



AGENDA REPORT

Meeting Date: March 11, 2009
Item Number: E-2
To: Honorable Mayor & City Council
From: Steve Miller, Community Services Director
Subject: PROPOSED NAMING OF PLAY FIELD AT LA CIENEGA PARK
"FRANK FENTON FIELD," approval of sign concept and
requesting the Recreation and Parks Commission to return a
recommendation to the City Council on the location and preferred
design of the sign.

Attachments:

1. Exhibits
 - Picture/sample of plaque
 - Picture/map site location

RECOMMENDATION

Staff seeks direction from City Council to formally name the sports field presently referred to as the "K" field at La Cienega Park to Frank Fenton Field in recognition of Mr. Fenton's many years of dedicated service to the Beverly Hills community. Other direction includes concept for signage and request for Recreation and Parks Commission to provide the City Council a recommendation on location and design of sign.

INTRODUCTION

The Fenton family has requested City Council consideration of naming the turf area that is bound by the Academy Building to the north; Le Doux Road on the west; La Cienega Boulevard on the east and Olympic Boulevard on the south. In the 1970's, this area was an asphalt paved parking lot which served the former Water Treatment Plant Building and now houses the Academy Building. At the urging of Mr. Fenton, the asphalt was removed and the area was converted into a useable recreational space that complemented other play areas within the park and better served the growing needs of the Beverly Hills Little League. At or about that time, Mr. Fenton was serving as the Little League President and felt the City needed more recreational space to serve the youth of the community. For this reason the Fenton family feels this would be an appropriate location for

naming as a tribute to their father/husband for his many years of dedicated service to the Beverly Hills community.

DISCUSSION

The Fenton family would like monument style signage constructed and installed at both the Le Doux Road/Olympic Boulevard corner and at the La Cienega Boulevard/Olympic Boulevard corner of the sports field site with the proposed name. Staff recommends that the Recreation and Parks Commission discuss signage options for a large plaque mounted on a raised concrete pedestal in the north end of the play field as indicated on the attached map. A proposed bronze plaque could be 10" X 18" mounted on concrete, flush in the lawn adjacent to the walkway as indicated on attached site map, or a plaque approximately 15"-21" wide by 20"-26" in height, made of bronze material mounted on a raised pedestal approximately 36"-40" above grade and a width of 18"- 24" X "23-29", similar to the pedestal/plaque at Will Rogers Memorial Park adjacent to the pond. The plaque could include reference to Mr. Fenton's contributions to the community through his years of service and positions held. This is the suggested minimum and maximum size to be considered and is consistent with other informational plaques housed within the City's park system.

FISCAL IMPACT

Staff estimated this project cost to range from \$500 - \$4,000. Funds are currently available in FY 08/09 CIP Account Number 0343, Park Facilities Renovation Projects - La Cienega Park.

 Scott Miller
Finance Approval

Steve Miller 
Approved By



Academy Building

Proposed Field Name Plaque Location

Olympic Boulevard

34°03'36.98" N 118°22'34.78" W

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elev. 129 ft

Oct 8, 2007

Eye alt 1038 ft

Google

CITY OF BEVERLY HILLS

WILL ROGERS MEMORIAL PARK



"I never met a man I didn't like."
WILL ROGERS 1879-1935

It was in the year of 1935 that the City of Beverly Hills was first approached by the Will Rogers Memorial Association, a group of citizens who had gathered to honor the memory of the famous humorist and aviator. The association had been formed in 1934 and had been successful in raising funds for the construction of a monument to Will Rogers in Beverly Hills. The monument was dedicated in 1935 and was the first of its kind in the city.

The monument is a bronze relief sculpture of a biplane, the Will Rogers biplane, which was the aircraft in which he was killed. The sculpture is mounted on a pedestal and is surrounded by a circular base. The base is inscribed with the name of the monument and the date of its dedication. The monument is a fitting tribute to the life and achievements of Will Rogers.

The City of Beverly Hills is proud to have the Will Rogers Memorial Park as a part of its heritage. The park is a beautiful and peaceful place, and it is a fitting tribute to the life and achievements of Will Rogers.