

APPROVED
MAR 19 2015

REPORT OF GENERAL MANAGER

NO. 15-052

DATE: March 19, 2015

**BOARD OF RECREATION
& PARK COMMISSIONERS**

C.D. 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SILVER LAKE OFF-LEASH DOG PARK – AUTHORIZATION TO INSTALL CREATIVE SIGNAGE TO PROMOTE AND ENCOURAGE RESPONSIBLE DOG PARK ETIQUETTE AND RECEIPT OF DONATIONS FOR THE SILVER LAKE DOG PARK

R. Adams _____	*V. Israel _____
R. Barajas _____	K. Regan _____
H. Fujita _____	N. Williams _____



 General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the five (5) creative sign designs that were chosen through a public contest conducted by the Office of Councilmember Mitch O’Farrell-Council District 13 with the participation of Department of Recreation and Parks (RAP) and assistance from the North East Silver Lake Neighborhood Watch, the Silver Lake Dog Park Association, North Central Animal Shelter, and donors Trumark Homes and the Mark Company;
2. Direct staff to install signs featuring the approved five (5) designs at the Silver Lake Off-Leash Dog Park;
3. Authorize staff to install the approved signs at other RAP Off-Leash Dog Parks, subject to local community input; and
4. Accept the donations for the Silver Lake Dog Park as noted in the Summary of this Report, and give appropriate recognition to the donors pursuant to RAP policy.

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SUMMARY:

Silver Lake Dog Park is one (1) of RAP's nine (9) Off-Leash Dog Parks within the City of Los Angeles. RAP posts standard Los Angeles Municipal Code (LAMC) signs at all RAP dog parks, to communicate rules of use so everyone may enjoy a day at the dog park (Attachment A). The posted legal regulations include LAMC Section 53.49, which requires that dog defecation be immediately removed by the dog owner. Although the Silver Lake Dog Park is well liked by the community and dog park users, patrons and staff have found that the existing LAMC 53.49 signage is not fully effective, suggesting a new and innovative approach to remind dog owners to fulfill their responsibilities.

To implement a new approach to motivate dog owners, Council District 13 and representatives from the Silver Lake community suggested that RAP post creative dog etiquette signs to grab the dog owners' attention and remind them of their need to clean-up after their dog(s). With the help of RAP, Council District 13 hosted a Silver Lake Dog Park Etiquette Sign Design Contest, "Keeping It Clean", which began on August 1, 2014, and ended on January 14, 2015. The goal was to add five (5) etiquette signs with attractive new designs within the Silver Lake Dog Park to complement the standard posted legal notice(s). Contest information and rules were posted on Council District 13's website and communicated by word-of-mouth, fliers, and Facebook pages of RAP and Council District 13.

Twelve (12) sign designs were submitted under the contest from artists and members of various communities within Los Angeles, as well as an international entry. The submitted designs were judged by a committee made up from representatives of RAP, Council District 13, the Silver Lake Dog Park Association, the North East Silver Lake Neighborhood Watch, the North Central Animal Shelter, and the donors, Trumark Homes, a real estate developer in the Silver Lake community, and the Mark Company, a real estate marketing and sales firm representing Trumark

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Homes. The top five (5) designs chosen by the committee's votes are attached as Attachment B.

The Partnership Division recommends that the Board approve all five (5) winning designs as submitted by the contestants and authorize the winning designs to be used on signs at the Silver Lake Dog Park and other RAP off-leash dog park sites, if supported by their respective communities. The sign designs express the City's message to remind park patrons to remove their dog's defecation and thereby comply with LAMC Section 53.49. The signs address on-site activity and will not promote or advertise any business. The signs contain no commercial component. The signs are a type of "Information Sign", as defined in the LAMC Section 14.4.2. as they contain "instructions". Information signs are permitted under the City's Sign Regulations and may be temporary or permanent. The Board provided preliminary approval on October 15, 2014, to install such signage at the Silver Lake Dog Park (Report No. 14-266, Attachment C).

Additionally, taking advantage of the recent upgrade of Shade Structures (as part of the Silver Lake Recreation Center/Outdoor Park Improvements PRJ1202B Project), installed on September 19, 2014 at the Silver Lake Dog Park, community associated outreach and the Mark Company suggested a fundraising event for the Silver Lake Dog Park whereby Trumark homes would match each dollar raised by the community through October 26, 2014, up to \$5,000. The fundraising proceeds will help pay for the fabrication of the winning sign designs as well as other needed improvements at the Silver Lake Dog Park.

The top (5) five designs were recognized at a community event held at the Silver Lake Dog Park on February 2, 2015. The event included presentations of two (2) donation checks to RAP, one from Council District 13, in the amount of \$1,000 and the other from Trumark Homes, in the amount of \$2,500.

Staff has discussed the proposed dog park etiquette sign designs with the Principal Grounds Maintenance Supervisors from each RAP Region, and all support this effort to maintain the

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City's Dog Parks through creative sign designs developed through public participation. The proposed dog park etiquette sign designs were presented to, and supported by, the Facility Repair and Maintenance Task Force on March 4, 2015.

FISCAL IMPACT STATEMENT:

RAP's installation of dog park etiquette sign designs at Silver Lake Dog Park will have no adverse impact on RAP's General Fund as sign fabrication costs associated with the new etiquette signs will be paid through the fundraising efforts held at the Silver Lake Dog Park. Should community groups or organizations from other communities propose to use the subject dog park signs at other RAP off-leash dog parks, and the designs are supported by the communities adjacent to such dog parks, fabrication costs associated with the signs will be presented to such community groups and/or organizations for financial support through existing community group/organization funds or fundraising efforts similar to that of the Silver Lake off-leash dog park.

This report was prepared by Joel Alvarez, Senior Management Analyst and Leslie Richter, Senior Recreation Director I, Partnership Division.

Attachment A

Codes and Signs Posted at All City Off Leash Dog Parks

1. Dog defecation is to be immediately removed by owner (LAMC 53.49).	12. Absolutely no food or treats are allowed inside the park. The presence of food may lead to aggression.
2. Aggressive dogs are not allowed in the park. Dogs exhibiting unusually aggressive behavior are to be removed from the park at once (LAMC 53.34).	13. Alcohol is prohibited. (LAMC 41.27).
3. In the event of dog bite or injury owner/guardian must exchange current tag information and phone number (LAMC 53.29, 53.38).	14. Glass bottles and/or containers are not permitted in the park.
4. Dogs must not be unattended. (LAMC 53.10 and 53.12) any dogs left unattended will be taken to the shelter.	15. Grooming of dogs is prohibited in the park.
5. No smoking (LAMC 57.23.02).	16. Abandoning of animals is prohibited (497(s) P.C.).
6. For the health and safety of your puppy, no dogs under the age of four months are allowed to use the facility.	17. No bicycles, skateboards or rollerblades are permitted in the park.
7. . All dogs over the age of four months shall be fully vaccinated and licensed (LAMC 53.21, 53.51 and LAMC 53.28). All dogs must wear collars and tags.	18. Small children must be closely supervised by an adult at all times. Please discourage your child from running to minimize the chance of your child being chased.
8. Dogs with communicable diseases are not allowed on park premises at any time. (LAMC 53.30).	19. Please do not leave valuables in your vehicle; leave them at home or secure them out of view in your vehicle prior to leaving home.
9. Female dogs in any stage of heat are not permitted in the park (LAMC 53.29).	20. Permits are required for all commercial activities. Please call (818) 785-5798 for permit information.
10. Dogs must be leashed at all times in the parking area (LAMC 53.06.2).	21. Security Service Los Angeles Police Department can be contacted at (213) 978-4670.
11. Dogs only! Animals other than dogs are not permitted inside the park. This includes but is not limited to: Wolf hybrid (LAMC 53.39), cats, pot bellied pigs, rabbits, ferrets, rats, birds and reptiles.	22. All Dogs must be spayed or neutered (LAMC 53.15.2).

Attachment B

**Five Winners of Silver Lake Dog Park Sign Design Contest
“Keeping It Clean”**



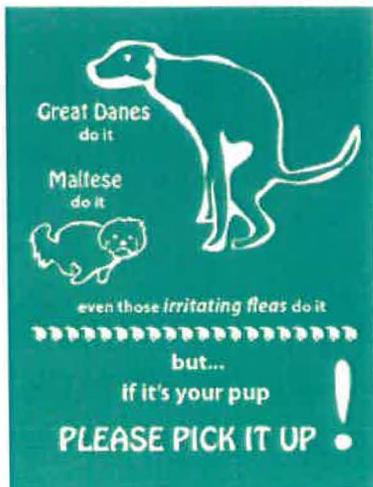
Artist: Robin Schneider



Artist: Cori Zuckerman Vallone



Artist: Lynn Koniecki



Artist: Lynn Koniecki



Artist: Alex Luri

Art. Lebedev Studio (Moscow)

Attachment C
Report No. 14-266

APPROVED
OCT 15 2014
BOARD OF RECREATION
AND PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 14-266

DATE: October 15, 2014

C.D. 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SILVER LAKE OFF-LEASH DOG PARK - PRELIMINARY
AUTHORIZATION TO INSTALL CREATIVE SIGNAGE TO PROMOTE
AND ENCOURAGE RESPONSIBLE DOG PARK ETIQUETTE

R. Adams
R. Barajas
H. Fujita

*V. Israel
K. Regan
N. Williams




General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the City of Los Angeles Department of Recreation and Parks' (RAP) participation in developing creative signage that inform patrons of dog park etiquette and support RAP's efforts to maintain the City's Dog Parks, through a public contest created, sponsored, and implemented by the Office of Councilmember Mitch O'Farrell-Council District 13 (Signage Contest), with the assistance from the North East Silver Lake Neighborhood Watch, and the Silver Lake Dog Park Association; and,
2. Grant preliminary authorization to install the five (5) preferred creative signage designs at Silver Lake Off-Leash Dog Park selected through the Council District 13 implemented Signage Contest and approved by the Board.

SUMMARY:

The 1.25-acre Silver Lake Off-Leash Dog Park (Silver Lake Dog Park) is one of the oldest and most popular dog park destinations for community dog owners, to socialize and enjoy the attractive views of the sprawling hillside homes. Adjacent to the Silver Lake Reservoir, a focal point for the community, the Silver Lake Dog Park provides a large area for dogs to run and play as well as a separate area for small or timid dogs.

Silver Lake Dog Park is one of RAP's nine (9) Off-Leash Dog Parks within the City of Los Angeles (City). RAP's Off-Leash Dog Parks are unstaffed. RAP posts standard Los Angeles

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Municipal Code (LAMC) signs at all RAP dog parks, to inform and attempt to maintain some level of control, so everyone may enjoy a day at the dog park (Attachment A). The posted legal regulations include LAMC 53.49, which requires that dog defecation be immediately removed by the dog owner. Although Silver Lake Dog Park is well liked, it has become clear that the existing LAMC 53.49 signage appears to be ineffective, requiring a new and innovative approach to motivate dog owners to fulfill their responsibilities.

Council District (CD) 13, the Silver Lake Dog Park Association, and the North East Silver Lake Neighborhood Watch are staunch supporters of the Silver Lake Dog Park. For the past five (5) years, these three (3) community groups, along with RAP, have come together annually to conduct a popular special event: The Howl-O-Ween Doggie Costume Pageant. This special event attracts over 200 participants and 80 dogs in costume. Recently these three (3) groups have played an intricate role in RAP's purchase and installation of greatly needed shade structures at the Silver Lake Dog Park, to provide shade for dog owners and their pets all year round. The shade structure installation is scheduled for mid-September 2014 and a shade structure dedication and dog park fundraiser event are scheduled to follow a week later.

Silver Lake community groups have noticed that some dog owners at the Silver Lake Dog Park neglect their legal responsibility for removal of dog defecation. This neglect leads to an unpleasant and malodorous environment. To address this concern, CD 13 and representatives from the Silver Lake Dog Park Association and the North East Silver Lake Neighborhood Watch, suggested that RAP post creative dog etiquette signs to grab the dog owners' attention and remind them of their need to clean-up after their dog(s).

In order to motivate community involvement on this issue, CD 13 is hosting a Dog Park Etiquette Sign Design Contest beginning August 1 and ending October 15, 2014. The goal is to add five (5) etiquette sign designs within the Silver Lake Dog Park to complement the standard posted legal notice. Contest Information and Rules are posted on CD 13's website. The public will be able to submit up to two (2) creative designs as directed by CD 13. The designs will then be judged by a committee made up from representatives of RAP, the Silver Lake Dog Park Association, the North East Silver Lake Neighborhood Watch, and Los Angeles Animal Services' Wildlife Program, the Mark Company, a local residential marketing and sales company, and other local animal welfare advocates. The top (5) five signs will be recognized at the 6th annual Howl-O-Ween Doggie Costume Pageant, on October 26, 2014. The five (5) winning sign designs will be presented to the Board of Recreation and Parks Commission for final approval.

The proposed signs will express the City's message (ie. to remind park patrons to remove their dog's defecation and thereby comply with LAMC Section 53.49). The signs will address on-site activity and will not promote or advertise a business. Therefore, the proposed signs will be non-commercial government speech. The signs would be a type of "Information Sign" as defined in

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LAMC Section 14.4.2 because they will contain "instructions". Information signs are permitted under the City's Sign Regulations. Information Signs may be temporary or permanent. An example of a creative etiquette sign design already used within the Chicago Park District, and a sample of the type of sign design we hope the contest will stimulate are attached (Attachment B).

Staff has discussed the proposed dog park etiquette sign designs with the Principal Grounds Maintenance Supervisors. Maintenance supports the efforts to maintain the City's Dog Parks through creative sign designs developed through public participation.

FISCAL IMPACT STATEMENT:

RAP's participation in the Dog Park Etiquette Sign Design Contest and the installation of dog park etiquette sign designs at Silver Lake Dog Park will have no adverse impact on RAP's General Fund as sign fabrication costs associated with the new etiquette signs will be paid from the fundraising efforts at the Shade Structure Dedication.

This report was prepared by Joel Alvarez, Senior Management Analyst and Leslie Richter, Senior Recreation Director I, Partnership Division.

Attachment A

Codes and Signs Posted at All City Off Leash Dog Parks

1. Dog defecation is to be immediately removed by owner (LAMC 53.49).	12. Absolutely no food or treats are allowed inside the park. The presence of food may lead to aggression.
2. Aggressive dogs are not allowed in the park. Dogs exhibiting unusually aggressive behavior are to be removed from the park at once (LAMC 53.34).	13. Alcohol is prohibited. (LAMC 41.27).
3. In the event of dog bite or injury owner/guardian must exchange current tag information and phone number (LAMC 53.29, 53.38).	14. Glass bottles and/or containers are not permitted in the park.
4. Dogs must not be unattended. (LAMC 53.10 and 53.12) any dogs left unattended will be taken to the shelter.	15. Grooming of dogs is prohibited in the park.
5. No smoking (LAMC 57.23.02).	16. Abandoning of animals is prohibited (497(s) P.C.).
6. For the health and safety of your puppy, no dogs under the age of four months are allowed to use the facility.	17. No bicycles, skateboards or rollerblades are permitted in the park.
7. All dogs over the age of four months shall be fully vaccinated and licensed (LAMC 53.21, 53.51 and LAMC 53.28). All dogs must wear collars and tags.	18. Small children must be closely supervised by an adult at all times. Please discourage your child from running to minimize the chance of your child being chased.
8. Dogs with communicable diseases are not allowed on park premises at any time. (LAMC 53.30).	19. Please do not leave valuables in your vehicle; leave them at home or secure them out of view in your vehicle prior to leaving home.
9. Female dogs in any stage of heat are not permitted in the park (LAMC 53.29).	20. Permits are required for all commercial activities. Please call (818) 785-5798 for permit information.
10. Dogs must be leashed at all times in the parking area (LAMC 53.06.2).	21. Security Service Los Angeles Police Department can be contacted at (213) 978-4670.
11. Dogs only! Animals other than dogs are not permitted inside the park. This includes but is not limited to: Wolf hybrid (LAMC 53.39), cats, pot bellied pigs, rabbits, ferrets, rats, birds and reptiles.	22. All Dogs must be spayed or neutered (LAMC 53.15.2).

Attachment B

Examples



Example of an etiquette design used at the Chicago Park District



Example of an etiquette design that can be submitted by the community