

CITY OF OAKLAND

COUNCIL AGENDA REPORT

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

2006 MAY 11 AM 9:11

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Office of Parks and Recreation
DATE: May 25, 2006

SUBJ.: A Resolution Authorizing the Renaming of the Lincoln Square Recreation Center Basketball Court, Located at 250 10th Street, to "Al Attles Court" for a Period of Ten Years

SUMMARY

The City of Oakland Office of Parks and Recreation is requesting authorization to rename the outdoor basketball court at the Lincoln Square Recreation Center, located at 250 10th Street, to "Al Attles Court" for a period of ten years in honor of Mr. Alvin "Al" Attles. Mr. Attles is Vice President and Assistant General Manager of the Golden State Warriors basketball team. With Mr. Attles support and through the Good Tidings Foundation, the Golden State Warriors organization donated in-kind services estimated at \$20,000 for renovation of the Lincoln Square Recreation Center basketball court. The renovations are currently underway and will be completed by May 30, 2006. Mr. Attles is a legendary athlete as well as an active and engaged civic leader who is committed to helping young people avoid violence in their lives. Well-known and well-loved throughout Oakland, there is considerable community support for this renaming. In keeping with the provisions of Resolution 65024 C.M.S. governing the naming of City facilities, the Parks and Recreation Advisory Commission approved the renaming before its being brought before City Council.

FISCAL IMPACT

The proposed renaming has no fiscal impact for the City. The estimated cost to rename the Lincoln Square basketball courts is \$2,000 for new facility signage. The Warriors and Good Tidings Foundation have agreed to pay for the new signs.

BACKGROUND

Mr. Attles is a legendary athlete as well as an active and engaged civic leader who is committed to helping young people avoid violence in their lives. He sees basketball as one of many healthy and health-promoting activities in which young people can participate and he has taken it as his personal mission to advocate for healthy alternatives for youth. His contributions locally as a player, executive and civic leader resulted in his much-deserved induction into the Bay Area Sports Hall of Fame in 1993. Well-known and well-loved throughout Oakland, there is considerable community support for this renaming. A 1960 graduate of North Carolina Agricultural and Technical University, Mr. Attles earned his Bachelor's Degree in Physical Education and History. He later added a Master's Degree in Curriculum and Instruction to his credentials from the University of San Francisco in 1983 and was recently named to the Board of Regents at Mills College. He was also named to the Urban Sports Network Advisory Board for Interactive Sports.

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Rules & Legislation Committee
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The Good Tidings Foundation, established in 1995, creates original projects and works in partnership with businesses, professional sports franchises and public agencies throughout the Greater Bay Area. The Foundation's emphasis is on leveraging resources to increase access to enriching opportunities for youth. Through the Foundation, the Golden State Warriors successfully resurfaced the outside courts at F.M. Smith and Brookdale Recreation Centers in earlier projects. Good Tidings was also responsible for the renovation of the Bambino Field which has now been renamed to the Oakland Athletics' Field.

This particular project is part of the Makin' Hoops program that improves the community and allows parents and guardians to feel secure that their children are playing on safe and clean courts. The program provides inspiration to young basketball athletes and aids in developing active participants for life.

On December 1, 2005, Good Tidings contacted the Office of Parks and Recreation and expressed interest in returning to the City of Oakland to resurface one of the City's most heavily used basketball courts. After several tours and dialog with City staff, the Golden State Warriors and Good Tidings selected Lincoln Square Recreation Center basketball court as the best site to be renovated.

Lincoln Square Recreation Center is located at 250 10th Street, in the heart of Oakland's Chinatown, Council District 2, and is a designated site for the Jr. Warriors Basketball League. The Lincoln Square Recreation Center basketball court and play yard serves as the recreational home for Lincoln Elementary School, Oakland Asian Students Education Services, Lighthouse Community Charter School, Oasis High School, Family Bridges, Wa Sung Community Service Group, Asian Youth Services Commission, and the surrounding businesses. There are approximately 75 to 200 youth and adults per day who utilize the basketball court and play area at Lincoln Square. Lincoln Square play yard consists of four square, tetherball, kick ball, and hopscotch games and three full size basketball courts.

The scope of work includes: resurfacing the court, sealing and repaving, re-stripping the basketball courts, replacing the basketball standards, and re-stripping the entire play yard amenities.

KEY ISSUES AND IMPACTS

The Golden State Warriors are requesting that the basketball court be named in honor of Alvin "Al" Attles, Vice President and Assistant General Manager of the Warriors.

The naming of the courts for Mr. Attles is in keeping with the criteria listed in Resolution No 65024 C.M.S. on Designating Official Names for Municipal Facilities, item (d) memorialization of a living person under special circumstances. Mr. Attles has attained national prominence and achievement and has great public support for being honored at this site.

The resurfacing of the courts is a highly visible way for the Warriors to give back to the community and demonstrates the commitment that the Warriors have in our community. Naming the Lincoln Square Recreation Center court to the "Al Attles Court" for a period of ten years

supports the City Council's goals to develop a sustainable City and improve Oakland neighborhoods by encouraging appropriate corporate sponsorship of City projects.

In keeping with City guidelines on the renaming of Parks and Recreation facilities, the request was presented to and discussed by the Parks and Recreation Advisory Commission (PRAC). PRAC considered the amount of the Warriors' gift and the longevity of the gift's impact on the condition of the Lincoln Square Recreation Center basketball courts in their discussions about the renaming. Since the gift was a one-time commitment and did not include any provisions for ongoing maintenance of the courts, PRAC voted to pass the renaming with the provision that the renaming be in effect for the limited time period of ten years. PRAC voted to pass the renaming at its May 10, 2006 meeting.

PROJECT DESCRIPTION

The Lincoln Square Recreation Center court-naming project will consist of installing a new sign at the 11th Street entrance to the play yard. The sign will be installed by Public Works Agency maintenance staff.

SUSTAINABLE OPPORTUNITIES

The proposed renaming provides no sustainable opportunities at this time.

DISABILITY AND SENIOR CITIZEN ACCESS

Lincoln Square Recreation Center basketball courts are in compliance with the physical access requirements of the American with Disabilities Act (ADA) and provides equal opportunity and access to the facility.


RECOMMENDATION AND RATIONALE

Staff recommends the City Council authorize the renaming of the Lincoln Square Recreation Center basketball court, located at 250 10th Street, to "Al Attles Court" for a period of ten years.

ACTION REQUESTED OF THE CITY COUNCIL

City Council is requested to authorize the renaming of the outdoor basketball courts at Lincoln Square Recreation Center located at 250 10th Street to the Al Attles Court for a period of ten years.

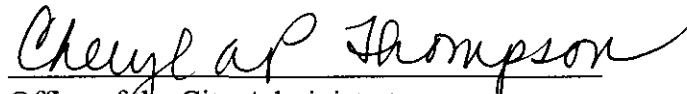
Respectfully submitted,


Audree V. Jones-Taylor
Director, Office of Parks and Recreation

Prepared by:
Michael Hammock, Recreation General Supervisor
Office of Parks and Recreation

Reviewed by:
Kip Walsh, Assistant to the Director
Office of Parks and Recreation

APPROVED AND FORWARDED TO THE
RULES AND LEGISLATION COMMITTEE:


Office of the City Administrator

OFFICE OF THE CITY CLERK
OAKLAND

Approved as to Form and Legality

James Atencio
Oakland City Attorney's Office

2006 MAY 11 AM 9:11

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

A RESOLUTION AUTHORIZING THE RENAMING OF THE LINCOLN SQUARE RECREATION CENTER BASKETBALL COURT, LOCATED AT 250 10TH STREET, TO "AL ATTLES COURT" FOR A PERIOD OF TEN YEARS

WHEREAS, Alvin "Al" Attles is Vice President and Assistant General Manager of the Golden State Warriors basketball team; and

WHEREAS, through the Good Tidings Foundation, the Golden State Warriors organization donated in-kind services estimated at \$20,000 for renovation of the Lincoln Square Recreation Center basketball courts; and

WHEREAS, Mr. Attles is committed to supporting Oakland youth to avoid violence in their lives through team sports participation; and

WHEREAS, Mr. Attles exhibits community engagement, civic responsibility, and social involvement; and

WHEREAS, Mr. Attles has attained national prominence and achievement and has great public support for being honored at this site, and

WHEREAS, the proposed renaming is consistent with Resolution No. 65024 governing the renaming of City facilities; now therefore, be it

RESOLVED: That the City Administrator or her designee is hereby authorized to rename the Lincoln Square Recreation Center basketball court to "Al Attles Court" for a period of ten years; and, be it

FURTHER RESOLVED: That the Office of the City Attorney has approved this resolution as to form and legality, and a copy will be on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____.

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID and PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California