



A Community Introduction

COMPANION ANIMAL CENTER

at Point Vicente, Rancho Palos Verdes



“I have always believed in the power of animals to bring comfort and companionship to people. There is no doubt in my mind that an innovative center for companion animals at Lower Point Vicente could deepen the community’s understanding of the enormous role these animals play in our lives and serve as a national model for other communities to follow in the future. I am grateful to the members of the community who have helped us study the opportunities to create something truly special.” — WALLIS ANNENBERG *philanthropist*

Wallis Annenberg is vice president of the Annenberg Foundation, one of the largest family foundations in the United States. Wallis serves on the Foundation’s board of trustees, which is comprised of three generations of family members, including Mrs. Leonore Annenberg and Wallis’s children—Lauren Bon, Charles Weingarten, and Gregory Weingarten. A Los Angeles resident, Wallis strives to improve the well-being of people and communities throughout the world. She has spent much of her life focused on philanthropy and is dedicated to companion animal welfare, education, communications, arts and culture, medical research, social justice, and environmental stewardship.

Strengthening the Human & Animal Bond



AN EXCITING COLLABORATION

The Annenberg Foundation has been working closely with the Rancho Palos Verdes community to study the potential benefits and opportunities of a Companion Animal Center at Lower Point Vicente. Philanthropist Wallis Annenberg took an interest in Point Vicente because she recognized that Palos Verdes residents value quality of life, community volunteerism, and education. As the study nears completion and as interest about the concept grows, this brochure is intended to introduce the project to the broad community.

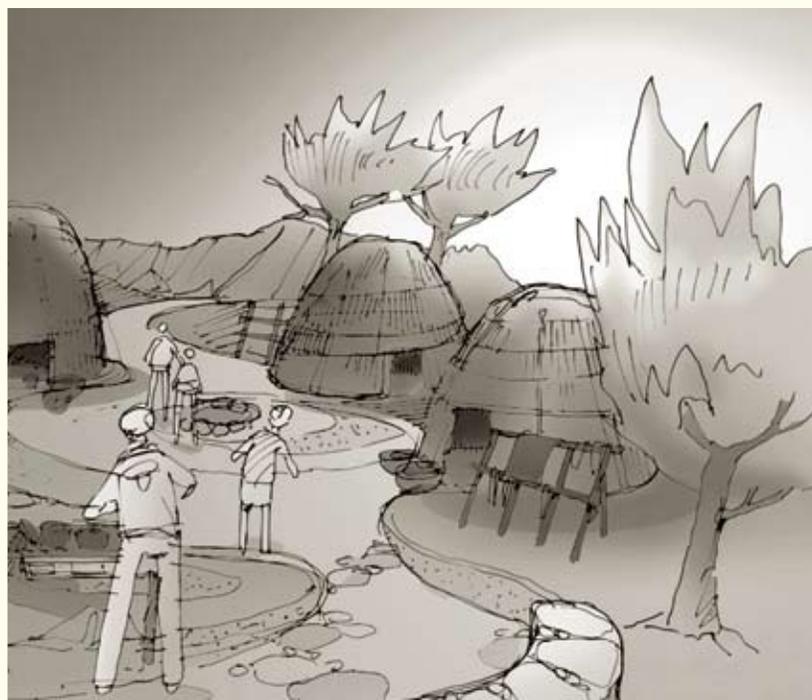
A STATE-OF-THE-ART CENTER WITH LOCAL ROOTS & NATIONAL IMPACT

The Companion Animal Center is envisioned as an inspiring and welcoming space that would serve the Palos Verdes community by helping people increase their understanding of the role dogs and cats play in daily life. The Center would focus on providing education, volunteer and community service opportunities, behavioral modification programs, animal adoption, and medical services housed together at a state-of-the-art facility.

Interactive exhibits would provide opportunities for families to learn about animal science, behavior, and care; and would also explore the history of companion animals in our culture. The Center would serve as a resource to the Palos Verdes Peninsula Unified School District with opportunities to enhance curriculum and offer enrichment programs. The Center would also serve animal care specialists with professional development opportunities, enabling them to strengthen their service to the immediate and worldwide community.

AN ACT OF PHILANTHROPY

The construction of the project would be a charitable gift from the Annenberg Foundation under the leadership of Wallis Annenberg. Ongoing operations and maintenance would also be underwritten by the Foundation.



Committed to Our Community & Connected to Point Vicente



GOOD NEIGHBORS

The Companion Animal Center would offer a warm and inviting atmosphere with many activities for families and children. The Center would partner with local veterinarians and others to help families ensure the health and vitality of their dogs and cats.

PRESERVING A BEAUTIFUL SPACE

Nestled along the coast on a site adjacent to the Point Vicente Interpretive Center and Lighthouse, the Companion Animal Center would preserve and enhance the natural beauty of the area, while integrating seamlessly into the natural surroundings. Parking, landscaping, and community amenities would be improved and expanded. The site landscaping would incorporate environmentally sensitive practices, including efficient use of storm water runoff and a range of native plants and materials. From the perspective of adjacent neighborhoods, the building would “disappear” into the natural landscape.

A BLEND OF DISCOVERY AND INNOVATION

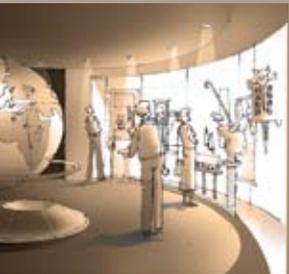
Outdoor exhibits integrate with the mission of the Point Vicente Interpretive Center. Experiences under consideration include the changing ecosystem of the area, a reconstructed Tongva/Gabrielino Village to teach the history of early explorers, an exploration of the similarities and differences between wildlife and domesticated animals, an interactive archeological dig for elementary school-age children, a water conservation garden, and ecology stations.



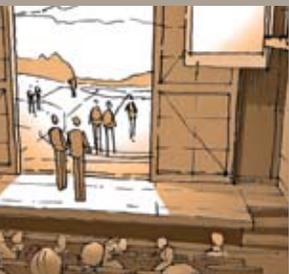
The Companion Animal Center would be located adjacent to the Point Vicente Interpretive Center and Lighthouse.



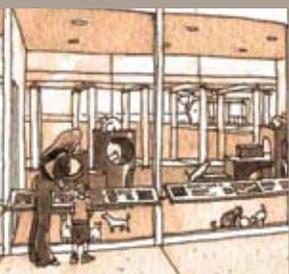
The landscape design of the site would preserve and enhance the beauty of neighboring areas, while integrating seamlessly into the natural surroundings.



An introductory educational exhibit would outline the transition of companion animals, from wild to domesticated.



A high-technology theater would allow forums for group discussions and demonstrations.



A viewing area would allow visitors to observe companion animals available for adoption.



- A Point Vicente Interpretive Center
- B Companion Animal Center
- C Outdoor Exhibit Area
- D Promenade & Drop -Off Areas
- E Expanded Group Picnic Area
- F Parking
- G Existing Picnic Area to Remain
- H Grassland/Habitat Restoration
- I Trailhead

State-of-the-Art Learning and Animal Services



FEATURES OF THE COMPANION ANIMAL CENTER WOULD INCLUDE:

Innovative Design

- Building, landscaping, and exhibitions that complement the Point Vicente Interpretive Center and surrounding community
- Inspirational use of educational exhibits, architecture, and art

Community Education

- Exhibits that introduce visitors to the facility and animal science, as well as enhance the understanding of the care of companion animals and their importance to humans
- Volunteer and community service opportunities for youth and adults
- Classes and curricula for the Palos Verdes Peninsula Unified School District
- Lectures, films, demonstrations, and panel discussions

Assistance with Companion Animal Adoption

- Home-style viewing areas for dogs and cats
- Adoption counseling rooms
- Companion animal socialization rooms

Companion Animal Care and Humane Education

- Behavior modification programs
- Workshops and counseling
- Medical treatment for animals at the Center
- Cutting-edge technology for lectures and video conferencing for animal care professionals and the community
- A private area for families and a bereavement garden

Community Advisory Cabinet



Barbara Dye, Executive Director
Palos Verdes Peninsula Land Conservancy

Dina Garbis, Dog Trainer/Behaviorist

Jackie Ott Jaakola, Community Liaison on behalf of
the Annenberg Foundation

Cassie Jones, DVM, Point Vicente Animal Hospital

Susan Liberati, Ed.D., Assistant Superintendent
Curriculum and Instruction
Palos Verdes Peninsula Unified School District

Diana McIntyre
Curator and Docent Program Coordinator
Point Vicente Interpretive Center
City of Rancho Palos Verdes

Ara Michael Mihranian, AICP, Principal Planner
City of Rancho Palos Verdes

Henry Ott, President
Docents of Los Serenos de Point Vicente

Jody Pastell, Director of Curriculum and Instruction
Palos Verdes Peninsula Unified School District

Vic Quirarte, Past President
Docents of Los Serenos de Point Vicente

Joel Rojas, AICP, Director of Planning,
Building and Code Enforcement
City of Rancho Palos Verdes

Holly Starr, Recreation Services Manager
City of Rancho Palos Verdes

The Annenberg Foundation would like to thank these individuals for their observations, insights, and recommendations. Participation on the Cabinet does not necessarily constitute an endorsement of the project by them or their affiliated organizations.

The Concept Development Team



To study and plan the proposed Companion Animal Center, the Foundation also assembled a team of expert consultants.

Howard Litwak, Project Manager

Over 25 years of experience with exhibition planning, design, and project management for museums and cultural institutions nationally.

Thomas Martin and Jason Drebitko

ConsultEcon, Inc.

Economic and Management Consultants specializing in museums, visitor and interpretive centers, and zoos providing services of market and financial feasibility studies, development strategies, economic impact evaluations, project implementation, and management and operations analysis.
www.consultecon.com

George Miers, Architecture and Planning

George Miers and Associates

Most recently specializing in many world-class animal adoption and humane education centers. Examples are the San Diego Humane Society and SPCA and Tony La Russa's Animal Rescue Foundation.
www.gmaarchitects.com

Melani Smith and Rebecca Finn

Melendrez

Working closely with the City of RPV and PVPLC on the Coastal/Preserve Vision Plan. Have extensive landscape architecture and planning experience working within parks, historic areas, preservation, and public use.
www.melendrez.com

Bill Smith, Tim Halloran, Bill Chiaravalle

Storyline Studio

Exhibition planning and design firm specializing in science centers, history museums, cultural centers, and other educational environments.
www.storylinestudio.com

The leadership, senior management, and staff of the Foundation have worked actively in the community during the study for this proposed project. Among them have been Wallis Annenberg, Vice President and Trustee; and Leonard Aube, Managing Director.

Community Comments



City leaders, school representatives, teachers, students, veterinarians, and neighbors have commented on the concept of a Companion Animal Center as part of the Peninsula’s Vision Plan for Lower Point Vicente. Here’s what a couple of them have to say:

“We have the opportunity, through education and outreach, to invest in the future by improving the treatment of companion animals, wildlife, and people at home and around the world.” – Cassie Jones, DVM, Point Vicente Animal Hospital

“I support the Annenberg plan for Lower Point Vicente as it will be an asset to our city. It features an enhanced park that will include venues for students, such as an archeological dig, a Tongva Indian village, a geological display and an animal education center. It’s a win-win opportunity for Ranchos Palos Verdes.” –Vic Quirarte, Community Leader and Past President, Docents of Los Serenos de Point Vicente

The Annenberg Foundation: A Growing Presence in the Region



Since the opening of its Los Angeles office five years ago, nearly a quarter billion dollars have been granted to nonprofits throughout Southern California. In South Bay cities, dozens of organizations have been helped, including the Palos Verdes Peninsula Land Conservancy, the Peninsula Education Foundation, the Torrance Memorial Hospital, Dapplegray Elementary School Booster Club, Switzer Center, Los Angeles Maritime Institute, Friends of Cabrillo Marine Aquarium, and the Marine Animal Rescue, Rehabilitation, and Release Into the Natural Environment. The Annenberg Foundation’s commitment continues to grow in Palos Verdes with its study for the proposed Companion Animal Center.

