

REPORT OF GENERAL MANAGER

NO. 04-164

DATE May 19, 2004

C.D. 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PROPOSED NAMING OF A NEW PARK AT MIDDLEBURY AND MADISON AS "MADISON WEST 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Approved _____ Disapproved _____ Withdrawn _____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 "Madison West Park" for the new park at Middlebury and Madison; and
2. Direct Operations East staff to erect the appropriate park signage.

SUMMARY:

On October 2, 2002, the Board, through Board Report No. 02-345, approved the acquisition of three adjacent parcels (464 North Madison Avenue, 461 and 467 North Westmoreland Avenue), located at the intersection of Middlebury and Madison. (see Exhibit A, Site Map and Exhibit B, Board Report 02-345).

On December 11, 2003 staff of Councilmember Garcetti's Office, Council District 13, held a Community Meeting to discuss the new park. At this meeting, the name Madison West Park was suggested and became the overwhelming choice. Staff has reviewed the proposal and recommends approval of the name adoption. The Councilman and Operations East staff supports the naming.

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.