



Mayor Gavin Newsom  
Philip A. Ginsburg, General Manager

**DATE:** March 25, 2013

**TO:** Capital Committee \  
Recreation and Park Commission

**THRU:** Philip A. Ginsburg, General Manager

**FROM:** Abigail Maher, Assistant Director, Partnerships Division

**RE:** Larsen Playground Renovation -- Grant Agreement, Donor Recognition Plan and Recommendation to Accept Grant

### **Agenda Item Wording**

Discussion and possible action to (1) approve a Grant Acceptance Agreement between the San Francisco Parks Alliance, on behalf of the Friends of Larsen Playground, and the Recreation and Park Department for the Larsen Playground project; (2) approve a donor recognition plan for the Playground, and (3) recommend that the Board of Supervisors accept and expend a grant valued at \$225,000 from the San Francisco Parks Alliance, on behalf of the Friends of Larsen Playground, consisting of a cash grant of \$150,000 for the renovation of the Playground and a grant-in-kind valued at \$75,000 of installation of a gateway feature and donor recognition tile walls.

### **Project Background and Description**

Larsen Playground is part of Larsen Park, a two city-block parcel located between 19th and 20th Avenues and between Ulloa and Wawona Streets. The site is centered in an urban setting and is easily accessible by walking, public transportation and vehicles. Immediately to the south of the playground is the recently renovated Sava Pool, as well as the Wawona Clubhouse. Just further south is Sigmund Stern Grove, and just north of Larsen Park is McCoppin Square.

Currently there are two swing sets in the sand playground area at the corner of 19th Avenue and Vicente. There was formerly a play structure in this sand area. A decommissioned F8 fighter jet was installed as a creative play structure just south of the specific project site between Vicente and Wawona in 1975. It was actually the third decommissioned plane to be sited in that location. It was removed in 1993 due to concerns about lead paint and high abatement costs. Referencing the history of planes on site at Larsen Park through a new artistic installation is a high priority for the Department and for District 4.

On September 20, 2012, the Recreation and Park Commission approved the conceptual plan



attached hereto as Exhibit A for the renovation of the Larsen Park Playground (Resolution No. 1209-003).

### **Project Budget and Fund Source**

Total Project Budget: \$1 million

#### Fund Source:

Open Space Funds (FY 2011-2012)	\$250,000	Secured
General Fund (FY 2012-2013)	\$250,000	Secured
Community Opportunity Fund	\$250,000	Secured
Add back through District 4's office	\$100,000	Committed
<b>TOTAL COMMITTED FUNDING</b>	<b>\$850,000</b>	
<b>FUNDING GAP TO MEET BASE BUDGET</b>	<b>\$150,000</b>	

#### **Anticipated Project Schedule:**

Conceptual approval: September 2012: completed

Design and Fundraising: September 2012-July 2013

Return to Commission with Fundraising MOU and Donor Recognition Plan: April 2013

Bid and Award: June 2013-September 2013 (contingent on funding base budget gap)

Construction: September 2013-March 2014 (contingent on funding base budget gap)

Open: April 2014 (contingent on funding base budget gap)

### **Proposed Grant and Grant Acceptance Agreement**

The Friends of Larsen Playground (FOLP) is a group of community members dedicated to the improvement, enjoyment, and safety of Larsen Playground and especially committed to having a jet-inspired play structure for future generations. FOLP receives fiscal sponsorship from the San Francisco Parks Alliance (SFPA) so that it can raise funds for improvements at the Playground.

SFPA, on behalf of the FOLP, has proposed to give the Department a grant valued at a total of \$225,000 consisting of the following:

- A cash grant of \$150,000 to fill the funding gap in the base budget for the renovation of the Playground. The \$150,000 will go towards the custom plane play structure.
- An in-kind grant valued at up to \$75,000 to install in the Playground the donor recognition tiles and enhancements to the gateway feature described further below.

SFPA, the FOLP and Department staff have drafted the agreement attached hereto as Exhibit C outlining the terms of SFPA's cash grant and in kind contributions of tiles and enhancements to the gateway feature.

### **Donor Recognition Plan**

In collaboration with Supervisor Chu’s office, Department staff, and the San Francisco Parks Alliance, FOLP has worked on donor recognition ideas and has embarked on a fundraising campaign. In recognition of the donations made toward the Playground, FOLP is proposing to install donor recognition tiles on the seat wall areas facing the Playground, and on a tile wall in the water niche on the new restroom as shown on Exhibit B attached hereto. Tile projects are a very popular way to raise funds and they provide community members the opportunity to memorialize their connection to the Playground. In addition to tiles, FOLP is also proposing to update the gateway arches to the Playground and install donor recognition plaques or tiles on the arches, and on or near the new custom plane play structure. The donor recognition conceptual plans will be refined as additional funding becomes available and the FOLP will abide by the Recreation and Park Commission Gift Policies.

The FOLP has pledged to raise the funds necessary for (1) the \$150,000 gap in funds for the renovation project, (2) a donor recognition tile mosaic wall and a tile seat wall, and (3) a renovated gateway element for the Playground. To date, the FOLP has raised \$20,000 and their cost estimation for designing and installing the donor recognition elements is \$75,000.

These are the proposed donor recognition levels:

<b>DONATION LEVEL</b>	<b>GIFT AMOUNT</b>	<b>POTENTIAL NUMBER OF DONORS</b>
<b>Pilot</b> - Plane sponsor with plaque on or near plane structure	\$50,000	2
<b>Jetsetter</b> – Gateway element sponsor with plaque	\$20,000	2
<b>Flight Control</b> – Tile Wall sponsor	\$10,000	3
<b>First Class</b> – Seat Wall large sponsor tile	\$1,000	10
<b>Business Class</b> –Seat Wall medium sponsor tile	\$500	40
<b>Frequent Flyer</b> – Seat Wall small sponsor tile	\$250	100

*Seat Wall:* At this point, FOLP has not yet engaged an artist or designer to develop conceptual plans for the seat wall, however the seat wall is a natural place to recognize donors and it will most likely be similar to those found in Alta Plaza Park, Noe Valley Recreation Center, Potrero Hill Playground, and other seat walls with donor recognition found in our park system. The proposed donor recognition plan calls for recognizing donors between the \$250- \$1,000levels on the seat wall.

*Tile Wall:* Currently, the restroom is under construction as part of a 2008 Clean & Safe Neighborhood Park Bond Restrooms Program project. This separate project has already been approved by the Recreation and Park Commission. The original restroom has been demolished and the new restroom will be sited just south of the Southwest corner of the existing basketball

court, and will be oriented so that the main restroom entrances are to the South. A new ADA compliant path will also be installed from 19th Avenue to the restroom. The new restroom will have a tile wall niche on its exterior that provides a perfect opportunity to transform a blank wall into a beautiful tile mosaic to reflect the aviation theme of the Playground and to recognize donors in a highly visible location. Therefore, FOLP member, Nano Visser, has developed a conceptual donor recognition plan for this area attached hereto as Exhibit B. The proposed donor recognition plan calls for recognizing donors at the \$10,000 level and above on this tile wall, therefore there will most likely not be as many red airplanes as shown in the draft rendition of the design in Exhibit B.

*Gateway Feature:* Currently, there are three arches over the steps into the Playground from the corner of Vicente Street and 19<sup>th</sup> Avenue. They were designed and installed during an early DPW and RPD project. These arches are also a possible place to recognize donors. There might also be an opportunity to enhance these arches with aviation or flight themed upgrades. At this point, FOLP does not have plans or renditions for the gateway element. The proposed donor recognition plan calls for recognizing donors at the \$20,000 level on the gateway element. Here is a picture showing the arches at the Playground entrance:



**Supported by:**

Assessor-Recorder Carmen Chu  
Supervisor Katy Tang  
Friends of Larsen Park  
San Francisco Parks Alliance  
General public and neighbors

**Recommendation:**

RESOLVED, that this Commission does accept the recommendation of the General Manager and Staff and hereby approves (1) a Grant Acceptance Agreement between the San Francisco

Parks Alliance, on behalf of the Friends of Larsen Playground, and the Recreation and Park Department for the Larsen Playground project and (2) a donor recognition plan for the Playground and (3) recommends that the Board of Supervisors accept and expend a grant valued at \$225,000 from the San Francisco Parks Alliance, on behalf of the Friends of Larsen Playground, consisting of a cash grant of \$150,000 for the renovation of the Playground and a grant-in-kind valued at \$75,000 of installation of a gateway feature and donor recognition tile walls.

**Attachments:**

Exhibit A, Conceptual Plan for Larsen Playground Renovation

Exhibit B, Conceptual Plan for Larsen Playground Tile Wall

Exhibit C, Draft Grant Acceptance Agreement