



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

C-6



July 5, 2011

2760 N. Studebaker Road, Long Beach, CA 90815-1697
(562) 570-3100 • FAX (562) 570-3109
www.LBParks.org

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HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to accept non-monetary donations of planning, labor, and materials for ongoing improvements and third-party maintenance of Cressa Park, located at 19th Street and DeForest Avenue; and execute a right-of-entry permit and any related documents with Wrigley Area Neighborhood Alliance, Inc., for a period of five years, with one, five-year renewal option at the discretion of the City Manager or his designee, as approved and recommended by the Parks and Recreation Commission at its meeting on May 19, 2011. (District 7)

DISCUSSION

For the last 15 years, Wrigley Area Neighborhood Alliance, Inc. (WANA), has been unofficially maintaining the undeveloped open-space located at 19th Street and DeForest Avenue, upon which Cressa Park sits today. WANA is a 501(c)3 corporation for public benefit, which was formed to support, strengthen, and encourage volunteerism and civic leadership, host/facilitate educational opportunities, and celebrate the diversity of the Wrigley District in Long Beach. To date, WANA has invested thousands of volunteer hours into maintaining Cressa Park and has transformed it from an undeveloped parcel of City-owned property into an outstanding example of a California native habitat.

On April 20, 2011, the Department of Parks, Recreation and Marine received a letter from WANA requesting a right-of-entry permit to formally allow third-party maintenance and ongoing improvements of Cressa Park (Attachment A). On May 19, 2011, the Parks and Recreation Commission unanimously approved the proposal and recommended that the City Council consider and approve the action (Attachment B).

This matter was reviewed by Deputy City Attorney Gary J. Anderson on June 10, 2011, and Budget Management Officer Victoria Bell on June 14, 2011.

TIMING CONSIDERATIONS

City Council action is requested on July 5, 2011, in order to enable the execution of the right-of-entry permit, and to allow Wrigley Area Neighborhood Alliance, Inc., to formally continue its stewardship of Cressa Park.

"We create community and enhance the quality of life through people, places, programs and partnerships"

HONORABLE MAYOR AND CITY COUNCIL

July 5, 2011

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FISCAL IMPACT

There is no fiscal impact associated with this request. Since WANA will be using its own volunteers, there will be no impact to jobs associated with the recommended action.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,


GEORGE CHAPJIAN
DIRECTOR OF PARKS, RECREATION AND MARINE

GC:SG:RA:RL:ak

Attachments

APPROVED:


PATRICK H. WEST
CITY MANAGER

Attachment A



WANA • Wrigley Area Neighborhood Alliance, Inc.
P.O. Box 6370, Long Beach, CA 90806

April 20, 2011

Mr. Bob Livingstone
Contracts Manager
Department of Parks, Recreation & Marine
2760 Studebaker Road
Long Beach, CA 90815

RE: Cressa Park Right of Entry Permit

Dear Mr. Livingston,

For the past 15 years, a handful of volunteers and WANA members have been taking care of a few parcels of city property now known as Cressa Park but previously known as the "Wrigley Landscape Project". During those 15 years, non-native species of plants had been removed and replaced with native plants and trees, the land was weeded, watered, and kept clean. Thousands of volunteer hours have been invested in this park. Currently, there are two indigenous plants that have come up on their own, one being the plant "cressa" which was how the park derived its name.

WANA is seeking a right-of-entry permit so that officially our volunteers can continue to take care of this park in the manner in which they have been doing for the last 15 years. WANA proposes to continue: planting additional natives, watering, tending to the existing native plants, weeding, and to protecting and ensuring that this park remains a native habitat for years to come.

Should you need further information, please don't hesitate to contact me.

Sincerely,

Jill Hill
WANA Secretary
2075 San Francisco Avenue
Long Beach, CA 90806
562-212-9397



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May 19, 2011

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

RECOMMENDATION:

Authorize ongoing improvements and third party maintenance of Cressa Park, located at 19th Street and DeForest Avenue, as proposed by the Wrigley Area Neighborhood Alliance, and recommend to the full City Council approval of a Right of Entry Permit and acceptance of all related non-monetary donations of planning, materials and labor for a period of five years, with one, five-year renewal period at the discretion of the City Manager or his designee.

DISCUSSION

For the past 15 years, volunteers from the Wrigley Area Neighborhood Alliance (WANA) have maintained two undeveloped parcels of City-owned property at 19th Street and DeForest Avenue (Attachment A). During its stewardship, WANA removed non-native plant species and replaced them with native trees, weeded, watered and generally kept the parcels clean of debris. As of 2011, thousands of volunteer hours had been invested in maintaining the parcels. In 2009, the Parks and Recreation Commission recommended, and the City Council's Housing and Neighborhoods Committee approved, the naming of the aforementioned parcels as Cressa Park.

On April 20, 2011, WANA requested a long-term Right of Entry Permit to enable its volunteers to make improvements and maintain Cressa Park with a broader scope than previous years' efforts. This would include making future improvements, planting additional natives, watering, tending to the existing native plants, weeding, and providing general stewardship to ensure Cressa Park remains a native habitat for years to come. Parks and Recreation Commission approval and recommendation to full City Council of approval of a Right of Entry Permit and acceptance of non-monetary donations is requested to allow WANA to continue its stewardship of this park area.

This approval shall be considered an initial consent by the City of Long Beach in its capacity as the property owner and not in its capacity as a regulatory agency. WANA will still be responsible for obtaining all applicable building and construction permits as required by law.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

May 19, 2011

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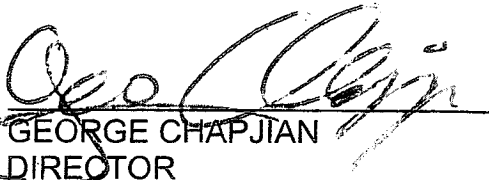
SUGGESTED ACTION:


Approve recommendation.


Respectfully Submitted,


ROBERT LIVINGSTONE
CONTRACT MANAGEMENT OFFICER
BUSINESS OPERATIONS

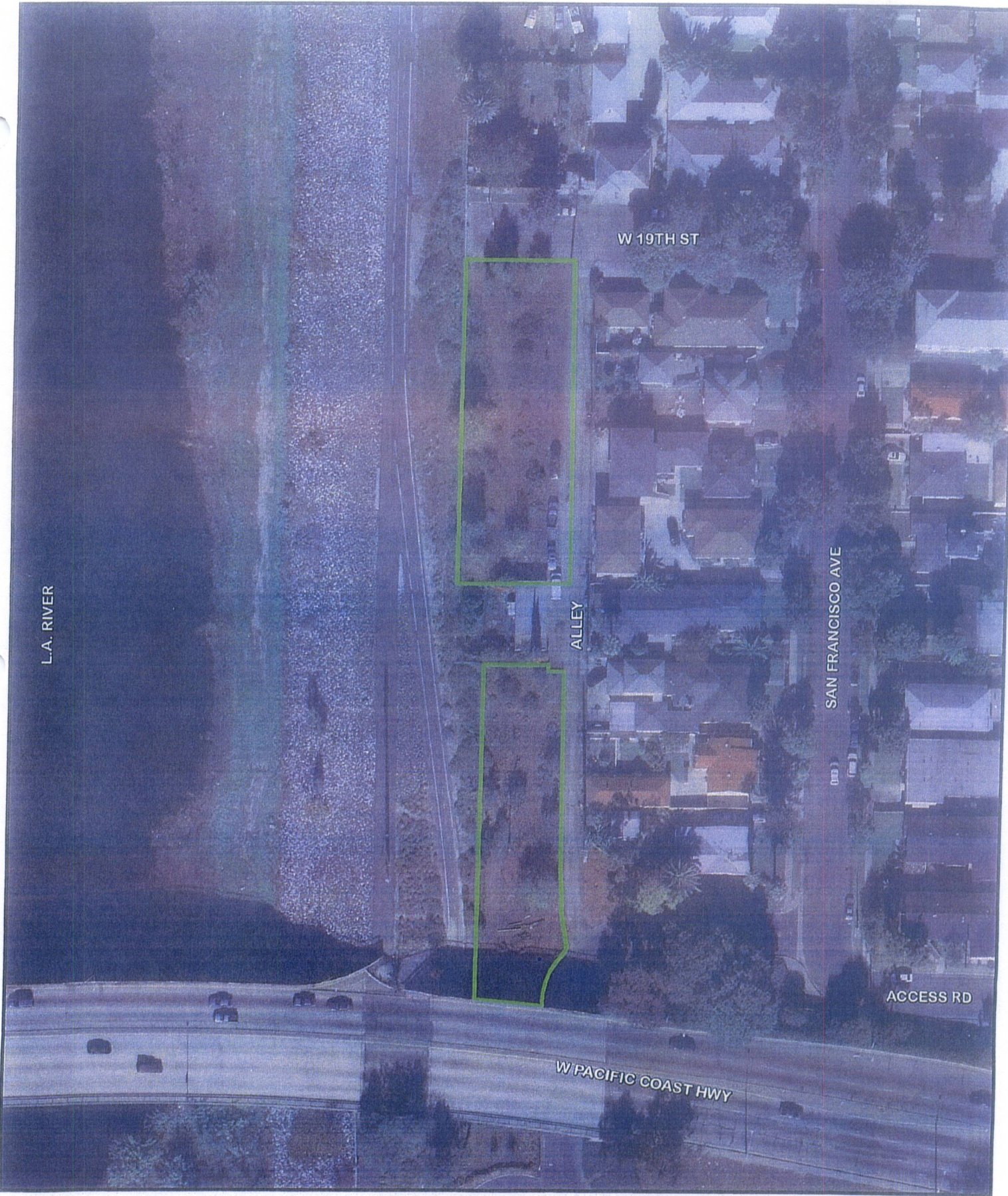
APPROVED:


GEORGE CHAPJIAN
DIRECTOR


SANDRA GONZALEZ
MANAGER
PLANNING AND DEVELOPMENT


RAMON AREVALO
MANAGER
MAINTENANCE OPERATIONS

GC:SG:RL:ak
Attachment



L.A. RIVER

W 19TH ST

ALLEY

SAN FRANCISCO AVE

ACCESS RD

W PACIFIC COAST HWY



Cressa Park Attachment A

0 10 20 30 40 50 60 70 Feet