" Gremer

## EXECUTIVE DIRECTOR

Michelle Ritchie



P.O. Box 4670, West Hills, CA 91308-4670 • mail@westhillsnc.org • www.westhillsnc.org





# Canoga Park • West Hills Chamber of Commerce



April 1st, 2021

LA City Council  
LA Parks and Recreations

To Whom It May Concern;

The Canoga Park -West Hills Chamber is humbly requesting to rename Chase Park, ( located at 22525 Chase St, Canoga Park, CA 91304) to Sean Brown Park. Sean Brown was the Senior Lead Officer from Topanga Police Station, his area covered Canoga Park-West Hills North, which included Chase Park. On Many occasions, the Chamber would receive calls from residents whose houses backed up to Chase park regarding tents and homeless being in the park. I would call Sean on his cell phone and he would go over and talk to the homeless. Out of the 11 people, we referred to Sean, 7 of them received help, either from LAHSA, The Hope team or the Chamber assisted in finding a treatment facility for them. Sean was very active in the community n with all the residents. He wanted to help those who needed it n the residents that already lived there. At least 2x a week Sean would park out front of Chase Park and eat his lunch. He would interact with kids playing and speak to the residents.

Unfortunately, Sean Brown passed away in October of 2020 after an 18 month battle with Cancer. His Community misses him daily. I have received numerous emails from the Community encouraging us to bring this to the City Council and Parks n Recs.

Thank you for your time,

Joellen Amman  
Canoga Park • West Hills Chamber of Commerce  
Community Relations  
818-277-7883 Cell

**City of Los Angeles Department of Recreation and Parks**  
**Naming Policy, Procedures and Guidelines for**  
**Parks and Recreational Facilities**

The mission of the Department of Recreation and Parks (“RAP”) is to enrich the lives of the residents of Los Angeles by providing safe, welcoming parks and recreational facilities and affordable, diverse recreation and human services activities for people of all ages to play, learn, contemplate, build community and be good stewards of our environment.

One of RAP’s objectives under the Mission is to enhance and expand recreational programs, services, and significant financial support and contributions through public and private collaborations.

**Policy:**

RAP recognizes that parks and recreational facilities are an essential and integral part of the communities they serve, and that the names of parks and recreational facilities, and park amenities within them, play a significant role in fostering identities in the surrounding communities. This Naming Policy (“Policy”) establishes the criteria and requirements, and sets forth the guidelines and procedures, for the naming and renaming (collectively, “Naming”) of parks, recreational facilities, landmarks and any other assets determined appropriate by RAP (collectively referred to herein as “Park Assets”), which are owned, managed or controlled by RAP.

Pursuant to this Policy, the initial name of a new park or recreational facility, which may be temporary for purposes of administration and accounting, shall be administratively assigned by RAP staff in the traditional manner utilized prior to the establishment of this Policy, based on geographic features such as street and community names or prominent features. In addition, the Naming of existing Park Assets, pursuant to a RAP recommendation relevant to a Naming proposal received from a private or public entity, shall be subject to the approval of the Board of Recreation and Park Commissioners (“Board”), as described herein. In accordance with this Policy and pursuant to RAP recommendations, the Board shall consider the following two types of Naming proposals. The first type encompasses situations in which RAP receives or is offered a donation, gift, sponsorship, and/or other contribution from an outside entity that presents a decisive benefit and shows a direct connection to a Park Asset and serves the interests of the City and its residents. This type of Naming proposal would require a Naming Agreement to summarize the terms and conditions necessary to effectuate the financial or other benefits connected to the Naming proposal with a term (time period) recommended by the GM and approved by the Board, depending on the scope or nature of the agreement, and value, visibility, and lifespan of the donation, gift, sponsorship and or other contribution. The second type comprises Naming proposals to use a major historic event and/or unique significance of a specific place or person, as the basis for the proposed Name; again with the requirement that there be compelling and impressive substantiation demonstrating how the interests of City and its residents were served or impacted. The key in both types of Naming proposals is the importance of demonstrating direct connections to the Park Asset and clear community benefits as a foundation for considering any Naming proposal.

For purposes of this Policy, and with the exception of the temporary Naming of new Park Assets, the authority to approve the Naming of existing Park Assets shall be solely with the Board. Any exceptions to this Policy shall be subject to the prior approval of the Board.

### **Criteria and Guidelines for Evaluating Park Asset Naming Proposals:**

For purposes of this Policy, the following shall be considered when evaluating the appropriateness, feasibility, and implementation of Naming proposals:

- The Naming of parks after individuals shall be limited to those who are deceased and have made exceptional contributions to the park or community within which the park is located.
- Parks shall only be named after living persons under circumstances requiring such naming as a condition precedent of a grant deed or covenant.
- The Naming of a park after a major historic event must be based on a direct connection between the park and such event.
- The Naming engenders a positive public image which does not unduly commercialize the park or recreational facility.
- The proposed name for the park or recreational facility, and/or contributor, must be compatible with the Mission of RAP.
- Park Assets that are held by RAP through a lease or use agreement may be considered for Naming under this Policy, subject to any requirements or restrictions contained in such document.
- RAP reserves the right to limit the duration of time a Name will be in place and/or in effect.
- No specialized signage or advertisement containing a commercial message to purchase a good or service shall be authorized for use on park property.
- All forms of signage placed on or within a Park Asset shall meet RAP's graphic and sign standards.
- There shall be no religious symbols included on Naming signage.
- Park Assets not under the operation of RAP (shared or exclusive), although under the ownership or jurisdiction of RAP, shall not be subject to this Policy; such as for example, the Los Angeles Zoo in Griffith Park.
- Parks should not be subdivided for purposes of Naming, unless there are readily-identifiable physical divisions in the park (major roads, waterways, hillsides, etc.) which facilitate or warrant a subdivision; or there exist other compelling reasons for having more than one name connected to a park. This should not prevent independently Naming a recreational facility or amenity located within a park, as long as the selected name will not cause confusion for park patrons.
- RAP shall seek to inform the public with regard to the Naming of a park in their community.
- Any exception to the above shall be subject to the Naming criteria contained herein, and the Board's prior approval.

**Procedures:**

The Board retains the authority to name or rename Park Assets situated on park property. The following shall be the protocol for evaluating, considering and denying or approving Naming proposals:

1. A written proposal for the Naming of a Park Asset must be initially submitted to the RAP Board Office, to the attention of the Board Secretary. In accordance with this Policy, the Board Office shall forward the proposal to the RAP General Manager (“GM”) for consideration.
2. Prior to any form of Naming Policy being implemented, sponsorship proposals shall be evaluated by RAP staff, with recommendations to the GM for possible consideration.