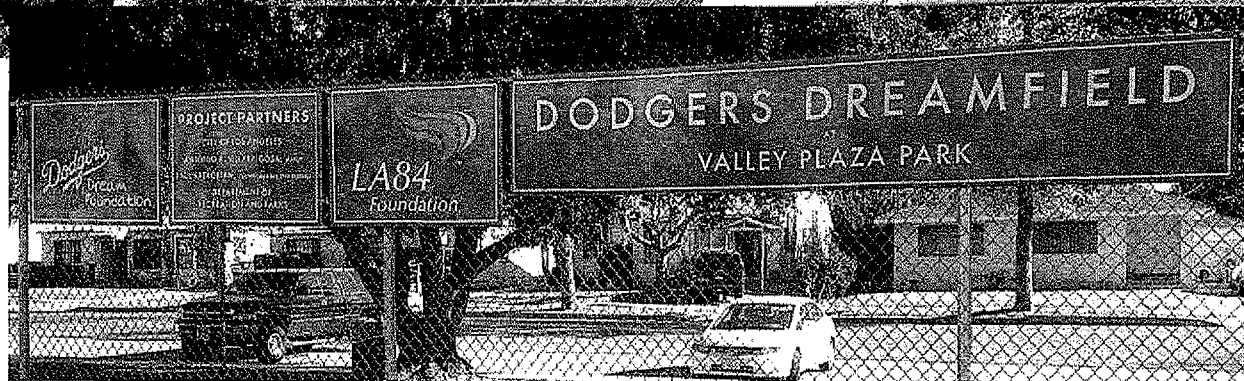
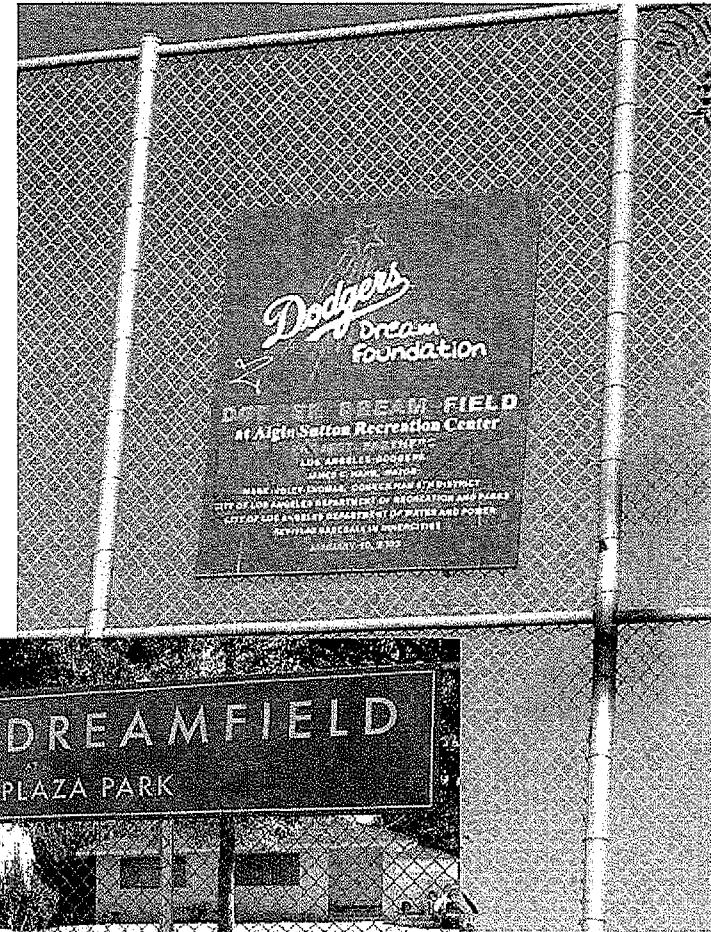
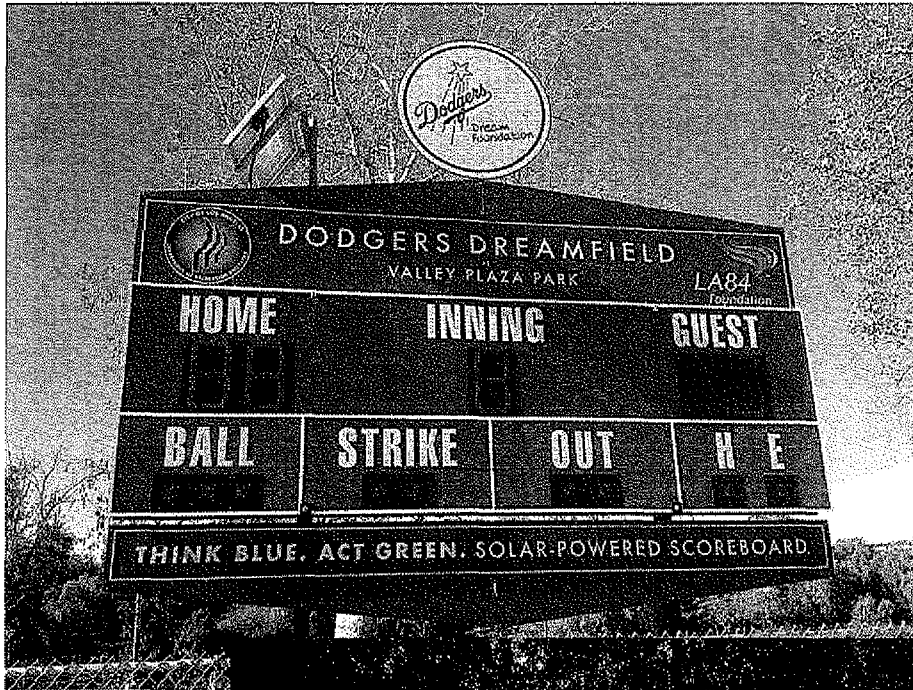


Date: 1-22-13
Submitted in PLUM Committee
Council File No: 08-2020/11-1705
Item No.: 1
Deputy: Communication from Dept. of
Recreation and Parks

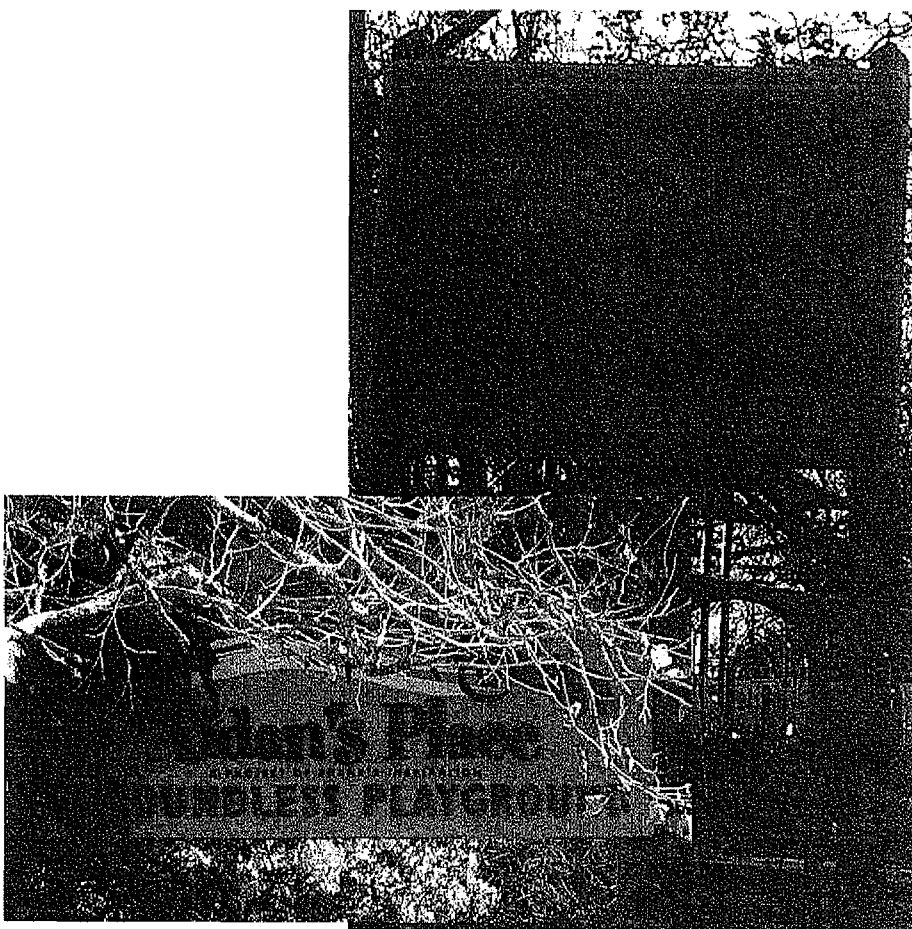
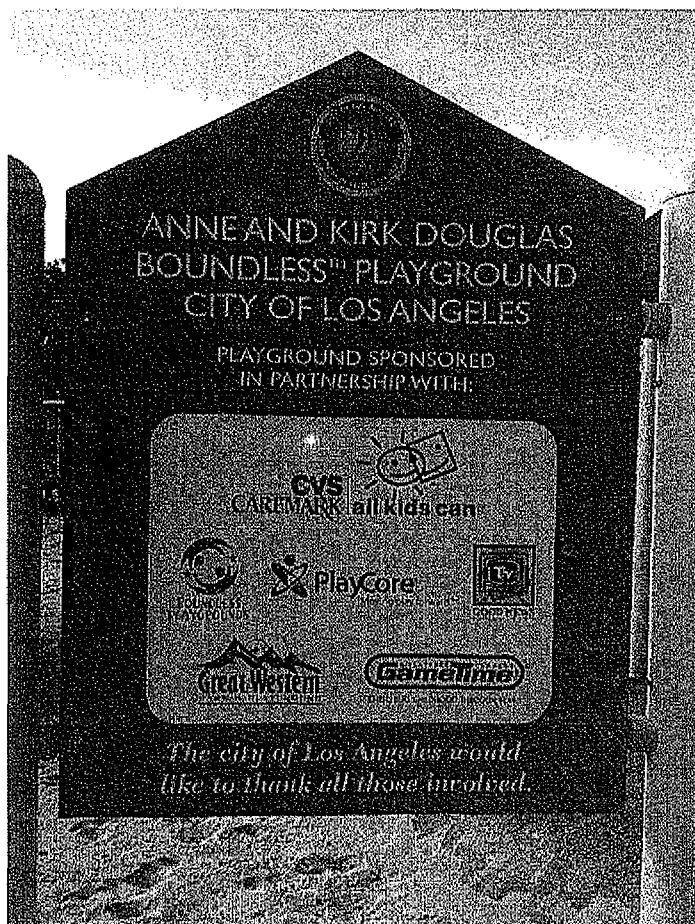
Logo Signage

On Recreation and Parks Properties
in the
City of Los Angeles

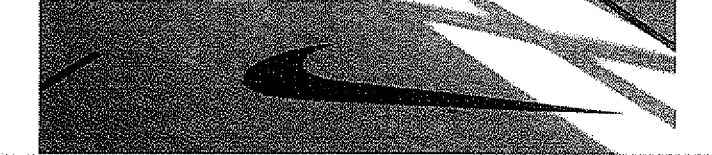
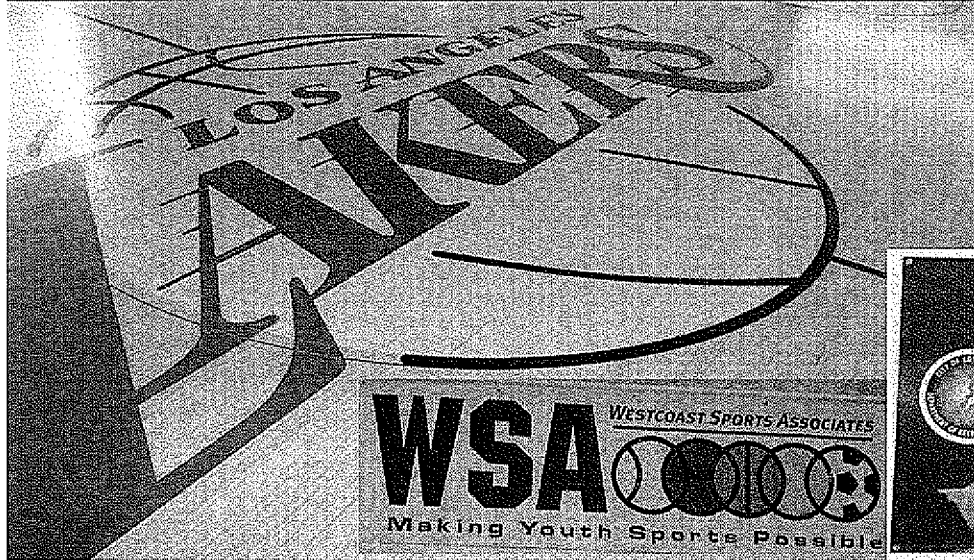
Dodgers Dreamfields



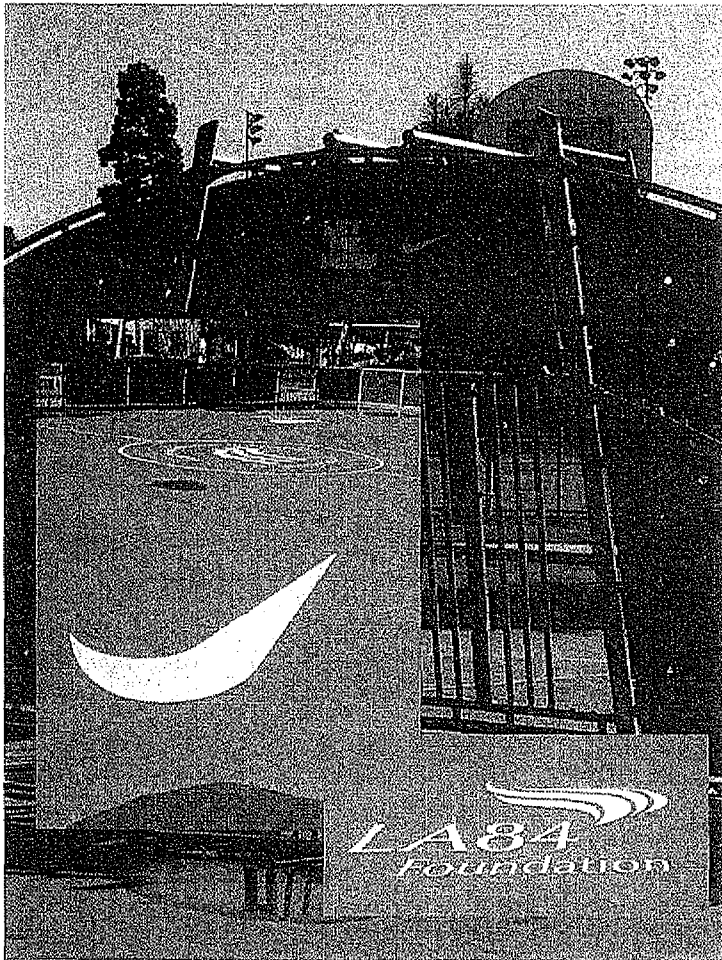
Accessible Playgrounds



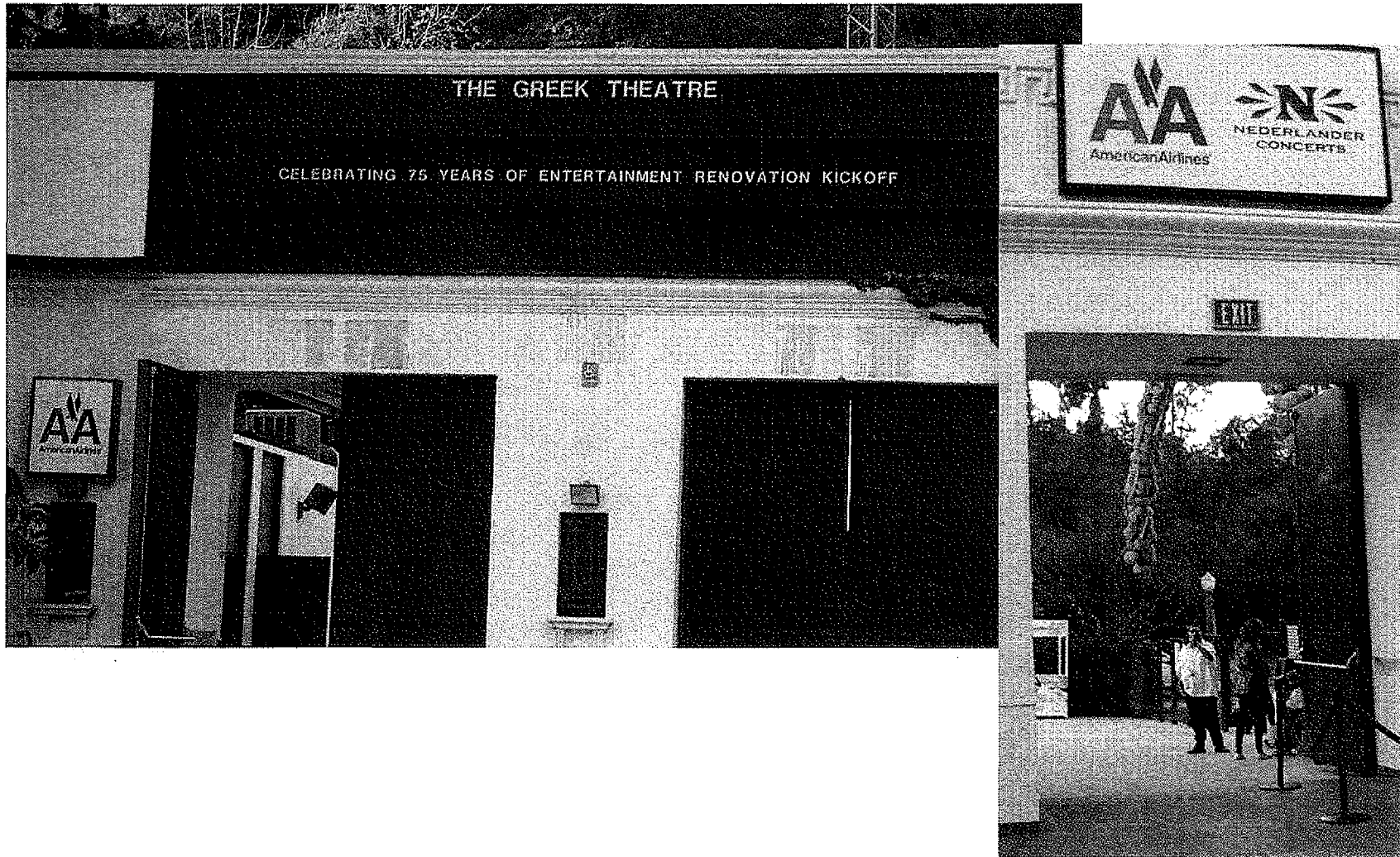
Basketball Courts



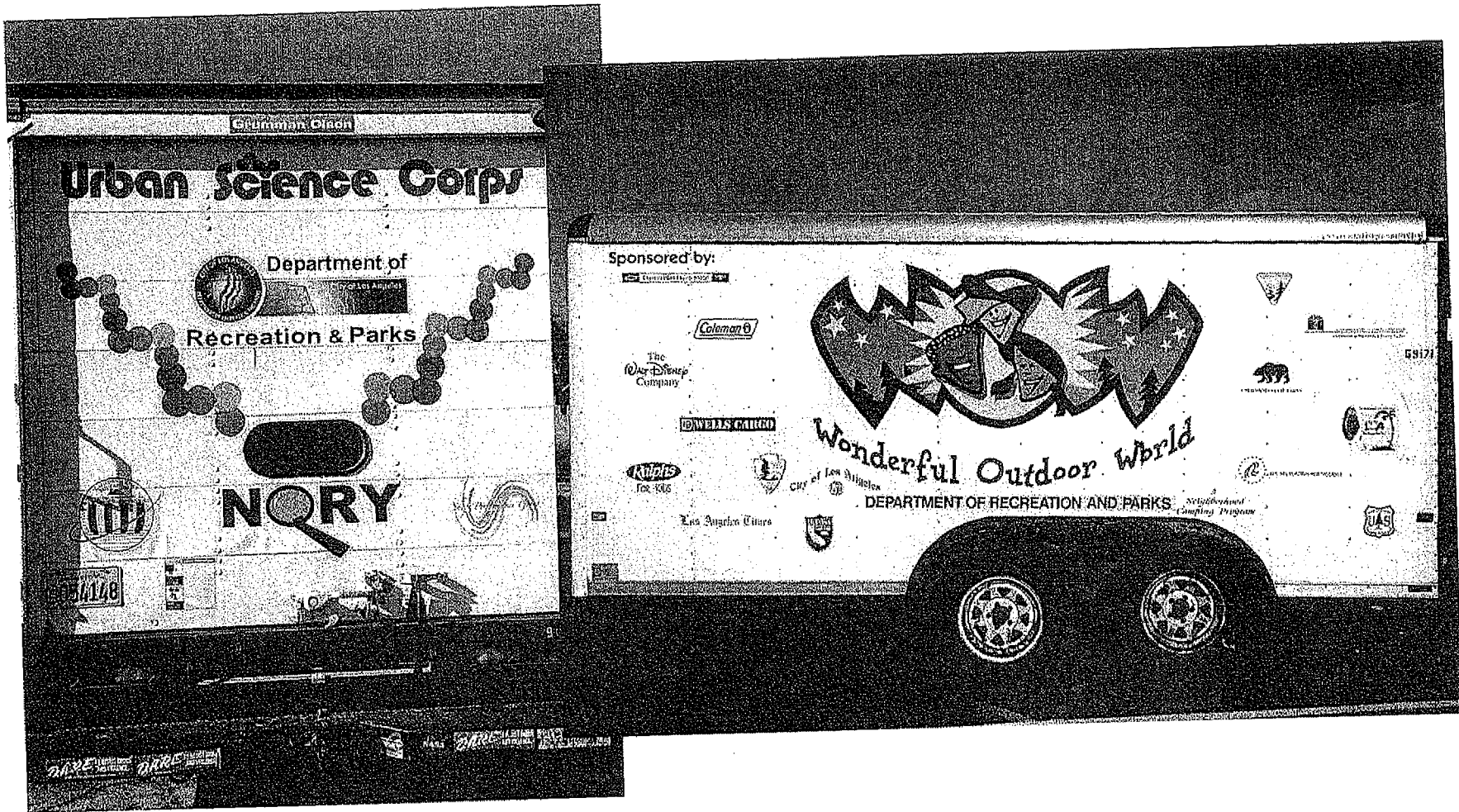
Futsal Courts/Soccer Fields



Greek Theatre Concession



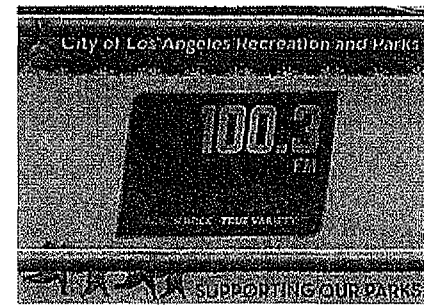
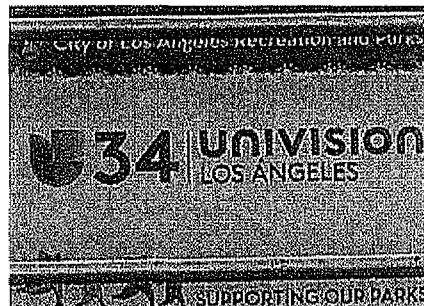
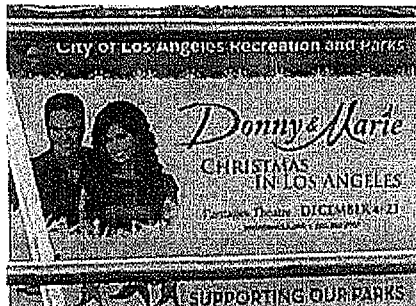
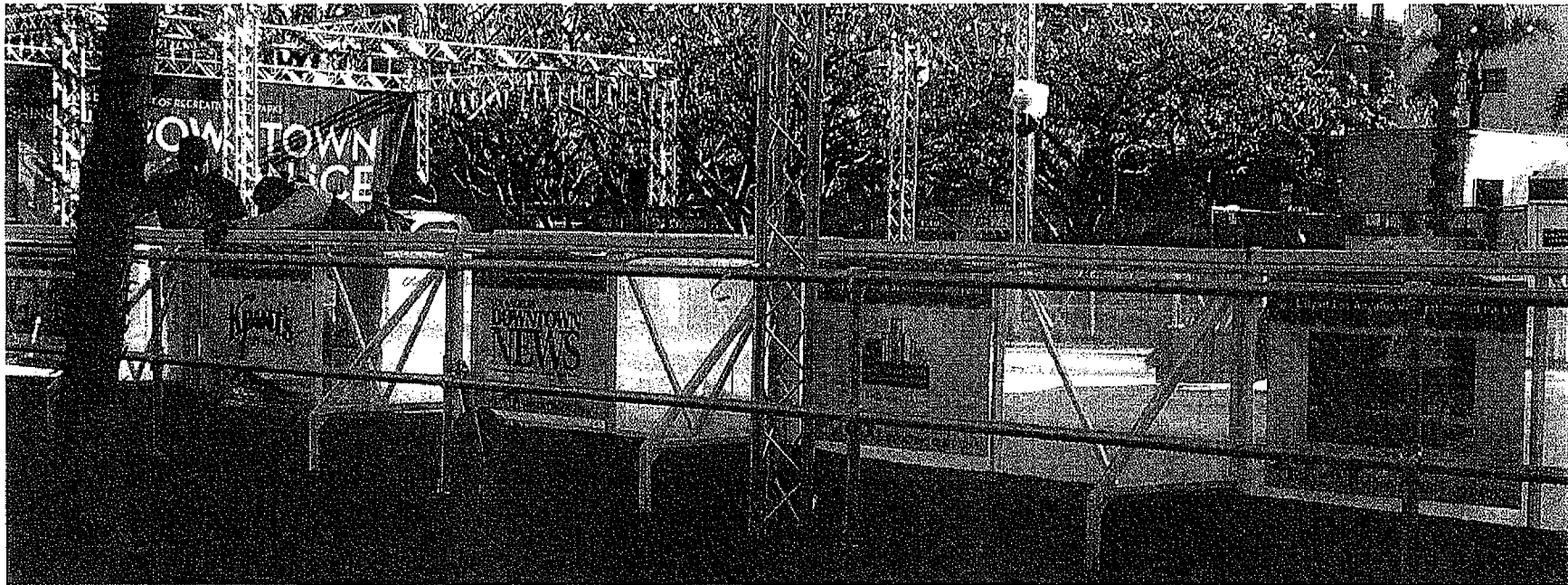
RAP Mobile Units



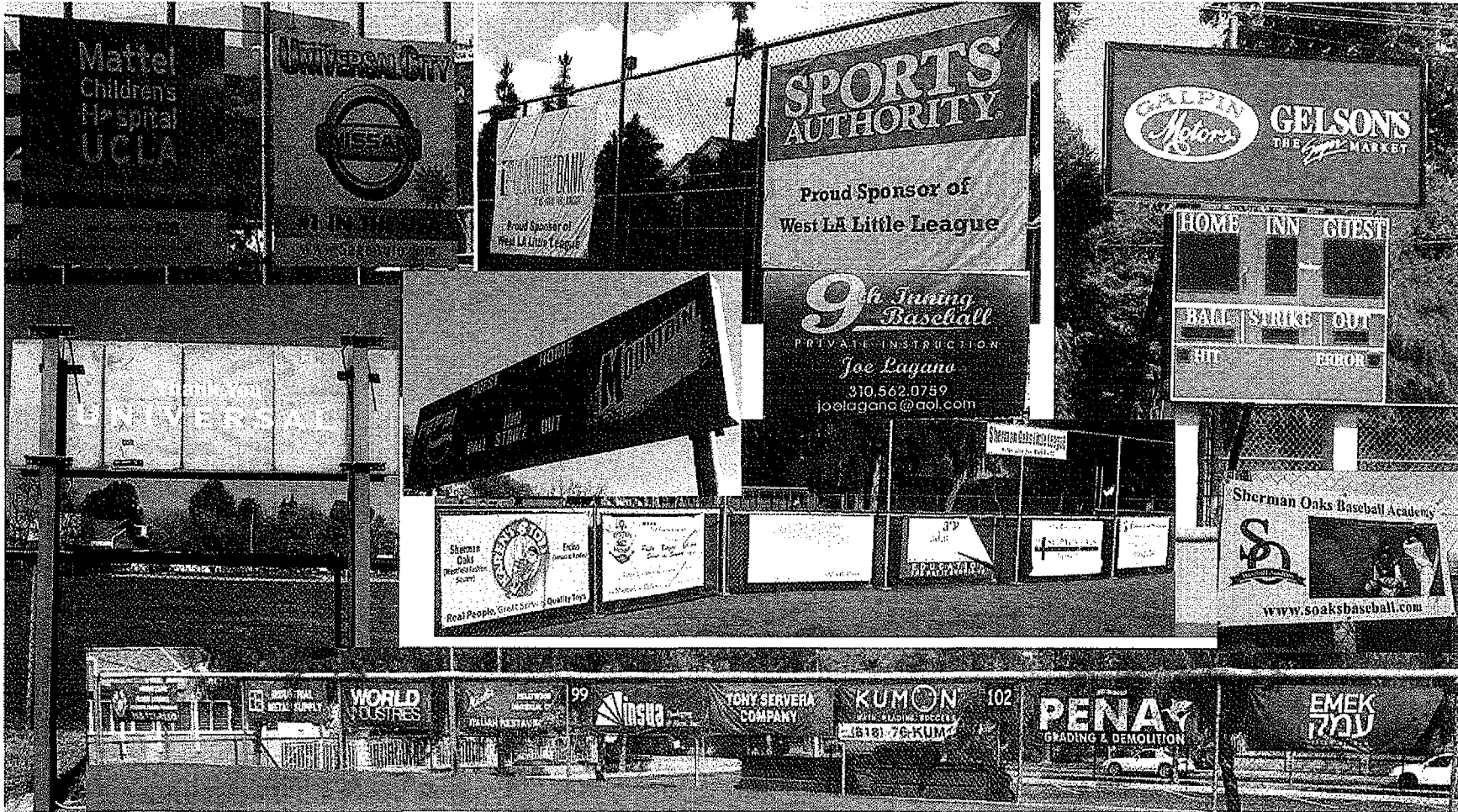
Plaza de la Raza (lease at Lincoln Park)



Pershing Square



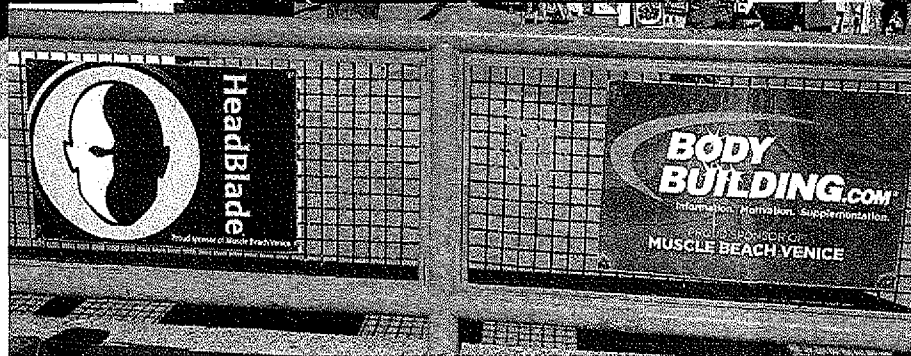
Little League Permits



Tennis Court Concessions



Venice Beach



Impacts

- Loss of Funding for Non-profit Partners
- Loss of Capital Funding
- Loss of Sponsorships
- Loss of Partners

Signage Guidelines

- No Billboards
- In Recognition of a Direct Benefit to a Park, Facility, and/or Community
- Based on "Government Speech"
- No Commercial Advertising or Call to Action
- Message Must be Compatible with Park Purposes and/or Department Mission
- All are Subject to RAP Review and Recommendation, with Final Approval by the Board of Recreation and Park Commissioners