

APPROVED

JUN 17 2021

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 21-119

DATE June 17, 2021

C.D. 11

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GLEN ALLA PARK – RENAMING OF PARK AS “BILL ROSENDAHL DEL REY 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
J. Kim N. Williams

M. Shue
General Manager

Approved X Disapproved Withdrawn

RECOMMENDATIONS

- 1. Approve the renaming of Glen Alla Park as “Bill Rosendahl Del Rey 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 to Article 19, Section 15311 of California CEQA Guidelines and direct staff to file a Notice of Exemption (NOE) with the Los Angeles County Clerk;
4. Authorize the Department of Recreation and Parks’ (RAP) Chief Accounting Employee or designee to prepare a check to the Los Angeles County Clerk in the amount of \$75.00 for the purpose of filing an NOE; and,
5. Authorize RAP Staff to make technical corrections to carry out the intent of this Report.

BOARD REPORT

PG. 2 NO. 21-119

SUMMARY

Glen Alla Park

Glen Alla Park is located at 4601 Alla Road in the Del Rey community of the City. This park is approximately 4.80 acres in size and provides tennis courts, basketball courts, a children's play area, a restroom building and picnic area. The park also contains a dog park, consisting of a large dog area and timid dog area. Approximately 3,504 residents live within a one-half mile walking distance of Glen Alla Park.

Glen Alla Park is currently named geographically in accordance with RAP's Naming Policy, as it is located on the cross streets of Glencoe Avenue and Alla Road. A map of the location and boundaries of Glen Alla Park is attached to this Report as Attachment 1.

Naming Request

In January 2019, a motion from the Del Rey Neighborhood Council proposed the renaming of Glen Alla Park, stating that "the Del Rey NC... supports the renaming of Glen Alla Park to 'Del Rey Park' with the potential addition of a name in memoriam so long as the Del Rey name is included" (Attachment 2).

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

On March 17, 2021, RAP Staff attended the Culver-Slauson/Glen Alla Park Advisory Board (PAB) meeting to gauge community support for the proposed name and discuss other suggested names. A copy of the presentation is attached to this Report (Attachment 3). During the meeting, several alternate names were proposed, including "Bill Rosendahl Del Rey Park" in memoriam of the late councilmember. The proposed name received vocal support from both the community and the PAB.

Both the Del Rey Neighborhood Council and the Culver Slauson/Glen Alla PAB expressed the desire to include "Del Rey" in the proposed name so as to create a sense of identity and recognition for the Del Rey community where Glen Alla Park is located.

The proposed renaming was presented to the RAP Facility Repair and Maintenance Task Force on April 1, 2021, where it received support and approval to move forward to the full Board of Recreation and Park Commissioners for consideration.

On May 13, 2021, RAP Staff attended the Del Rey Neighborhood Council Meeting to present the other proposed park names that were discussed at the Culver Slauson/Glen Alla PAB for discussion and recommendation. The Del Rey Neighborhood Council passed a new motion to officially propose "Bill Rosendahl Del Rey Park" as the new park name (Attachment 4). Several neighborhood council members and community members expressed support for the new name.

The Office of Council District 11 has also expressed support for the name change.

BOARD REPORT

PG. 3

NO. 21-119

Background on Bill Rosendahl

Bill Rosendahl was born on May 15, 1945 in Englewood, New Jersey. From his early life, he was passionate about serving his community and his country. He supported President Kennedy's campaign as a student in 1967, later modelling his political life after President Kennedy. He served in the U.S. Army during the Vietnam War and worked as a psychiatric counselor for veterans when he returned. Del Rey Square, an affordable housing complex for ex-military low-income and formerly homeless senior citizens, renamed the complex to the "Bill Rosendahl Senior Housing Community" in his honor.

Prior to serving on the Los Angeles City Council, Rosendahl was an educator and award-winning television broadcaster. He hosted several public programs, such as *Week in Review* and *Beyond the Beltway*, and produced more than 3,000 programs in his 16 years of journalism.

Rosendahl was elected as the Council District 11 Councilmember in 2005 and served in the position until 2013. He was the first openly LGBTQ+ member of City Council and the highest ranking LGBTQ+ official of Los Angeles.

As chairman of the Transportation committee, Bill Rosendahl used his position to push for more mass public transportation in an effort to ease traffic congestion. He was also a strong proponent for homelessness and LGBTQ causes, with an emphasis on youth. He was directly responsible for the installation of the play equipment at Glen Alla Park and advocated for giving neighborhoods a larger voice in city decision-making with the expansion of neighborhood councils and park advisory boards. After being diagnosed with cancer in 2012, he turned his voice towards medical marijuana, which he used to combat the side effects of his cancer treatment.

Bill Rosendahl opted not to run for a third City Council term after his cancer diagnosis. He passed away in his home in Mar Vista on March 30, 2016.

BOARD NAMING POLICY

On June 5, 2013 RAP 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 5) 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.

BOARD REPORT

PG. 4

NO. 21-119

CONCLUSION

For all the reasons stated in this Report, RAP staff recommends the renaming of Glen Alla Park to "Bill Rosendahl Del Rey Park." and installing appropriate signage.

ENVIRONMENTAL IMPACT

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. As such, staff recommends that the Board determines 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. RAP Staff will file a Notice of Exemption with the Los Angeles County Clerk upon Board's approval.

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. 2690/304.

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

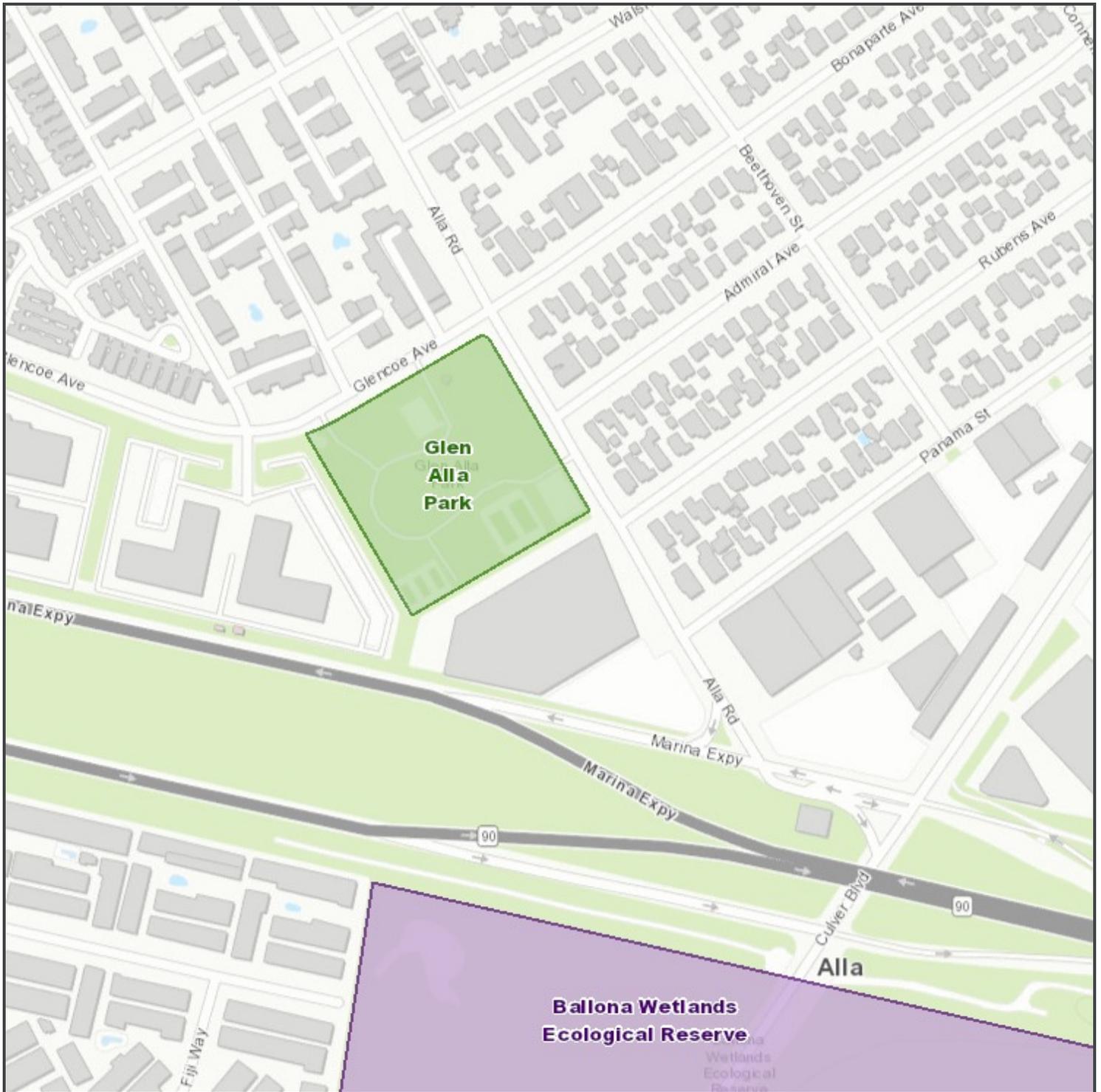
LIST OF EXHIBITS

- 1) Map and Boundaries of Glen Alla Park
- 2) Original Neighborhood Council Motion Supporting "Del Rey Park"
- 3) Presentation for the Culver-Slauson Park Advisory Board
- 4) New Neighborhood Council Motion Supporting "Bill Rosendahl Del Rey Park"
- 5) RAP Naming Policy and Guidelines



EQUITABLE PARKS & AMENITIES
DECISION SUPPORT SYSTEM

E-PADSS Map Output



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.

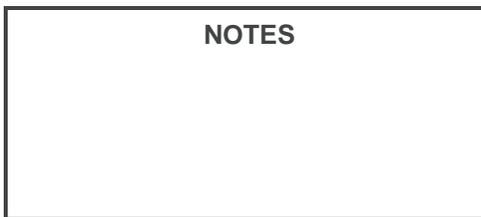
© City of Los Angeles, Department of Recreation and Parks



SCALE 1: 4,514



NOTES



To: City of Los Angeles Recreation & Parks Department
c/o Los Angeles Parks Foundation

From: Matt Wersinger
Chairman, Land Use & Planning Committee



Date: May 10th, 2019

Re: Proposed improvements to Glen Alla Park

To Whom it May Concern,

The Del Rey Neighborhood Council, at its meeting on May 9th, 2019, considered the proposal to add exercise equipment, picnic tables, and shade trees in and around the playground area at Glen Alla Park.

Previously, the DRNC, on November 8th, 2018, supported the addition of a dog park, and called in that motion for additional trees and picnic tables near the playground. Multiple public hearings were held in both Land Use and at the Board level to ensure public consensus on these issues leading up to his vote.

At the May 9th meeting, the Board considered this additional proposal and with a unanimous vote of 8-0, the DRNC passed the following motion:

'The Del Rey NC supports the addition of exercise equipment and picnic tables at Glen Alla Park. The Del Rey NC also supports renaming Glen Alla Park to 'Del Rey Park' with the potential addition of a memorial name so long as the Del Rey name is included.'

The motion leaves the specifics of the design to be determined as the process continues. Further, the renaming of the park should be considered a separate issue from the installation of any equipment or other improvements.

Thank you for taking the time to review these comments and should you have any questions, please contact me either via email at matt.wersinger@delreync.org or by telephone at 310.721.2980.

Sincerely,

Matt Wersinger
Chairman, Land Use & Planning Committee

CC: Mike Bonin, Councilman, 11th District, City of Los Angeles; Hannah Levien, Field Deputy, Council District 11; Gilbert Gonzales, Culver Slauson Rec Center; LA Parks Foundation; Cedars Sinai; Scott Dellinger, DRNC President

Glen Alla Park Naming Presentation

Department of Recreation and Parks

March 17, 2021



PARK PROUD LA

Agenda

- About Glen Alla Park
- Nearby Public Parks
- RAP Naming Policy
- Glen Alla Park
- Proposed Names
- Naming Process Next Steps

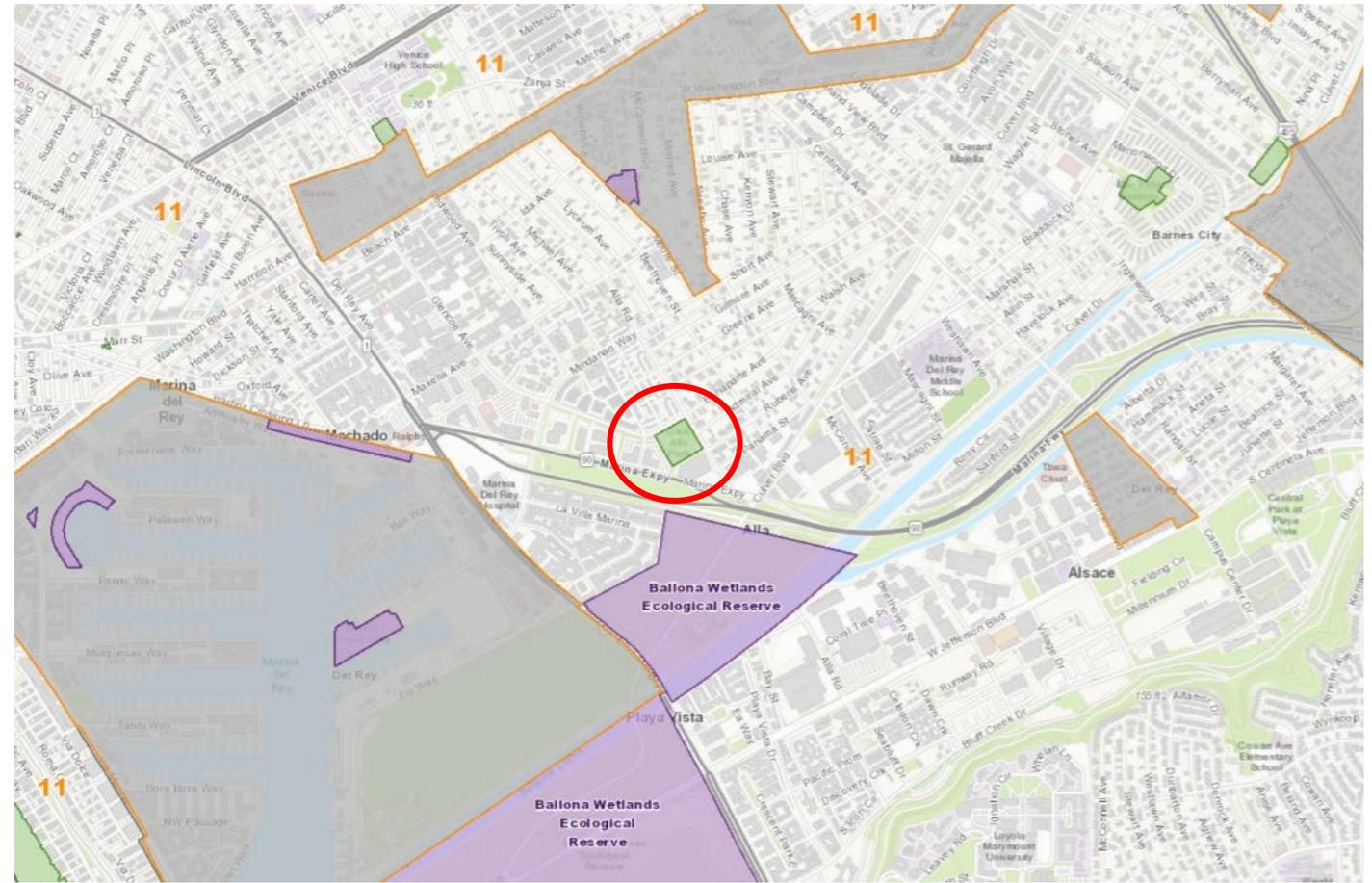
About Glen Alla Park

- Located at 4601 South Alla Road, Los Angeles
- Classified as a Community Park
- Current features of Glen Alla Park:
 - Basketball courts
 - Children's play area
 - Fitness Equipment
 - Paddle tennis/tennis courts
 - Picnic tables
 - Dog Park



Nearby Public Parks

- Del Rey Lagoon
- Venice Beach
- Westchester Recreation Center
- Mar Vista Gardens Recreation Center
- Culver Slauson Park
- Culver West Park
- Venice High School Pool
- Ballona Wetlands Ecological Reserve
- Yvonne B. Burke Park
- Marina (Mother's) Beach
- Burton Chace Park
- El Marino 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

Glen Alla Park

- Currently, the park has been administratively named “Glen Alla Park” by RAP Staff based on its location on the corner of Glencoe Ave and Alla Road
- The current name is consistent with the RAP Board’s naming policy
- “Glen Alla Park” shall remain the name of the future park site until the RAP Board approves a new name



Proposed Names for Glen Alla Park

Thus far RAP has received the following proposed name for the future park:

- Del Rey Park – Proposed via a Motion by the Del Rey Neighborhood Council
 - Also proposed is a memorium name with the addition of the phrase “Del Rey”

Please note: This discussion is not limited to the previously submitted name. Additional naming proposals may be submitted to RAP staff for consideration at rap.commissioners@lacity.org

Next Steps...

- Determine if there is a consensus in the Community on a new name for Glen Alla Park
- If/Once a consensus name is identified, the proposed name will be reviewed by RAP staff for Conformance with the Naming Policy
- Staff may recommend a new name (not necessarily the consensus name) based on Staff's analysis of the proposed names
- Staff will prepare a Report to be presented to the RAP Board of Commissioners recommending approval of the renaming for Glen Alla Park.


**NEIGHBORHOOD
COUNCIL**

PRESIDENT
Matt Wersinger

VICE-PRESIDENT
Eric DeSobe

TREASURER
Daniel Perez

SECRETARY
Melissa Aczon

COMMUNICATIONS OFFICER
Monica Franklin

LAND USE OFFICER
Doug Barish

OUTREACH OFFICER
Melanie Mihal

AREA DIRECTORS
A: Ravi Sankaran
B: Katie Pawlik
C: Joslyn Treece
D: Matthew Miller
E: Dan Wierzba
F: Dave Bogosian
G: Enrique Fernandez
H: Thomas Bangert

**Del Rey
Neighborhood Council**
board@delreync.org
www.delreync.org
empowerla.org/drcn



To: City of Los Angeles Recreation & Parks Commission

From: Matt Wersinger
President
Del Rey Neighborhood Council

Date: May 18th, 2021

Re: Renaming of Glen Alla Park

Dear Commissioners,

Glen Alla Park is vitally important to us as one of our only gathering places. We are grateful for the support the Commission has played in improvements, from the playground and bathrooms several years ago, to the dog park, exercise equipment and tennis court resurfacing more recently. However the current name of the park does not connote the level of identity that we desire for our community.

Our Council has in fact called previously for the renaming of Glen Alla Park. At our May 2019 meeting we passed the following as part of a longer park improvement motion:

The Del Rey NC also supports renaming Glen Alla Park to 'Del Rey Park' with the potential addition of a memorium name so long as the Del Rey name is included.

Further, Bill Rosendahl represented Del Rey in City Council for 8 years, and he was instrumental in funding the playground that stands at the Park. There is not currently any formal recognition of his service to the community within Del Rey.

Understanding that the Commission is currently considering this request, and that the proposal has also been vetted by our Park Advisory Board, at our regular Board meeting, held on May 13th, 2021, the Del Rey Neighborhood Council passed the following resolution 12-1:

The Del Rey NC supports the renaming of 'Glen Alla Park' to 'Bill Rosendahl Del Rey Park.'

Thank you for your timely review of this motion, and please feel free to contact me with any questions at matt.wersinger@delreync.org.

Should you have any questions, please contact me either via email at matt.wersinger@delreync.org or by telephone at (310) 721-2980.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matt Wersinger', with a large, sweeping flourish at the end.

Matt Wersinger
President
Del Rey Neighborhood Council

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.