

Agenda Report

December 17, 2012

TO: Honorable Mayor and City Council
FROM: Department of Public Works
SUBJECT: APPROVAL OF COMMEMORATIVE PLAQUES TO HONOR PASADENA CASTING CLUB DONORS

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the activity described herein is exempt from environmental review per Section 15061 (b) (3) the General Rule. The proposed monument will not result in any potentially significant effects to the environment; and
2. Approve the request to install four small plaques on the Casting Pond premises in honor of Pasadena Casting Club Donors.

RECOMMENDATION OF RECREATION AND PARKS COMMISSION:

At the June 20, 2012 meeting, the Recreation and Parks Commission voted 5-1 to support the proposed project to honor Pasadena Casting Club Donors.

BACKGROUND:

The Pasadena Casting Club, a fly casting and conservation club that has served the City of Pasadena for 65 years, contacted the City and requested permission to mount four plaques in pads on the deck surrounding the Casting Pond in honor of those who made large donations to the pond's renovation project.

Founded in 1947, the Casting Club offers the public inexpensive and free fly casting classes. Originally located in Oak Grove Park in the late 1940s, this organization moved to the Lower Arroyo Seco Park in the 1950s where it is currently located.

As a non-profit organization, the Casting Club relies on volunteerism and financial donations to supplement its modest operating budget. To generate revenue for the Casting Pond Renovation Project, the Casting Club started a capital campaign in 2008. The campaign generated sufficient revenue to provide the Club's \$32,000 contribution

towards the project, as well as fund landscaping around the premises and other minor improvements.

To recognize the largest campaign contributors, the Casting Club proposes the placement of four small commemorative plaques. Three of these plaques will honor the early donors who generated initial excitement and momentum for the project. The Casting Club wishes to embed these three 5-inch by 7-inch plaques into one of the concrete "casting" squares on the north side of the casting pond. The fourth plaque will recognize the City's completion of the renovation and its on-going commitment to the organization by mounting an 8-inch by 11-inch plaque into a medium size granite river rock. The river rock will be placed in the landscaped area just outside the pond's north apron. The exact placement of the river rock will be left to the City's discretion.

The City's Public Park and Recreational Facility Park Monument Policy states that the intent of monuments and memorials should be to memorialize a person, place or event that is significant to Pasadena. The policy also stipulates that monuments be sited in spaces that bear a relevance to the subject of the piece. The Department of Public Works finds that this request is consistent with the City's monument policy and supports the applicant's request.

COUNCIL POLICY CONSIDERATION:

This request is consistent with the Mission Statement of the City of Pasadena to provide exemplary service responsive to the entire community and consistent with our history, culture and unique character.

ENVIRONMENTAL ANALYSIS:

The project is exempt from CEQA per Section 15061 (b)(3) (the General Rule) as the activity proposed herein would install a boulder with a plaque in an area that has existing site furnishings. There are no changes to the existing use of this area and the physical change is minimal. Therefore, there is no possibility that the proposed memorial will cause significant environmental effects.

FISCAL IMPACT:

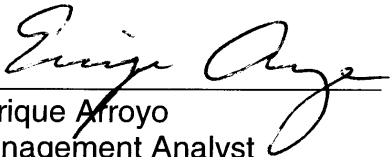
There is no General Fund impact from this action. The Pasadena Casting Club has committed to providing all costs associated with the purchase, installation, and maintenance of the plaques.

Respectfully submitted,



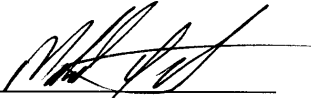
SIOBHAN FOSTER
Director of Public Works

Prepared by:



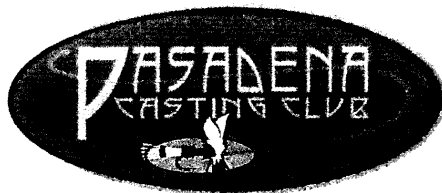
Enrique Arroyo
Management Analyst

Approved by:



MICHAEL J. BECK
City Manager

Attachment A – Letter from Pasadena Casting Club dated June 15, 2012



June 15, 2012

Ms. Siobhan Foster
Director
City of Pasadena
Department of Public Works
100 North Garfield Avenue
Room N306
Pasadena, California 91101

Re: Recognition Plaques at Pasadena Casting Club
Lower Arroyo Seco Park

Dear Ms. Foster:

I am unsure of your level of familiarity with the Pasadena Casting Club (PCC), so please pardon these introductory paragraphs. We are a family-oriented fly casting and conservation club, and we have offered the public inexpensive or free classes in our sport since our inception, including outreach programs to schools, wounded veterans, and Boy Scouts, among others. We've enjoyed a great relationship with the City of Pasadena since our founding in 1947. Although one wouldn't naturally link the quiet sport of fly casting to Pasadena, our membership has historically included internationally recognized individuals, and the Casting Pool is one of only four on the West Coast.

In the late 1940s our facilities were in a portion of Oak Grove Park which was soon condemned for the upcoming freeway, and since the early 1950s we have been at our current location in Lower Arroyo Seco Park. The Casting Pool opened in 1955 while the Clubhouse construction followed a couple years later—both reflecting a close partnership between PCC and the City which continues to this day. I am a product of this partnership—as a seven year-old boy in Pasadena, I took the annual fly tying class cosponsored by PCC and the City, and now, four decades later, I'm the proud president of PCC.

We are thrilled with last year's completion of the renovation of the casting pool. As with the original Pool, this too was a partnership between the City and the Club, with PCC making a significant contribution to the renovation expenses. PCC is a nonprofit organization with a diverse membership base. With a very modest budget, we are an all-volunteer organization—no one receives any compensation or perquisites beyond the satisfaction of service. Our contribution to the renovation required an ambitious capital campaign, which began in 2008. The funds we raised beyond our contribution to the City have been used for landscaping the premises, maintenance on the Clubhouse structure, and other improvements to the facilities, items generally enjoyed by all users of the that area of Lower Arroyo Seco Park.

We are requesting permission from the City for emplacement of four small plaques on the Casting Pool premises. (*Please see Appendix A for a rendering of these plaques.*) All plaques will be less than 9 x 12 inches in size, and will be cast in an unobtrusive bronze/brass finish to be approved by the City and consistent with the natural feeling of the park. PCC will bear all costs for creation, installation, and any future maintenance of the plaques, if required.

Three of these plaques are to recognize the largest donations made to our capital campaign, all of which occurred early in the process which built excitement and momentum. The diverse economic status of our members presented challenges in our fundraising efforts. Our goal has always been to encourage membership by all interested parties, so we explicitly avoided any fundraising efforts which would make any members feel uncomfortable or excluded. Two of the plaques merely acknowledge donors (Bill Harry and BNY Mellon Wealth Management), while the third one (Polly Mae Craven) acknowledges donations in memory of a female member of our club who competed in casting events and tied flies professionally starting in the 1950s.

The three smaller plaques recognizing donors will measure approximately 5 x 7 inches each. Based on research and preliminary feedback from City employees, we believe the most appropriate location for these smaller plaques are to be embedded in holes routed into one of the concrete "casting" squares found on the north side of the casting pool apron (the side closest to the Clubhouse). The plaques will be flush with the surface of the casting square, so they will not present a safety hazard and should be resistant to vandalism. Although these small plaques will mean a great deal to the donors they acknowledge, we anticipate that their location is such that most park visitors will not notice them.

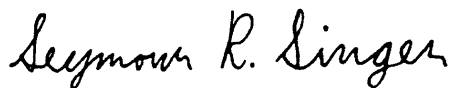
The fourth plaque will measure approximately 8 x 11 inches and be of the same general style as the other plaques. This plaque is to acknowledge the City's renovation of the Casting Pool and to celebrate the long partnership between the City and PCC. Based on preliminary discussions with City employees, we are proposing that this plaque be flush mounted in a hole routed into a medium size granite river rock to be placed in the landscaped area just outside of the north apron of the casting pool. This river rock will be on the side of the natural pathway leading from the clubhouse to the casting pool, with the exact placement of the rock to be left to the discretion of the City. Although we will bear the full cost of this project, we would greatly appreciate the donation of an appropriate river rock from the City's yards.

We have reviewed the City's *Park Monument Policy*, and believe we meet the City's criteria as explained below:

- (a) ***Appropriateness:*** the plaques recognize the City for its generosity and vision in connection with the renovation of the Casting Pool and the three parties previously identified for their generosity in providing funds for the renovation.
- (b) ***Compatibility:*** the plaques will integrate harmoniously with the Casting Pool and its surroundings.
- (c) ***Impact on Park Use:*** the plaques will not interfere in any way with the use of the Casting Pool or the Park.
- (d) ***Aesthetics:*** these high quality plaques will blend harmoniously with the Casting Pool and its surroundings.
- (e) ***Maintenance:*** the plaques will require no maintenance. If the plaques are ever damaged, the Pasadena Casting Club will assume full responsibility for their repair.
- (f) ***Safety:*** the plaques will not have any sharp edges, loose parts, or other safety hazards.

Please understand that we are quite flexible, and will be happy to incorporate any further suggestions from the City. We appreciate your consideration of our request. Please contact me if you have any questions or concerns.

Sincerely,



Seymour R. Singer
President
(323) 445-5936
quant@pacbell.net

PASADENA CASTING CLUB

ESTABLISHED 1947



THANKS THE



CITY OF PASADENA

FOR ITS PARTNERSHIP
IN THE 2011 RENOVATION
OF THE CASTING POOL

PASADENA CASTING CLUB
THANKS
BNY MELLON
WEALTH MANAGEMENT
FOR THEIR
GENEROUS SUPPORT

PASADENA CASTING CLUB
THANKS
BILL HARRY
FOR HIS
GENEROUS SUPPORT

PASADENA CASTING CLUB
POLLY MAE CRAVEN
IN LOVING MEMORY