

REPORT OF GENERAL MANAGER

NO. 04-163

DATE May 19, 2004

C.D. 11

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PROPOSED NAMING OF A NEW PARK IN VENICE AS "VENICE OF AMERICA CENTENNIAL PARK"

* K. Chan	<u>ke</u>	J. Combs	_____
H. Fujita	_____	J. Kolb	_____
M. Mariscal	_____	F. Mok	_____
K. Regan	_____	G. Stigile	_____



General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board:

1. Adopt the name "Venice of America Centennial Park" for the new park in Venice; and
2. Direct Operations West staff to erect the appropriate park signage.

SUMMARY:

On November 19, 2003, the Board, through Board Report No. 03-369, approved the acceptance of the transfer of jurisdiction of the property adjacent to the Abbot Kinney Memorial Library to the Department. The subject property was the remainder from the construction of the new City branch library and was, subsequently, developed as a small passive park. The park is located at Venice Blvd. and Abbot Kinney Blvd. (see Exhibit A).

The park naming issue was brought before the community at various neighborhood councils, groups, and organizations. In addition, at the request of Councilmember Cindy Miscikowski, a community meeting was held on March 18, 2004, to discuss the naming of the park. Representatives from these organizations and residents of the community provided their suggestions for a possible name. There was a considerable interest in expressing the history of the area and commemorating the upcoming community centennial next year (see Exhibit B1-6, historical pictures). In addition, the park is a gateway to the community and many felt that the name "Venice" should be included in the name of the park. Several recommendations included these concepts and many were in support of a variation of the words "Venice", "Centennial", and "Park". The name that had the most support was "Venice of America Centennial Park". The original name of the area was "Venice of America" and "Centennial" honors the upcoming 100 years celebration that Venice has been a community.

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Staff has reviewed and recommends approval of the naming. Councilmember Miscikowski and Operations West staff supports the naming. The Department shall bear the costs for the installation of the appropriate sign.

Staff has determined that the subject project will consist of the placement of an on-premise sign, which is a minor structures that is accessory to (appurtenant to) the existing park facilities, and therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11 (1) of the City CEQA Guidelines.

Camille Didier, City Planner and Nora Dresser, Planning Assistant, Advance Planning/Special Projects prepared this report.