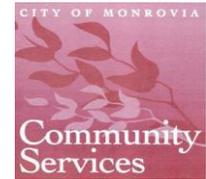




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: February 9, 2016

PREPARED BY: Tina Cherry, Director

AGENDA LOCATION: AR-1

TITLE: Proposed Renaming of Grand Avenue Park

OBJECTIVE: To Consider Renaming Grand Avenue Park as Kiwanis Park at Grand Avenue

BACKGROUND: On October 20, 2015, the City Council supported a request made by Mayor Adams and provided direction for Staff to work with the Community Services Commission to rename Grand Avenue Park after the Kiwanis Club of Monrovia (Kiwanis). Over the past several years, Kiwanis has adopted Grand Avenue Park, and in that capacity, the service club has executed a number of maintenance and improvement projects at the location. Following the direction of City Council, staff contacted Kiwanis regarding the proposed initiative, and it was suggested that the park be renamed, "Kiwanis Park at Grand Avenue."

At the December 8, 2015 Commission meeting, Staff presented a report on the Proposed Renaming of Grand Avenue Park. The report provided information on how certain Urban Parks received their name. Staff also notified Commission there is not a current policy for naming or renaming public facilities and/or parks.

During the meeting, the Commission requested the community surrounding the Park be surveyed to determine how the neighbors feel about the proposed changes.

ANALYSIS: In mid-December, 300 letters were mailed to residents living near Grand Avenue Park (Attachment A). The letter sought input regarding the possible renaming of Grand Avenue Park to Kiwanis Park at Grand Avenue. Residents were informed that the City Council asked Staff to work with the Community Services Commission to investigate the possibility of renaming the park.

Residents were informed if they supported the park renaming there was no need to respond to the correspondence. However, if they did object they were asked to notify Staff by email, fax, and phone or on the City's website.

Staff received twelve emails from residents; four that supported the renaming and eight that opposed the proposal. The opposing comments included:

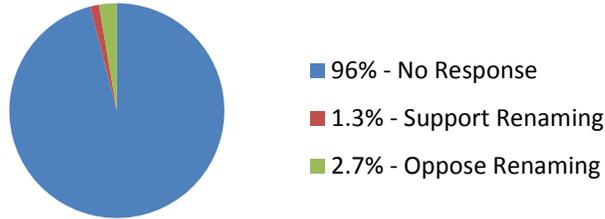
- The Park does not need to be renamed because other people contribute to the Park's beautification (same sentiment from two individuals).
- The Park name should not be changed (with no reason provided) – (same sentiment from two individuals).
- Do not change because the money the City would use for signage could go towards other Park projects.
- Kiwanis efforts do not warrant a Park being named after them.

AR-1

- A service organization should not want or need such rewards.
- See no reason for change.

Though it was not requested, four residents provided written support of the Park name change.

Proposed Renaming of Grand Avenue Park



Shortly before the residents received the City of Monrovia's letter they received a letter from the Monrovia Kiwanis organization (Attachment B). Kiwanis members informed Staff that they mailed 215 letters with no response from the community.

ENVIRONMENTAL IMPACTS: None.

FINANCIAL IMPACT: There are no immediate fiscal impacts. However, Grand Avenue Park does not have a proper monument sign and will need one in the near future. In addition, staff will be working with the Community Services Commission in the upcoming months on the development of an overall Park Master Plan that will include park, among other improvements.

OPTIONS: Based on direction received from the City Council and feedback provided by residents living near Grand Avenue Park, the following options are presented for consideration:

1. Recommend that the City Council rename Grand Avenue Park as Kiwanis Park at Grand Avenue.
2. Recommend that the City Council not rename Grand Avenue Park as Kiwanis Park at Grand Avenue.
3. Make an alternate recommendation to the City Council regarding the renaming of Grand Avenue Park.

RECOMMENDATION: Staff recommends Option 1; recommending the City Council rename Grand Avenue Park as Kiwanis Park at Grand Avenue.

COMMISSION ACTION REQUIRED: If the Community Services Commission concurs, the appropriate action would be a motion to approve a recommendation to the City Council renaming Grand Avenue Park as Kiwanis Park at Grand Avenue.