

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

[Handwritten signature]

[Handwritten signature]
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Withdrawn _____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

REPORT OF GENERAL MANAGER

PG. 2

NO. 14-266

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

REPORT OF GENERAL MANAGER

PG. 3

NO. 14-266

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