



Date: August 4, 2009
To: Honorable Mayor and City Council
From: Councilman Dee Andrews, Chair, Housing and Neighborhoods Committee
Subject: **RENAME SOMERSET PARK TO CHRISSY STRONG-MARSHALL PARK**

The Housing & Neighborhoods Committee, at its meeting held July 21, 2009, considered communications relative to the above subject.

It is the recommendation of the Housing and Neighborhoods Committee to the City Council that the communications be received and approved.

Respectfully submitted,

HOUSING AND NEIGHBORHOODS COMMITTEE

Councilman Dee Andrews, Chair

Prepared by:
Gloria Harper



Date: July 21, 2009
To: Members of the Housing and Neighborhoods Committee
From: Phil T. Hester, Director of Parks, Recreation and Marine
Subject: Recommendation to rename Somerset Park as "Chrissy Strong-Marshall Park"

DISCUSSION

On May 12, 2009, Sixth District Councilmember Dee Andrews and Seventh District Councilmember Tonia Reyes Uranga sent a memo (Attachment A) to the Mayor and Members of the City Council requesting that Somerset Park, located at the corner of Carson Street and Walnut Avenue (Attachment B), be renamed "Chrissy Strong-Marshall Park."

Pursuant to Administrative Regulation (AR) 8 – 7, the City Council referred the request to the Parks and Recreation Commission and the Housing and Neighborhoods Committee.

The Parks and Recreation Commission considered this request at their July 16, 2009 meeting (Attachment C), 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.

Renaming the park site Chrissy Strong-Marshall Park is appropriate under the category of having “served the City of Long Beach in an exceptional or distinguished manner.”

Chrissy Strong-Marshall began her career with the City of Long Beach, Department of Parks, Recreation and Marine, in 1990, as a Recreation Leader Specialist at Somerset Park. She quickly became known in the community for her passion and dedication to the children and families that she served. Ms. Strong-Marshall was instrumental in developing and implementing multiple recreation programs at Somerset Park and was eventually promoted to the position of Community Recreation Bureau Manager, overseeing all recreation programs for the City of Long Beach. She was a tireless advocate for the youth of Long Beach. She fought hard for kids that lived in Long Beach to ensure that they always had an opportunity to play on a youth sports team, or simply had a safe place to do their homework after school.

Chrissy Strong-Marshall passed away on March 20, 2009, after a prolonged illness. The Seventh District Council office received numerous requests to rename Somerset Park in her honor because of her dedication to the community. Staff has completed research on the existing park name and does not feel that there are any conflicts or issues in changing the name of the park. Although it has been less than one year since she passed away, Ms. Strong-Marshall's dedication and engagement with the community, and especially with the children in the community, warrant an exception to policy in this case. Renaming the park site at the corner of Carson Street and Walnut Avenue Chrissy Strong-Marshall Park is appropriate and in conformance with AR 8–7.

Finally, AR 8–7 recommends that there be a one-year period between the death of a person and the naming of a facility in their honor. This is intended to provide a time of reflection so that something is not named for someone that does not deserve the honor out of the emotions of the grieving period. In this case, the obvious achievements of Chrissy Strong-Marshall make the need for a period of reflection unnecessary and warrant an exception to that guideline.

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 renaming Somerset Park as Chrissy Strong-Marshall Park is appropriate and refer the recommendation to the City Council for approval.

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Attachments

APPROVED:



PATRICK H. WEST
CITY MANAGER



R-13

ATTACHMENT A

Date: May 12, 2009

To: Honorable Mayor and Members of the City Council

From: Council Member Dee Andrews, Sixth District /s/
Council Member Tonia Reyes Uranga, Seventh District /s/

Subject: **Naming of Parks and Open Space Development Sites (REVISED)**

The Seventh District office held meetings with the Department of Parks, Recreation and Marine regarding the naming of open space sites in the 7th District consistent with Administrative Regulation 8-7. The regulation applies to the naming of all public land, buildings, and facilities and provides several policies to guide the consideration of a naming request, including:

- 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 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;

Several names were considered for four potential sites located at:

1. A landscaped parcel at DeForest and Pacific Coast Highway
2. A neighborhood park along the LA River between 21st and Hill Street
3. An undeveloped site at Baker Street and Golden Avenue
4. An undeveloped site at Wardlow Road and Golden Avenue

While consensus was reached to name parcel #1 Cressa Park in recognition of the native plant that is considered a "topographic feature" to the area, the names considered for the other three sites warrant further consideration.

In addition to the above-mentioned sites, the Council office received numerous requests to rename Somerset Park in honor of recently deceased city employee, Christine Strong-Marshall who served the community with distinction in the Department of Parks, Recreation and Marine.

Recommended Action: **Refer to Parks and Recreation Commission and Housing and Neighborhood Committee in accordance with Administrative Regulations for consideration of naming parks and open space sites.**

Somerset Park



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Attachment C

CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



July 16, 2009

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

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City of Long Beach
California

RECOMMENDATION:

Recommend to the Housing and Neighborhoods Committee and the full City Council that it is appropriate to rename Somerset Park as "Chrissy Strong-Marshall Park."

DISCUSSION

The action before the Parks and Recreation Commission is to recommend the change of the name of a park. This is not expressly included in the duties of the Commission in either the City Charter or the Municipal Code, but is included in the Administrative Regulations, AR 8-7.

On May 12, 2009, Sixth District Council Member Dee Andrews and Seventh District Council Member Tonia Reyes Uranga sent a memo (Attachment A) to the Mayor and members of the City Council requesting that Somerset Park, located at the corner of Carson Street and Walnut Avenue (Attachment B), be renamed "Chrissy Strong-Marshall Park."

Pursuant to Administrative Regulation AR 8-7, the City Council referred the request to the Parks and Recreation Commission for consideration of the proposed name. The Parks and Recreation Commission recommendation will be transmitted to the City Council.

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 or distinguished manner may be appropriate if warranted by service of major significance;

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

MEMBERS OF THE PARKS AND RECREATION COMMISSION

July 16, 2009

Page 2

- 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.

The Parks and Recreation Commission is asked to recommend whether Chrissy Strong-Marshall Park is an appropriate name for the park. Referring back to the naming policies in AR 8-7, the name is appropriate because Ms. Strong-Marshall served the community in an exceptional and distinguished manner during her tenure with the Department of Parks, Recreation and Marine.

Chrissy Strong-Marshall began her career with the City of Long Beach, Department of Parks, Recreation and Marine, in 1990, as a Recreation Leader Specialist at Somerset Park. She quickly became known in the community for her passion and dedication to the children and families that she served. Ms. Strong-Marshall was instrumental in developing and implementing multiple recreation programs at Somerset Park and was eventually promoted to the position of Community Recreation Services Bureau Manager, overseeing all recreation programs for the City of Long Beach. She was a tireless advocate for the youth of Long Beach. She fought hard for kids that lived in Long Beach to ensure that they had an opportunity to play on a youth sports team or simply had a safe place to do their homework after school.

Chrissy Strong-Marshall passed away on March 20, 2009, after a prolonged illness. The Seventh District Council office received numerous requests to rename Somerset Park in her honor because of her dedication to the community. Although it has been less than one year since she passed away, Ms. Strong-Marshall's dedication and engagement with the community, and especially with the children in the community, warrant an exception to policy in this case. Naming the park site at the corner of Carson Street and Walnut Avenue Chrissy Strong-Marshall Park is appropriate and in conformance with AR 8-7.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



SANDRA J. GONZALEZ
MANAGER
PLANNING AND DEVELOPMENT

Concurred by,



PHIL T. HESTER
DIRECTOR