



Date: August 3, 2010
To: Honorable Mayor and City Council
From: Councilman Dee Andrews, Chair, Housing and Neighborhoods Committee
Subject: **RENAME BEACH DOG ZONE TO ROSIE'S DOG BEACH**

The Housing and Neighborhoods Committee, at its meeting held July 13, 2010, considered communications relative to the above subject.

It is the recommendation of the Housing and Neighborhoods Committee to the City Council to approve renaming the Beach Dog Zone to Rosie's Dog Beach, in honor of the inspiration for the park and Rosie the Bulldog.

Respectfully submitted,

HOUSING AND NEIGHBORHOODS COMMITTEE

Councilman Dee Andrews, Chair

Prepared by:
Gloria Harper



Date: April 12, 2010
To: Housing and Neighborhoods Committee Staff
From: Larry Herrera, City Clerk
Subject: City Council Referral to the Housing and Neighborhoods Committee

At the City Council meeting held Tuesday, April 6, 2010, the following agenda item was referred to the Housing and Neighborhoods Committee and the Parks and Recreation Commission:

DOG BEACH ZONE RENAMING

Councilmember DeLong moved, seconded by Councilmember Garcia, that the communication be received and referred to the Housing and Neighborhoods Committee and the Parks and Recreation Commission.

LARRY G. HERRERA
City Clerk

Prepared by:
Gloria Harper

Attachment

cc: Patrick West, City Manager
Suzanne Frick, Assistant City Manager
Reginald I. Harrison, Deputy City Manager



Date: July 13, 2010
To: Members of the Housing and Neighborhoods Committee
From: Phil T. Hester, Director of Parks, Recreation and Marine
Subject: Recommendation to rename the Beach Dog Zone as "Rosie's Dog Beach"

DISCUSSION

On April 6, 2010, 3rd District Councilmember Gary DeLong sent a memo (Attachment A) to the Mayor and Members of the City Council requesting that the Beach Dog Zone be renamed Rosie's Dog Beach or Rosie's Haute Dog Beach.

Pursuant to Administrative Regulation (AR) 8 – 7, the City Council referred the request to the Parks and Recreation Commission and the Housing and Neighborhoods Committee.

The Parks and Recreation Commission considered this request at their May 20, 2010 meeting (Attachment B), unanimously approved to rename the Beach Dog Zone as "Rosie's Dog Beach," and are forwarding their recommendation to the Housing and Neighborhoods Committee for adoption.

The Administrative Regulations AR 8 – 7 applies to the naming of all public land, buildings and facilities. AR 8 – 7 provides several policies to guide the consideration of a naming request. The following are those policies:

- The name should incorporate Long Beach whenever important for civic recognition or identification;
- A name in honor of a recognized geographic area, a topographic feature or a historically significant event may be appropriate;
- A name in honor of persons or families who have donated the land or a substantial portion of the improvement costs may be appropriate when applicable;
- A name in honor of a person or persons who have served the nation, the State of California, and/or the City of Long Beach in an exceptional or distinguished manner may be appropriate if warranted by service of major significance;
- A name in honor of a living person, or of a deceased person within one year of their death, is not appropriate, unless the significance of that person's contribution is worthy of an exception to the policy;
- A name in honor of a person is not appropriate when a name in honor of another person has been given to the same site, building or facility in the past;

- A name in honor of a person is not appropriate if that person has been overly recognized in the past; and,
- A name may be selected through a competition or a contest.

Mr. Ralph Millero approached the 3rd District City Council office with the request to rename the Beach Dog Zone to Rosie's Dog Beach or Rosie's Haute Dog Beach, in honor of the inspiration for the dog Zone, Rosie the bulldog. The name change would memorialize her and the community's efforts to create the first area on the beach that allows dogs.

Local resident Justin Rudd, and his bulldog Rosie organized and hosted a special event on June 24, 2001, to allow dogs in this beach zone. He then organized the next 20 or so monthly, Sunday dog beach special events that continued successfully through the summer of 2003. The pilot program, with daily beach off-leash access, began in August 2003 and ended October 31, 2004, when the City Council unanimously approved the permanent Beach Dog Zone. Rosie passed away on January 24, 2010.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

FISCAL IMPACT

There is no fiscal impact with the recommended action.

IT IS RECOMMENDED THAT THE COMMITTEE:

Concur with the recommendation that the Beach Dog Zone be renamed "Rosie's Dog Beach," and refer the recommendation to the City Council for approval.

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Attachments

APPROVED:


PATRICK H. WEST
CITY MANAGER



City of Long Beach

Working Together to Serve

**Memorandum
3rd Council District**

Attachment A

Date: April 6, 2010

To: Honorable Mayor Foster and Members of the City Council

From: Gary DeLong, Councilmember, 3rd District *(GD)*

Subject: Dog Beach Zone Renaming

Mr. Ralph Millero recently approached the 3rd District Council office with the request to rename the Dog Beach Zone. The request is to rename it Rosie's Dog Beach or Rosie's Haute Dog Beach in honor of the inspiration for the park, Rosie the Bulldog. The name change would memorialize her and the community's efforts to create the park.

History was made when, for the first time in more than 30 years, dogs were permitted to play on a Long Beach city beach on Sunday, June 24, 2001. In order to comply with existing ordinances banning unleashed dogs, the city allowed some K-9 freedom on the beach in what was called a "special event" to qualify for the one-time status.

Local resident Justin Rudd and his bulldog Rosie organized and hosted that special event -- and the next 20 or so monthly, Sunday dog beach special events that continued successfully through the summer of 2003. Then, after a 15-month Rudd-led pilot program, daily beach off-leash access began in August 2003 and ended Oct. 31, 2004, when the Long Beach City Council unanimously approved the permanent Dog Beach Zone. It remains the only off-leash dog beach in L.A. County (10 million inhabitants).

Recommended Action: Refer to Parks and Recreation Commission and the Housing and Neighborhoods Committee for consideration of renaming the Dog Beach Zone.

Rosie was a great mascot for Haute Dogs, Belmont Shore and the City of Long Beach. The 38-lb. dog had lots of media attention over the 12 years of her life, including an appearance with Justin Rudd on the *Tonight Show* with Jay Leno, a game show on Animal Planet, and an episode on HGTV where Rudd and Rosie made a trip back to Rudd's hometown in Alabama. She was also on the cover of *Westways* and was featured in an AP photo in an internationally released story about dog beaches. Two years ago she caused quite a stir in the Los Angeles network news when her wagon went missing. It was never found, but she received many Radio Flyer wagons that were donated from the adoring public. She helped to raise tens of thousands of dollars for local charities. Rudd and Rosie made numerous visits to school groups to talk about humane education and dog ownership.

In her private time with her family, she loved rides in her red flyer wagon on Second Street with Justin and Ralph and spending lazy days napping on her chair in the living room. And, she loved to play with her little bulldog brother Riley.

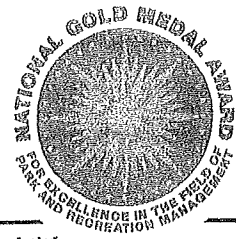
Rosie the Bulldog was born on October 7, 1997, and passed away January 24, 2010.





CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



2760 N. Studebaker Road, Long Beach, CA 90815-1697
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best in the nation

May 20, 2010

MEMBERS OF THE PARKS AND RECREATION COMMISSION
City of Long Beach
California

RECOMMENDATION:

Recommend to the Housing and Neighborhood Committee, and the full City Council, that the Beach Dog Zone be renamed "Rosie's Dog Beach or Rosie's Haute Dog Beach."

DISCUSSION

On April 6, 2010, Third District City Councilmember Gary DeLong sent a memo (Attachment A) to the Mayor and Members of the City Council requesting that the Beach Dog Zone (Attachment B site map), be renamed "Rosie's Dog Beach or Rosie's Haute Dog Beach." The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee and the full City Council.

The Administrative Regulations AR 8-7 applies to the naming of all public land, buildings and facilities. AR 8-7 provides several policies to guide the consideration of a naming request. The following are those policies:

- The name should incorporate Long Beach whenever important for civic recognition or identification;
- A name in honor of a recognized geographic area, a topographic feature or a historically significant event may be appropriate;
- A name in honor of persons or families who have donated the land or a substantial portion of the improvement costs may be appropriate when applicable;
- A name in honor of a person or persons who have served the nation, the State of California, and/or the City of Long Beach in an exceptional or distinguished manner may be appropriate if warranted by service of major significance;
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"We create community and enhance the quality of life through people, places, programs and partnerships"

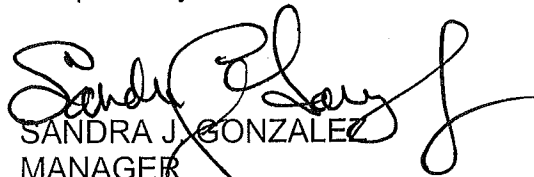
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


SANDRA J. GONZALEZ
MANAGER
PLANNING AND DEVELOPMENT

APPROVED:


PHIL T. HESTER
DIRECTOR

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Attachments

Attachment B Site Map

