

APPROVED

MAY 19 2022

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 22-125

DATE May 19, 2022

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PICO UNION VEST POCKET PARK – RENAMING OF PARK AS “PARQUE NATIVO LOPEZ” – 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 ARTICLE 19, SECTION 15311 OF CALIFORNIA CEQA GUIDELINES

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

[Signature]
General Manager

Approved X Disapproved _____ Withdrawn _____

RECOMMENDATION

- 1. Approve the renaming of Pico Union Vest Pocket Park as “Parque Nativo Lopez” 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] of City CEQA Guidelines and Article 19, Section 15311 of California CEQA Guidelines.
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 Notice of Exemption (NOE) with the County of Los Angeles; and,
5. Authorize RAP’s Chief Accounting Employee to make technical corrections as necessary to carry out the intent of this Report.

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SUMMARY

Pico Union Vest Pocket Park

Pico Union Vest Pocket Park is located at 1827 South Hoover Street in the Pico Union community of the City. This park is approximately 0.72 acres and provides a children's play area, walking paths and picnic tables for the community. Due to the amenities this park provides, it is classified as a Neighborhood Park.

Pico Union Vest Pocket Park is currently named geographically, in accordance with RAP's Naming Policy, as it is located in the Pico Union area. A map of the location and boundaries of Pico Union Vest Pocket Park is attached to this Report as Attachment 1.

Naming Request

On November 15th, 2021, the Los Angeles City Council approved a motion requesting that the Board of Recreation and Parks Commissioners (Board) rename Pico Union Vest Pocket Park as Parque Nativo Lopez in honor of Larry "Nativo" Lopez (CF# 21-1088) (Attachment 2).

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

Representatives from RAP gave a presentation at the Pico Union Neighborhood Council (PUNC) Executive Committee Meeting and PUNC General Board Meeting via Zoom on February 28th, 2022 and March 7th, 2022 respectively to gauge community support for the proposed name and to discuss other potential names (Attachment 3). Public comment was heard at both meetings and participants were supportive of the proposed renaming. On March 10th, 2022, the PUNC convened a special meeting and voted in favor of renaming Pico Union Vest Pocket Park to "Parque Nativo Lopez". See Attachment 4 for the PUNC's letter of support.

The proposed renaming was presented to the RAP Facility Repair and Maintenance Task Force on April 7th 2022. The task force gave approval to move the proposed naming forward to the full RAP Board for consideration.

The Council Office of Council District 1 has also expressed support for the name change.

Background on Larry 'Nativo' Lopez

Larry "Nativo" Lopez was born in Boyle Heights, California on October 3rd, 1951, and grew up in Norwalk. He was inspired by Bert Corona and Cesar Chavez at a young age. In high school, he and his brothers led a walkout of more than 200 Mexican American students to protest what they claimed were racist conditions at school. Lopez later attended Cerritos College, where he helped launch a Chicano Studies department. He later studied Spanish literature at California State University, Dominguez Hills. After University, he worked as a court interpreter for the County of

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Los Angeles.

Lopez later became the national director of the Hermandad Mexicana Nacional, a group that focuses on advocacy for illegal immigrants. He helped organized rent strikes in Orange County, rallied hundreds to city council meetings, and organized protests against exploitation of illegal immigrants.

He spent over 15 years organizing and engaging in activism, including helping plan the 2006 amnesty marches in Los Angeles. Lopez teamed up with then state Senator Gil Cedillo, who is now a Los Angeles City Councilman, to get a bill passed that allowed illegal immigrants to apply for driver's licenses. Lopez was also the national president of the Mexican American Political Association

Nativo Lopez passed away at the age of 68, after a brief battle with cancer.

Nativo Lopez was instrumental in advocating and working with the Pico Union community, establishing the Hermandad Mexicana's first office on Pico Boulevard and Hoover Street, which still exists and focuses its outreach efforts that include pro bono legal representation for not only Pico Union residents but the immigrant community Citywide. It is because of this that the Office of Council District 1 has called for the renaming of Pico Union Park to Parque Nativo Lopez to forever commemorate the immeasurable contributions of Nativo Lopez to the southern California community.

BOARD NAMING POLICY

On June 5, 2013 the 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 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 Pico Union Vest Pocket Park to "Parque Nativo Lopez" and installing appropriate signage.

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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.

According to the parcel profile report retrieved April 28, 2022, this site is not within a coastal, historic, methane, liquefaction, 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 28, 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).

The State Water Resources Control Board's GeoTracker website lists a closed LUST cleanup site approximately 350ft from the proposed project (Case # 900070089). Remediation was completed on this site and the case was closed 12/16/2013. This is not considered an unusual circumstance and the project will not have any significant impact on this area.

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) of City CEQA Guidelines and Article 19, Section 15311 of California CEQA Guidelines. RAP Staff will file a Notice of Exemption (NOE) with the Los Angeles County Clerk upon the Board's approval.

FISCAL IMPACT STATEMENT

The approval of this Report will have no impact of RAP's General Fund. The new signage is anticipated to be paid for by either the Community Development Block Grant Funds or the TFAR Funds allocated to the Pico Union Park – Playground Replacement (PR21420) Project.

This report was prepared by Ajmal Noorzayee, Management Assistant, Planning, Maintenance and Construction Branch.

LIST OF ATTACHMENTS

- 1) Map and Boundaries of Pico Union Vest Pocket Park
- 2) Original City Council Motion Proposing "Parque Nativo Lopez"
- 3) Presentation for the Pico Union Vest Pocket Park Renaming Community Meeting

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- 4) Letter of Support from the Pico Union Neighborhood Council
- 5) RAP Naming Policy and Guidelines



EQUITABLE PARKS & AMENITIES
DECISION SUPPORT SYSTEM

E-PADSS Map Output



LEGEND

Existing Parks

- Non-RAP
- RAP
- City Limits

NOTES



SCALE 1: 2,257

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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MOTION

ARTS, PARKS, HEALTH, EDUCATION, & NEIGHBORHOOD

Lawrence "Nativo" Lopez was a Chicano political leader and immigrant rights activist in the City of Los Angeles and Southern California. Lopez was the founder and president of the Mexican American Political Association and the executive director of the Hermandad Mexicana Latinoamericana (formerly the Hermandad Mexicana Nacional), a community service and advocacy organization for Mexican-American immigrants in California. His activism for immigrant rights started in Pico Union under the tutelage of immigrant rights champion, Bert Corona. His importance in Los Angeles politics has been compared by the Los Angeles Times to that of Al Sharpton in New York and Jesse Jackson in Chicago.

I THEREFORE MOVE that the Board of Recreation and Parks Commissioners be requested to rename Pico Union Vest Park, located at 1827 South Hoover Street, to Parque Nativo Lopez, in memory of Lawrence "Nativo" Lopez and in recognition of his contributions to Los Angeles and Southern California.

PRESENTED BY: Gil Cedillo
GILBERT A. CEDILLO
Councilmember, 1st District
CASA VA!

SECONDED BY: Wiley Pauer

ORIGINAL

SEP 29 2021

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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

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November 12, 2021

ERIC GARCETTI
MAYOR

PATRICE Y. LATTIMORE
DIVISION MANAGER

CLERK.LACITY.ORG

OFFICIAL ACTION OF THE LOS ANGELES CITY COUNCIL

Council File No.: 21-1088
Council Meeting Date: November 12, 2021
Agenda Item No.: 6
Agenda Description: ARTS, PARKS, HEALTH, EDUCATION, AND NEIGHBORHOODS COMMITTEE REPORT relative to the renaming of Pico Union Yest Park, located at 1827 South Hoover Street, to Parque Nativo Lopez in memory of Lawrence - Nativo- Lopez.

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

Council Vote:

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

HOLLY L. WOLCOTT
CITY CLERK

Adopted Report(s) Title
Report from Arts, Parks, Health, Education ,and Neighborhoods Committee_10-26-21

Pico Union Park Naming Presentation

Department of Recreation and Parks

March 7, 2022



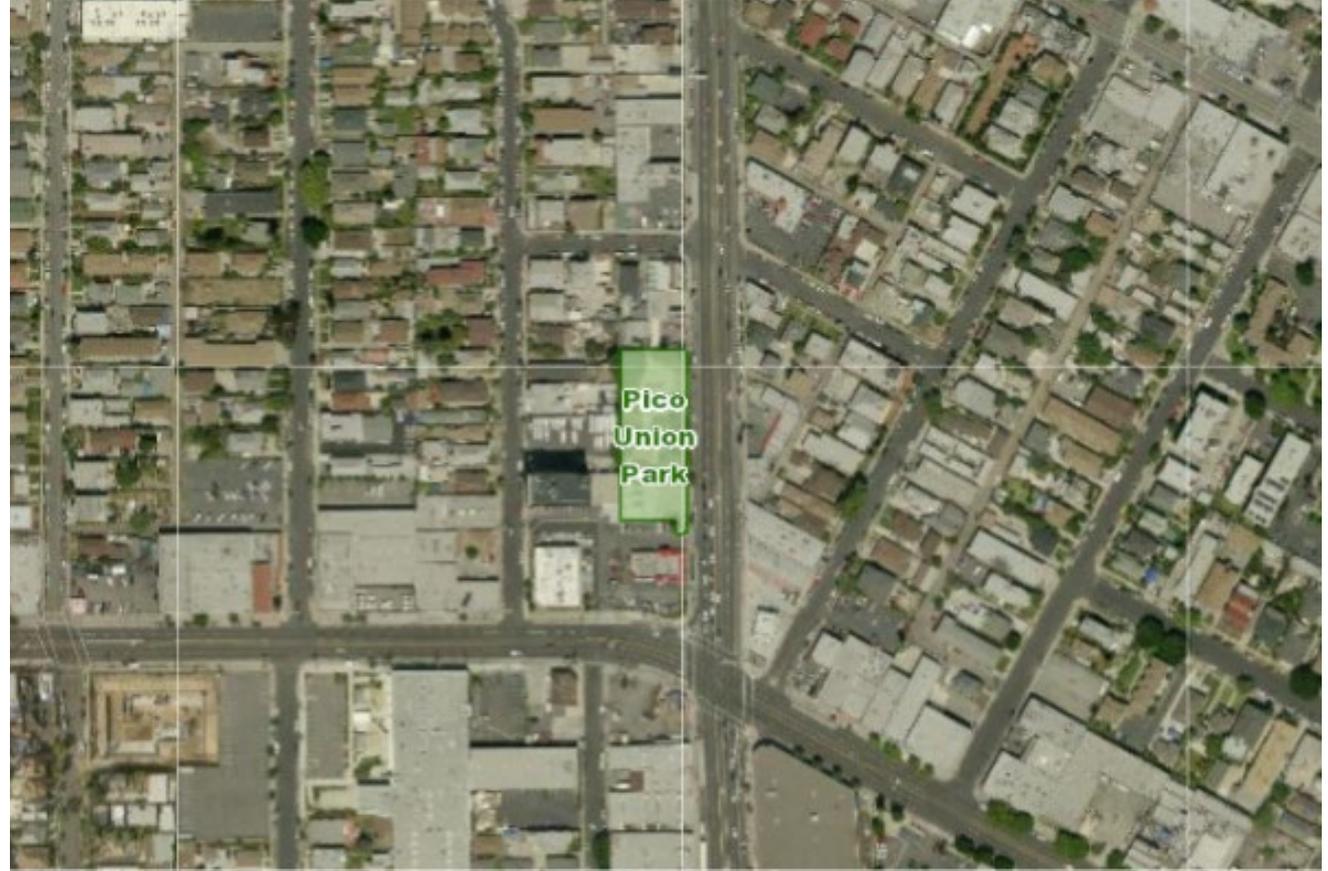
PARK PROUD LA

Agenda

- About Pico Union Park
- Surrounding Parks in the area
- RAP Naming Policy
- Current Pico Union Park
- Proposed Names
- Naming Process Next Steps

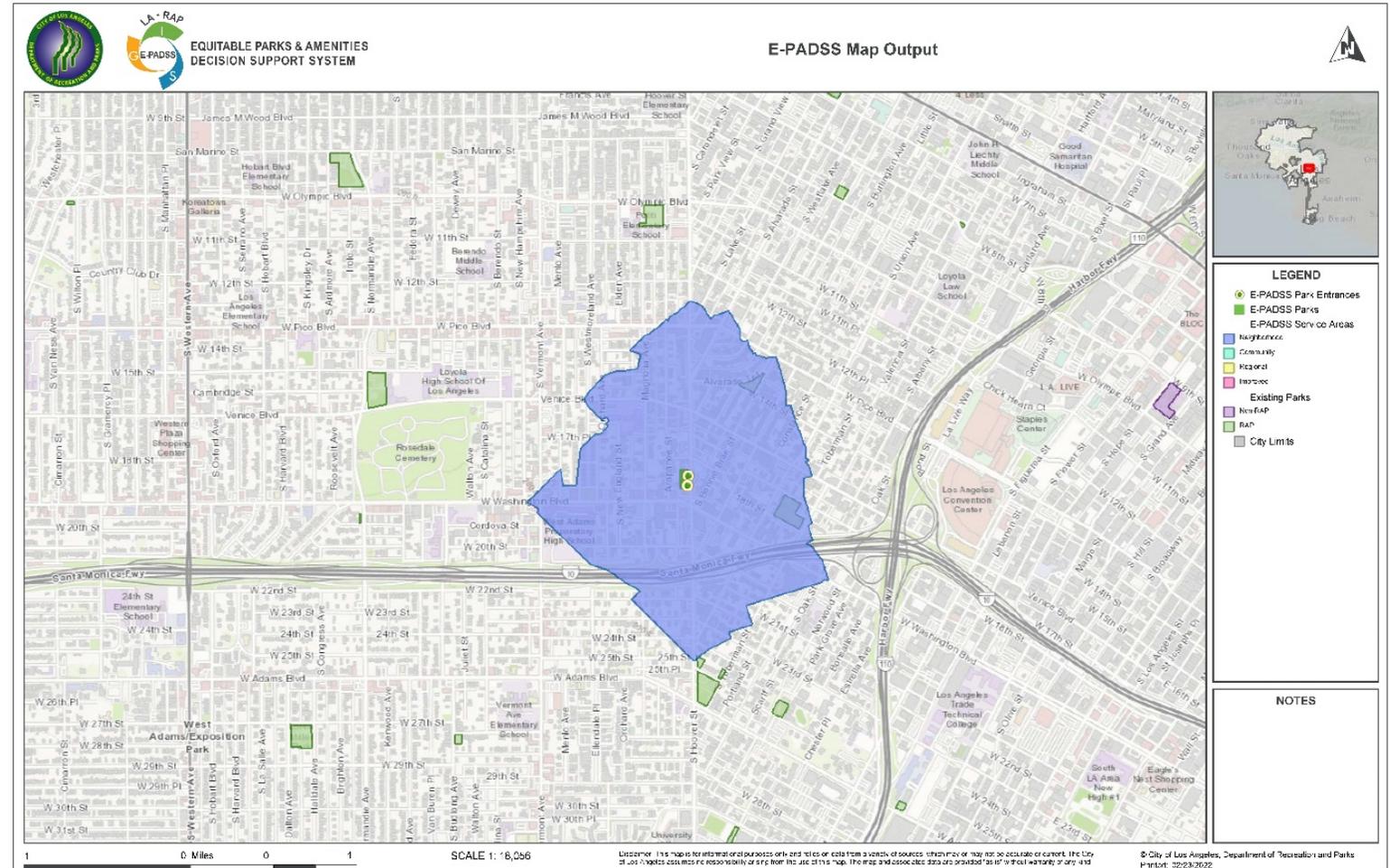
About Pico Union Park

- Located at 1827 South Hoover Street in Pico Union community of the City
- Classified as a Neighborhood Park
- Current features of Pico Union Park:
 - Children's Play Area
 - Picnic Tables
 - Walking Paths



Surrounding Parks within 2 Miles of Pico Union Park

- Normandie Recreation Center
- Seoul International Park
- MacArthur Park
- Hoover Recreation Center
- Hoover Pedestrian Mall
- Loren Miller Recreation Center
- Toberman Recreation Center
- Alvarado Terrace Park
- Saint James Park
- Lafayette Park
- Shatto Recreation Center
- Richardson Family Park
- Exposition Rose Garden
- Denker Recreation Center
- Normandie and Cordova Pocket Park
- Trinity Recreation Center
- Grand Hope Park
- Pershing Square



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.

Pico Union Park

- Property was acquired by RAP in 1958
- Park was administratively named based on the Pico Union neighborhood
- The current name is consistent with the RAP Board's naming policy
- “Pico Union Park” shall remain the official park name until action has been taken by the RAP Board to rename the park



Proposed Names for Pico Union Park

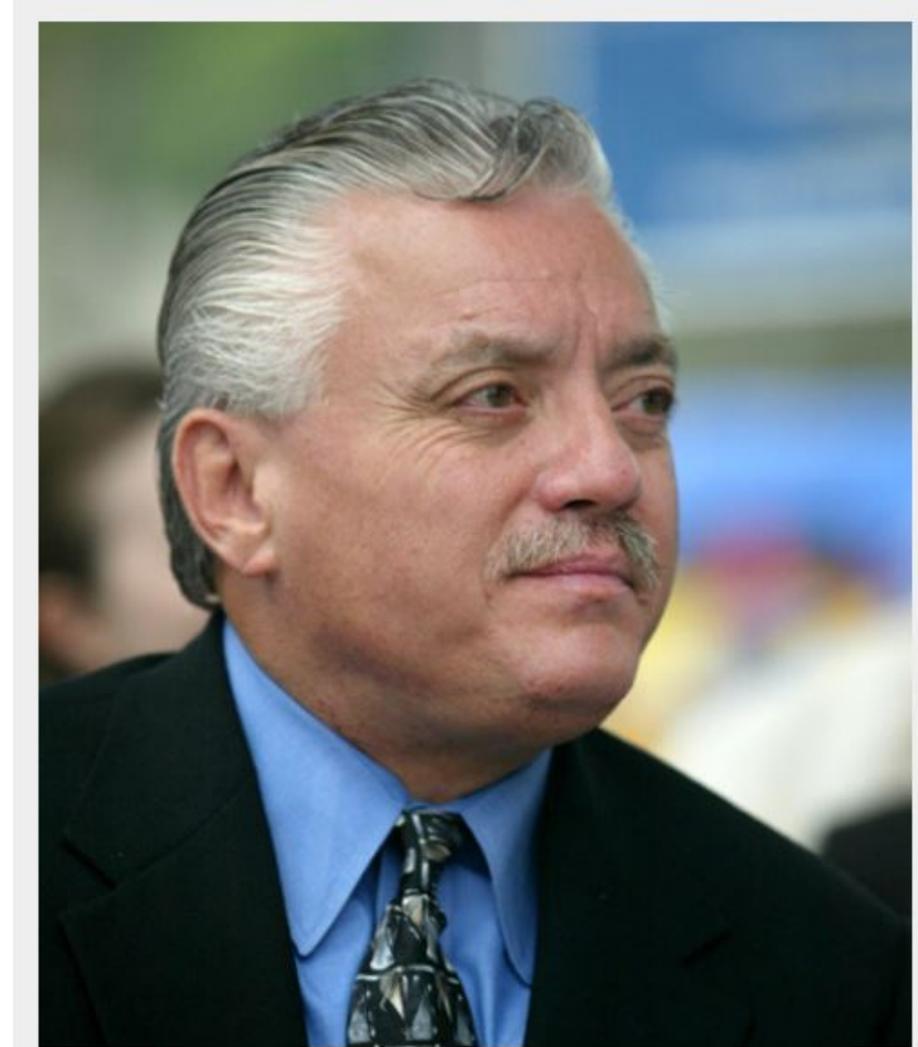
RAP is proposing the following names for Pico Union Vest Pocket Park:

- Parque Nativo Lopez - Proposed by the Office of Council District 1

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 Lawrence “Nativo” Lopez

- Lawrence Lopez was a Chicano political leader and immigrant rights activist
- He was the founder and president of the Mexican American Political Association and executive director of the Hermandad Mexicana Latinoamericana, a community service and advocacy organization for Mexican-American immigrants in California.
- His importance in Los Angeles politics has been compared by the Los Angeles Times to that of Al Sharpton in New York and Jesse Jackson in Chicago.
- His activism for immigrant rights started in the Pico Union area



Actions Taken Thus Far...

- On November 15, 2021, the Los Angeles City Council approved the motion requesting the RAP Board consider the renaming of Pico Union Park to “Parque Nativo Lopez”
- 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 Pico Union Park.
- If/Once a consensus name is identified, staff will prepare a preliminary Report for conceptual approval to the RAP Facility Repair and Maintenance Task Force.
- If granted conceptual approval, a Report will to be presented to the RAP Board of Commissioners recommending approval of the renaming of Pico Union Park.



PICO UNION NEIGHBORHOOD COUNCIL



LETTER OF SUPPORT

March 13, 2022

To: Honorable Board of Recreation and Parks Commissioners

Re: Renaming Pico Union Vest Pocket Park to Parque Nativo Lopez

On March 10, 2022 at its Special General Board Meeting, the Pico Union Neighborhood Council (PUNC) voted to support the renaming of Pico Union Vest Pocket Park to Parque Nativo Lopez in honor of the numerous accomplishments of this Chicano political leader and immigration rights. The fact that Mr. Lopez began his immigration activism in Pico Union makes it even more vital that we uphold his legacy in our community.

During public comment, our Council heard many community residents express approval of the renaming. In addition, they spoke in favor of the change for the betterment of our community. Therefore, our Council stands in solidarity with its residents, and we hope that the Board will approve the renaming of this Pico Union park to Parque Nativo Lopez.

Respectfully,

Jay Park, President
Alejandra Delfin, Vice President
Taylor John Spaur, Treasurer
Aurora Corona, Secretary
Zoila Banuelos
Eric Jung
Jovita Carrillo
Genny Alberts
Sonny Kim
Andrea Castro
Tae Wan Kang
Lou Shapiro

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.