

APPROVED

MAY 19 2022

BOARD OF RECREATION
AND PARK COMMISSIONERS

BOARD REPORT

NO. 22-119

DATE May 19, 2022

C.D. 3

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: WARNER RANCH PARK – NAMING OF BANDSHELL AS “NORA ROSS BANDSHELL” - 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] AND CLASS 11(6) [CONSTRUCTION OR PLACEMENT OF MINOR STRUCTURES ACCESSORY TO (APPURtenant TO) EXISTING COMMERCIAL, INDUSTRIAL OR INSTITUTIONAL FACILITIES] OF CITY CEQA GUIDELINES AND ARTICLE 19, SECTION 15311 OF CALIFORNIA CEQA GUIDELINES.

AP Diaz _____ M. Rudnick _____
H. Fujita Fu C. Santo Domingo DF
J. Kim _____ N. Williams _____


General Manager

Approved X Disapproved _____ Withdrawn _____

RECOMMENDATIONS

1. Approve the naming of the bandshell in the Lou Bredlow Pavilion at Warner Ranch Park as “Nora Ross Bandshell” as more fully set forth in this Report;
2. Authorize the installation of appropriate park signage;
3. Determine that the proposed Project 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] and 11(6) [Construction or placement of minor structures accessory to (appurtenant to) existing commercial, industrial or institutional facilities] of City CEQA Guidelines and Article 19, Section 15311 of California CEQA Guidelines, and direct the Department of Recreation and Parks (RAP) staff to file a Notice of Exemption (NOE) with the Los Angeles County Clerk;
4. Authorize RAP’s 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,

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5. Authorize RAP's Chief Accounting Employee to make technical corrections as necessary to carry out the intent of this Report.

SUMMARY

Warner Ranch Park

Warner Ranch Park is located at 5830 North Topanga Canyon Road in the Woodland Hills community of the City. This 16.7-acre park includes a picnic area, children's play area, fitness equipment, walking paths, and recreational open space. It also features the Lou Bredlow Pavilion, which includes a bandshell and seating area for community use. Approximately 5,676 City residents live within a one-half mile walking distance of this park. Due to the amenities this park provides, it is classified as a Community Park.

The park was named administratively by RAP staff after Henry Warner, who donated the land to the City in 1967. The current name of the Park is consistent with the RAP Board's naming policy. The pavilion within Warner Ranch Park was named "Lou Bredlow Pavilion" by the RAP Board in 1993 after Ms. Lou Bredlow, who was an active member of the community and first chairwoman of the Valley Cultural Foundation (Report No. 380-93). A map of the location and boundaries of Warner Ranch Park is attached to this Report as Attachment 1.

Naming Request

In February 2022, the Office of Council District 3 sent a request to the RAP Board of Commissioners to name the bandshell at the Lou Bredlow Pavilion in Warner Ranch Park (Attachment 2).

The proposed naming was presented by RAP staff to the Woodland Hills Warner Center Neighborhood Council (WHWCNC) on March 9, 2022. The presentation from these community meetings is attached as Attachment 3. In summary, public opinion of the proposed naming was generally favorable. A roll call vote was taken after RAP's presentation and public comment, where 16 neighborhood councilmembers voted "Yes" in favor of the proposed renaming and 2 neighborhood councilmembers voted "No" against it, and the motion passed. Two neighborhood councilmembers were unable to cast a vote. See the letter of support from the WHWCNC as Attachment 4.

The proposed renaming was presented to the RAP Facility Repair and Maintenance Task Force on March 17, 2022, where it received preliminary approval.

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Background on Nora Ross

Nora Ross was the CEO of the Valley Cultural Foundation (VCF), which was founded in 1975 to assist RAP in bringing arts and culture to the San Fernando Valley. Since its founding, the VCF has been providing free Sunday concerts (known as "Concerts on the Green"), movies and other events at Warner Ranch Park. The VCF is currently an authorized user of the Lou Bredlow Pavilion under an agreement with RAP (Report No. 14-011). In her position as CEO since 2013, Ross increased pathways for emerging artists to showcase their talents, such as coordinating battle of the bands competitions and booking local artists as openers for weekly summer concerts. She increased summer programming and opportunities, with an emphasis on Warner Ranch Park. Ross had to step down from her position of CEO due to health concerns and passed away in March 2022.

Ross also served as the Executive Director of the Canoga Park – West Hills Chamber of Commerce. During her tenure, she was passionate about supporting and advocating for small businesses in the San Fernando Valley. She was also well-known in the community as well as other areas of the West Valley for her long-time volunteer efforts with several organizations to promote the arts and programming for children.

Nora Ross's dedication to the arts, especially in emerging young artists, has created a lasting legacy in the West Valley.

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.

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CONCLUSION

For all the reasons stated in this Report, RAP staff recommends the naming of the bandshell at the Lou Bredlow Pavilion in Warner Ranch Park to the "Nora Ross Bandshell" and installing appropriate signage. RAP staff is proposing the installation of 18" tall stainless steel letters with brushed finish on face. The proposed signage will be consistent with the current "Lou Bredlow Pavilion" signage (Attachment 6).

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 and the placement of minor structures accessory to (appurtenant to) existing institutional facilities

According to the parcel profile report retrieved April 14, 2022, this area resides in a liquefaction zone. However, the implementation of this project will not create conditions that could lead to liquefaction. This is a highly developed area where the maintenance and repair of buildings occurs regularly without incident and, as such, this not an unusual circumstance.

This site is not within a coastal, historic, methane, hazardous waste, or borderline zone so there is no reasonable possibility that the project will have a significant effect due to unusual circumstances. No other known projects would involve cumulatively significant impacts, and no future projects would result from the proposed project. As of April 14, 2022, the State Department of Toxic Substances Control (DTSC) (Envirostor at 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, there is no scenic highway located within the vicinity of the project or within the project site. Furthermore, the project is not located in proximity of a known historical resource and will not cause a substantial adverse change in the significance of a historical resource.

Based on this information, RAP staff recommends that the Board determines that it is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11(5) and Class 11(6), of City CEQA Guidelines and 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 STATEMENT

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 signage will be paid for by Account Nos. RAPX2459-316 and RAPX2398-304.

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

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LIST OF EXHIBITS

- 1) Attachment 1 – Map and Boundaries of Warner Ranch Park
- 2) Attachment 2 – Letter of Support from the Office of Council District 3
- 3) Attachment 3 – Renaming Presentation for the Woodland Hills Warner Center Neighborhood Council
- 4) Attachment 4 – Letter of Support from the WWCNC
- 5) Attachment 5 – RAP Naming Policy and Guidelines
- 6) Attachment 6 – Example of Signage



EQUITABLE PARKS & AMENITIES DECISION SUPPORT SYSTEM

ATTACHMENT 1



E-PADSS Map Output



LEGEND

■ City Limits

NOTES

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.

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SCALE 1: 4,514



BOB BLUMENFIELD

Councilmember, Third District

Board of Recreation and Park Commissioners
 Department of Recreation and Parks
 221 N Figueroa St.
 3rd Floor, Suite 300
 Los Angeles, CA 90012

Re: Request to Designate “Nora Ross Bandshell” at Lou Bredlow Pavilion

Dear Commissioners:

In 1993, the then-new performing arts pavilion at the Warner Ranch Park in Woodland Hills Park was named the “Lou Bredlow Pavilion.” The entire Pavilion includes a bandshell and stage, public restrooms, dressing rooms, storage areas and other elements. Ms. Bredlow was the founder of the Valley Cultural Center (now the Valley Cultural Foundation) which has been providing free Sunday concerts in the Warner Ranch Park since 1975.

I respectfully request that the Board of Recreation and Park Commissioners officially designate the bandshell portion of the pavilion as the “Nora Ross Bandshell” in honor of another long-term leader of the Valley Cultural Foundation (VCF). Nora is fully deserving of this honor.

Ms. Ross joined the Valley Cultural Foundation in 2013, ultimately taking on the role of CEO. In her time at Valley Cultural Foundation, Nora has increased pathways for emerging artists to showcase their talents. She created a battle of the bands competition, and set aside time before weekly summer concerts for local artists to perform before the headliners.

Nora has been proactive in expanding the VCF’s programming in Warner Ranch Park beyond the traditional Sunday evening concerts. Every Saturday night during the summer, the VCF now hosts movie nights for families; in the fall, she brings artists and supporters together for a reception on the stage; and in the winter, she created a winter festival for families to enjoy the snow and other festivities.

Above all that, Nora goes out of her way to help other community organizations by serving as a host for them to use Warner Ranch Park, the Bredlow Pavilion, and VCF’s resources for events to support their causes.

During the COVID pandemic, Nora stewarded VCF through financial straits while still finding a way to bring music and the arts to the community through a virtual format. In addition to virtual music events, Nora brought the community together by organizing a weekly drive-in movie night.

Nora began serving the West San Fernando Valley community in 2006 when she became the Executive Director of the Canoga Park – West Hills Chamber of Commerce. While with the chamber, she led the effort to revitalize the small businesses in the community with the growth of a Memorial Day Parade, Dia de los Muertos, and St. Patrick's Day events.

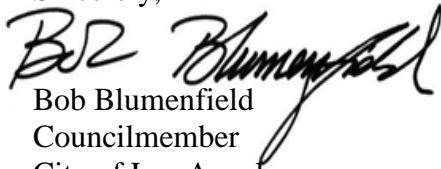
In addition to her roles with the Valley Cultural Foundation and the Chamber of Commerce, Nora has been a caretaker, advisor, and advocate to and for many causes. She has sought out ways to bring organizations with similar missions together to create larger events. She has also continued to be a voice advocating on behalf of small businesses through the United Chambers of Commerce of the San Fernando Valley.

Nora's dedication to the arts—especially in giving young artists space to emerge—has created a lasting legacy in the West Valley and at Warner Ranch Park. That legacy deserves to be memorialized through the formal designation of the "Nora Ross Bandshell" within the Lou Bredlow Pavilion.

Even though Nora is suffering from cancer and receiving hospice care, when I recently spoke with her she spent most of the conversation talking about the Valley Cultural Foundation and the need to insure its future. Her dedication to its mission is remarkable and I can think of no one more deserving of this honor. Timing is of the essence as I, the members of the VCF, and the community want desperately for her to be able to participate in, or at least witness the dedication of the bandshell in her honor while she is still able to do so.

If you have any questions, please contact my Legislative Director Jeff Jacobberger at jeff.jacobberger@lacity.org or 818.208.0326.

Sincerely,

A handwritten signature in black ink, appearing to read "BB Blumenfield".

Bob Blumenfield
Councilmember
City of Los Angeles

BB: jj

Warner Ranch Park Bandshell Naming Presentation

Department of Recreation and Parks

March 9, 2022



PARK PROUD LA

Agenda

- About Warner Ranch Park
- Surrounding Parks in Warner Center
- RAP Naming Policy
- Current Warner Ranch Park
- Proposed Names
- Naming Process Next Steps

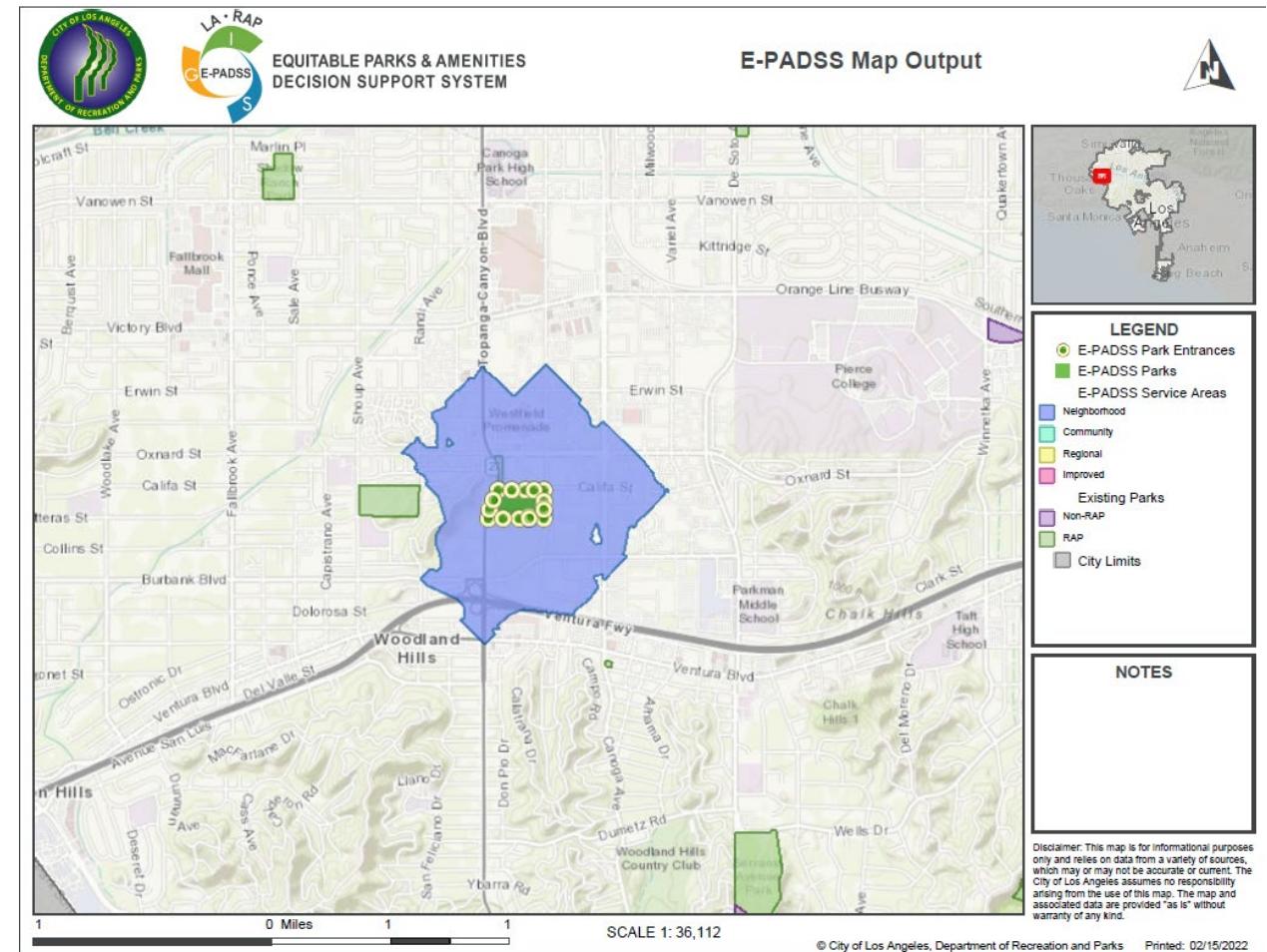
About Warner Ranch Park

- Located at 5830 North Topanga Canyon Road in Woodland Hills
- Classified as a Community Park
- Current features of Warner Ranch Park:
 - Lou Bredlow Pavilion
 - Children's Play Area
 - Picnic Area
 - Walking Paths
 - Fitness Equipment



Surrounding Parks within 2 Miles of Warner Ranch Park

- Woodland Hills Recreation Center
- Constanso Fire Station 84 Park
- Shadow Ranch Park
- John Quimby Park
- Canoga Park Senior Citizen Center
- Serrania Avenue Park
- Alizondo Drive Park

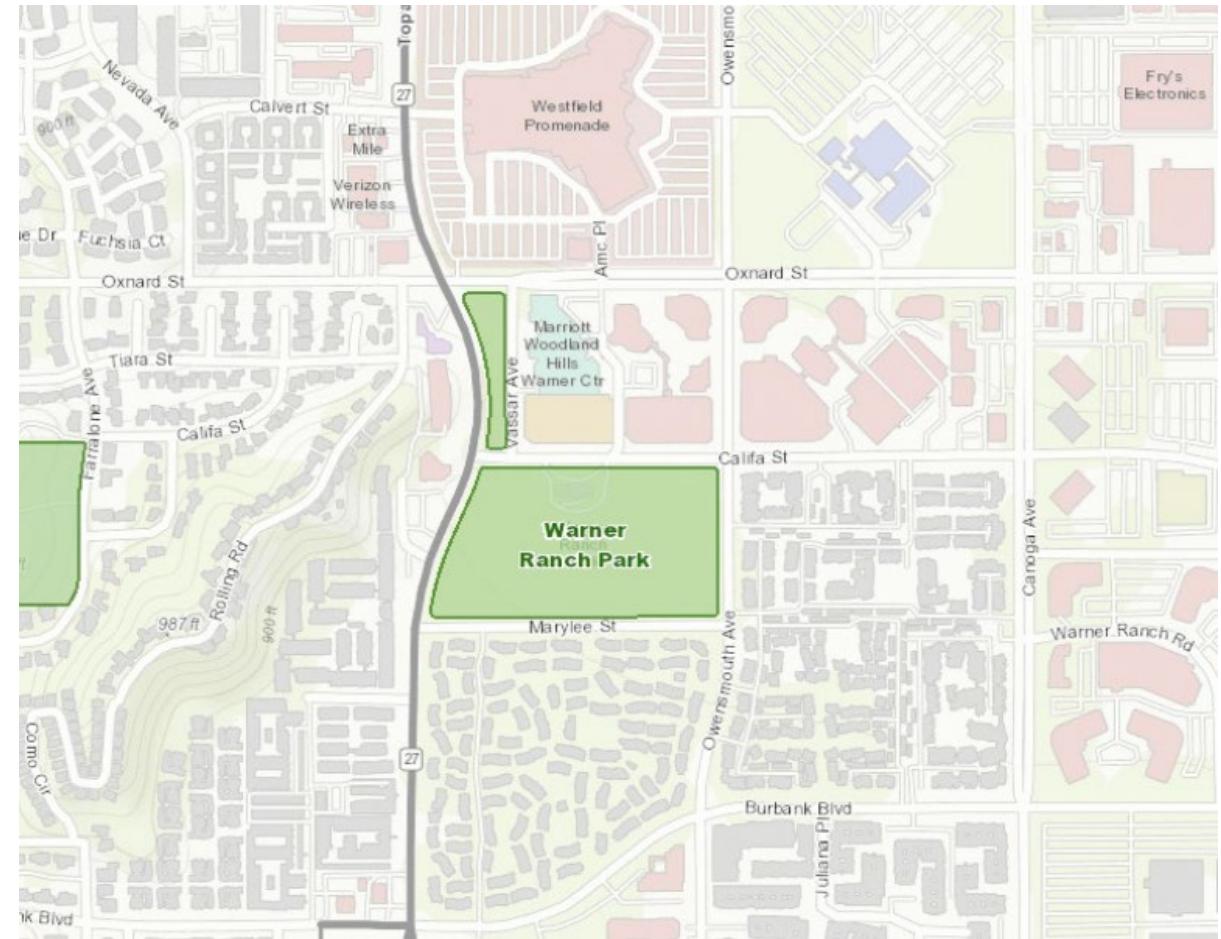


RAP Naming Policy

- 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.

Warner Ranch Park

- Park Name:
 - Official name of the park is currently Warner Ranch Park
 - The park was administratively named by RAP after Henry Warner who donated the land in 1967
 - The current name is consistent with the RAP Board's naming policy
- Performing Arts Pavilion Name:
 - Officially named "Lou Bredlow Pavilion" after active community member Ms. Lou Bredlow by the RAP Board (BR 380-93)
 - The bandshell within the Lou Bredlow Pavilion is currently unnamed
- The names discussed above will remain as such until action has been taken by the RAP Board to rename them



Proposed Names for Warner Ranch Park Bandshell

RAP is proposing the following names for the band shell at Warner Ranch Park:

- “Nora Ross Bandshell” at Lou Bredlow Pavilion - Proposed by the Office of Council District 3

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

About Nora Ross

- **Nora Ross is the CEO of the Valley Cultural Foundation**
 - The Valley Cultural Foundation has been providing free Sunday concerts at Warner Ranch Park since 1975
 - In this position, she increased more pathways for emerging artists to showcase their talents, such as battle of the bands competitions and booking local artists as openers for weekly summer concerts.
 - Ross has increased summer programming in Warner Ranch Park specifically
- **Ross also served as the Executive Director of the Canoga Park – West Hills Chamber of Commerce**
 - During her tenure, she was passionate about supporting and advocating for small businesses in the San Fernando Valley
- **Ms. Ross's dedication of the arts – especially in giving young artists a space to emerge – has created a lasting legacy in the West Valley and at Warner Ranch Park.**



Image Credit: <https://valleycultural.org/board-staff/>

Actions Taken Thus Far...

- 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 the bandshell at Warner Ranch Park.
- If/Once a consensus name is identified, staff will prepare a preliminary Report for conceptual approve to the RAP Facility Repair and Maintenance Task Force
- If granted conceptual approve, a Report will to be presented to the RAP Board of Commissioners recommending approval of the renaming of the bandshell at Warner Ranch Park.

March 10, 2022

Board of Recreation and Park Commissioners
221 North Figueroa Street, Suite 350
Los Angeles, CA 90012

Re: Support for the Naming of the Bandshell at Warner Ranch Park as the “Nora Ross Bandshell”

Dear Board of Recreation and Parks Commissioners

At our regularly scheduled meeting on March 9, 2022, the Woodland Hills-Warner Center Neighborhood Council heard a presentation given by Recreation and Parks staff regarding the proposal to name the bandshell located in the Lou Bredlow Pavilion in Warner Ranch Park in honor of Nora Ross.

The Neighborhood Council voted to support the proposed name “Nora Ross Bandshell” for the bandshell in Warner Ranch Park and request that the Board of Recreation and Parks Commissioners take this naming into consideration.

As the long-standing CEO of the Valley Cultural Center Foundation, Nora Ross has dedicated her life to bringing free concerts to Woodland Hills and the West Valley. This commitment has also provided a venue for and recognition of local musicians and has established, for all members of the community, a place where we can come together on Sunday evenings to participate in being neighbors, in shared community and mutual appreciation for the arts.

Nora Ross is an inspiration for all.

Thank you for the opportunity to comment on this matter. If you have any questions, please feel free to contact the Woodland Hills-Warner Center Neighborhood Council.

Sincerely,

Woodland Hills-Warner Center Neighborhood Council



Joyce Fletcher, President

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.

