



Date: June 7, 2011

To: Members of the Housing and Neighborhoods Committee

From: George Chapjian, Director of Parks, Recreation and Marine *G.C.*

Subject: Recommendation to name the new dog park at 3401 Golden Avenue as the Wrigley Heights Dog Park

DISCUSSION

At the May 17, 2011 City Council meeting, Seventh District Councilmember James Johnson requested that the new dog park located at 3401 Golden Avenue be named Wrigley Heights Dog Park (Attachment A). According to Administrative Regulation AR 8 – 7, the City Council referred the request to the Housing and Neighborhoods Committee and the Parks and Recreation Commission.

The Parks and Recreation Commission considered this request at their May 19, 2011 meeting (Attachment B), unanimously approved this request, 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.

Members of the Housing and Neighborhoods Committee

June 7, 2011

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In accordance with this regulation, the naming of Wrigley Heights Dog Park is in keeping with naming in honor of a recognized geographic area.

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 naming the new dog park at 3401 Golden Avenue as the Wrigley Heights Dog Park is appropriate and refer the recommendation to the City Council for approval.

GC:rb

R:\EXECUTIVE ASSISTANT\COUNCIL\HNC WRIGLEY HEIGHTS DOG PARK.DOC

Attachments

APPROVED:



PATRICK H. WEST
CITY MANAGER



Date: May 19, 2011
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, May 17, 2011, the following agenda item was referred to the Housing and Neighborhoods Committee:

WRIGLEY HEIGHTS DOG PARK NAMING

Councilmember Johnson moved, seconded by Councilmember Garcia, that the communication be received and referred to the Housing and Neighborhoods Committee.

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



NB-29

James Johnson
City of Long Beach
Councilmember, Seventh District

Date: May 17, 2011
To: Honorable Mayor and Members of the City Council
From: Councilmember James Johnson, Seventh District
Subject: Wrigley Heights Dog Park Naming

RECOMMENDATION:

Refer to the Parks and Recreation Commission and the Housing and Neighborhood Committee a request to name the dog park to be opened at 3401 Golden Avenue in the Wrigley Heights community the "Wrigley Heights Dog Park."

DISCUSSION

The Wrigley Heights Dog Park will serve Long Beach, particularly the Wrigley and West Long Beach areas, which are desperate for increased access to open space for recreation.

The Wrigley Heights Dog Park will be an example of how to maximize the usage of available open space. Instead of a fallow area, with minimal financial commitment we will be able to open a dog park to serve the community.

FISCAL IMPACT

There is no significant fiscal impact as a result of this action.



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



May 19, 2011

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

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best in the nation

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

RECOMMENDATION:

Approve proposed improvements to the 1.9-acre site located at the northwest corner of Wardlow Road and Golden Avenue for the creation of a dog park, which, as proposed, meets a recreational need in the city through an appropriately designed site; and, recommend to the Housing and Neighborhoods Committee, and the full City Council, that the new dog park be named Wrigley Heights Dog Park.

DISCUSSION

The first action before the Parks and Recreation Commission (Commission) is to review plans for a proposed dog park at Golden Avenue and Wardlow Road (Attachment). As stated in the City Charter, section 901 (b), the powers and duties of the Parks and Recreation Commission (Commission) are as follows:

“(a) Recommend to the City Manager, City Council, and Planning Commission the approval or rejection of plans for improvement of parkland for public recreation and for other purposes...”

The City Charter does not provide specific guidelines for the Commission to use in carrying out its powers and duties relative to park improvement plans. Thus, personal experience and expertise are the appropriate guides to such decisions.

Seventh District Councilmember James Johnson approached the Department of Parks, Recreation and Marine (Department) with a request to locate a dog park in the former police horse stable property, previously located on the proposed site, and has requested that the dog park be named Wrigley Heights Dog Park. The 1.9-acre site is currently passive green space with mulch and trees.

The proposed design will accommodate dogs with an entry/vestibule area for unleashing or holding dogs when entering or leaving the dog park section. Existing mulch will make up the surface material, the perimeter and division of the site will be identified by painted chain link fencing, and existing trees will provide shade. Dog pick-up bags, separate trash receptacles, benches and a water fountain will also be made available. The total cost of the project is estimated at \$11,600. These proposed improvements will provide a community requested, recreational amenity in this section of the city. The Commission is asked to review and recommend on the suitability of the proposed improvements and design.

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

The Commission is also asked to recommend the name Wrigley Heights Dog Park 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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- A name in honor of a person is not appropriate if that person have been overly recognized in the past; and,
- A name may be selected through a competition or a contest.

In accordance with this regulation, the naming of Wrigley Heights Dog Park is in keeping with the naming in honor of a recognized geographic area.

SUGGESTED ACTION:

Approve recommendation.

Respectfully Submitted,

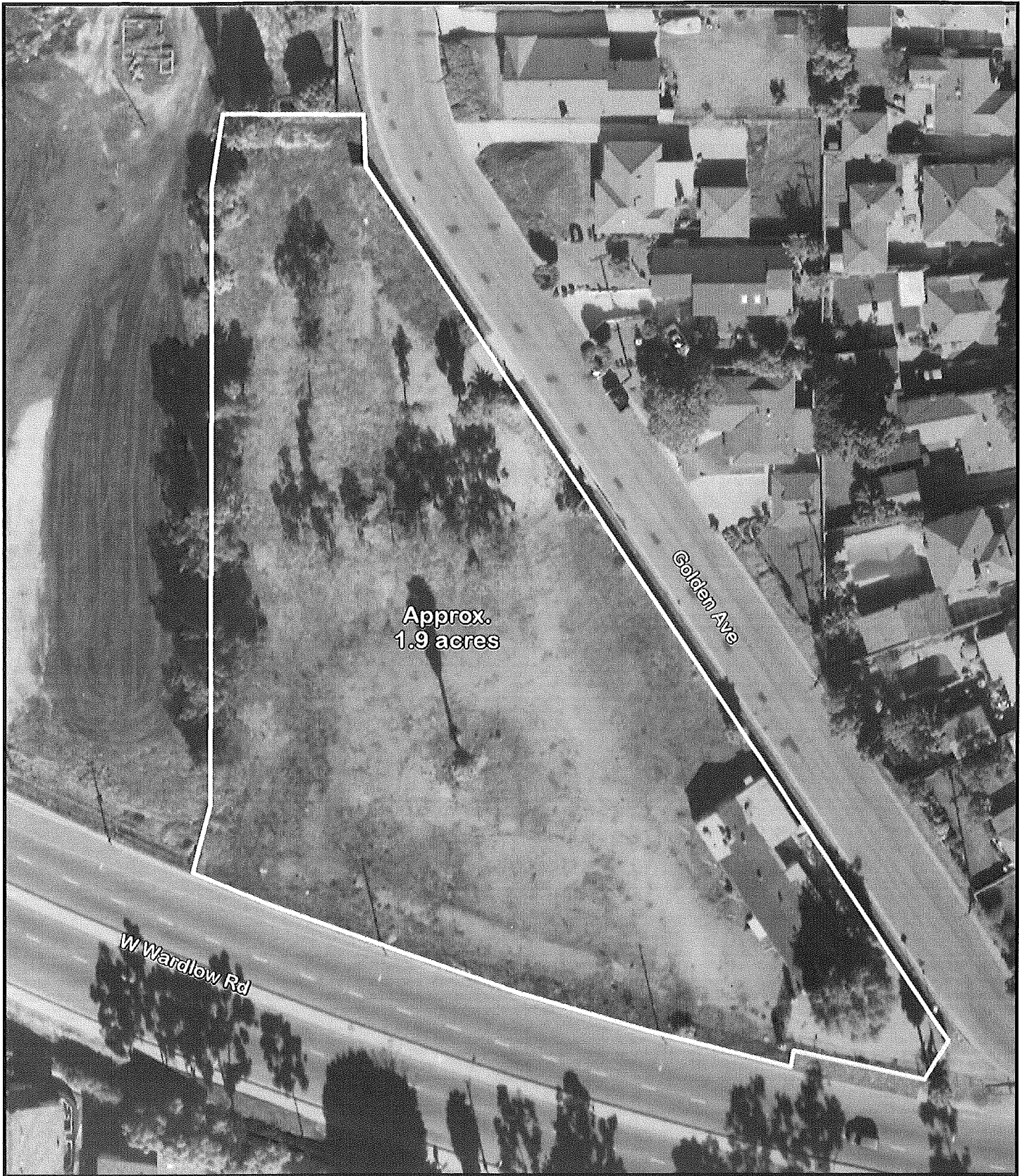


RAMON AREVALO
MANAGER
MAINTENANCE OPERATIONS

APPROVED:



GEORGE CHAPJIAN
DIRECTOR



Approx.
1.9 acres

Golden Ave

W Wardlow Rd



Wardlow Rd. and Golden Ave.
Potential Dog Park
Wrigley Heights #2

