



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Grant Yates, City Manager

Prepared by: Johnathan O. Skinner, Director of Community Services

Date: January 14, 2020

Subject: RENAMING OF THE LAKE ELSINORE NEIGHBORHOOD CENTER

Recommendation

Approve the renaming of the Lake Elsinore Neighborhood Center 117 South Langstaff Street to the "Dream Extreme Neighborhood Center".

Background

In June 2016, the City of Lake Elsinore was deeded a facility in perpetuity from the County of Riverside. The facility did not have a formal name and staff called it "The Old Sheriff Station". The facility had been used as a Riverside County Sheriff Station, Courthouse, and Incarceration cells (lower building, and County offices). County offices relocated these services to other areas of the County leaving the building sitting vacant for many years. In 2016, the City began discussions with the County to take possession of the facility, renovate and offer recreational programming in the renovated facility. In June 2016, the City took possession of the Old Sheriff Station and began the due diligence to identify any historical significance of the original buildings as well as bring the facility up to code to meet standards for various groups and individuals to attend programs and other activities. The City utilized Community Development Block Grant (CDBG) funds for renovation of the project, identified in the Capital Improvement Project (CIP) sheet as "The Lake Elsinore Neighborhood Center."

Discussion

In March 2018, staff received approval to remove the lower building due to deterioration of the interior and exterior structure and Hazardous Waste Removal. Staff focused the rehabilitation efforts on the upper building (approximately 5,000 sq. ft.) to renovate as a Neighborhood Center. The Center would be a focal point for expansion of activities currently offered at the Lake Community Center (310 W. Graham Avenue) as well as development of new programs such as a Teen programming currently offered sparingly in the community. The facility will be completed by January 2020.

While working through this process, the City began a Civic Focused Program for Juniors and Seniors in Lake Elsinore Unified School District high schools short named “Future Leaders.” The program not only educated students on the operations of the City, but also challenged the participants to develop and present an “Advocacy Project” to present to City Council for consideration to improve opportunities for youth in the community. The first two rounds of the program gave important input into the amenities of the Center, the exterior of the building, and recommended the creation of a “Teen Room” within the Center. With two successful presentations, City Council unanimously approved inclusion of the Teen Center and design elements into the renovation of the Lake Elsinore Neighborhood Center.

As part of the process of design, staff began researching names for the Neighborhood Center that would epitomize what the City of Lake Elsinore promotes in programming and projects throughout the City. Various options were presented to the Facilities Subcommittee for consideration, including some past City leaders such as Carl Graves and Judge Arjuna “Vic” Saraydarian, former Judge presiding in the original Lake Elsinore Courthouse. After discussion, staff is recommending naming the Center the DREAM EXTREME NEIGHBORHOOD CENTER. Some information on selecting this name includes but is not limited to:

- The City of Lake Elsinore is known to promote “Dream Extreme” and is the “Action Sports Capital of the World”
- From programming of such events as Winterfest and Downtown Holiday Lighting to the development of projects like the Rosetta Canyon Sports Park and Launch Pointe Recreation Destination and RV Park, Lake Elsinore believes in Dreaming Extreme and bringing those dreams to reality
- The inclusion of a “Teen Room” came from teen participants in the City’s “Dream Extreme Future Leaders” Leadership Program, which will serve as a great place for teens to learn, make new friends, and where teens can be teens in a safe facility
- As new facilities are developed, additional naming opportunities will be available for the above-mentioned City leaders

The “Dream Extreme” moniker is not only a slogan, but a way that the City operates on a daily basis. In changing the name, it will give an opportunity to celebrate this belief to the current future generations of Lake Elsinore residents. With the approval of the renaming, staff will coordinate the proper building identifications including building plaque and exterior signage.

Pursuant to City Policy No. 400-10 – Naming of Public Facilities, the Community Services Department recommends the renaming of Lake Elsinore Neighborhood Center to the Dream Extreme Neighborhood Center.

Fiscal Impact

Renaming of the facility and branding of the facility is included in the facility rehabilitation funding to provide exterior and interior branding throughout the facility.

Exhibits

A – RESOLUTION – Renaming Lake Elsinore Neighborhood Center to the Dream Extreme Neighborhood Center

B – Council Policy No. 400-10 – Naming of Public Facilities