



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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

selected **best in the nation**

June 13, 2013

MEMBERS OF THE PARKS AND RECREATION COMMISSION
City of Long Beach
California

RECOMMENDATION:

Recommend the name Promenade Square Park to the Housing and Neighborhood Committee for the park site located at 215 E. 1st Street. (District 2)

DISCUSSION

On May 7, 2013, Second District City Councilmember Suja Lowenthal requested that the Mayor and Members of the City Council refer to the Parks and Recreation Commission a request to recommend a name for the park site at 215 E. 1st Street (Attachment A). The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee and the full City Council.

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;

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- 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 have been overly recognized in the past; and,
- A name may be selected through a competition or a contest.

In accordance with this regulation, the name referred to the Parks and Recreation Commission, Promenade Square Park, reflects both a recognized geographic and historic feature of the City. This park site was originally developed in the early 1980's as an amphitheater to support the planned office, retail and nightlife entertainment planned along the Promenade.

Funded by the former Long Beach Redevelopment Agency (RDA), the Park was reconstructed in 2010 as a part of the mid-block portion the Promenade Master Plan, which incorporated pedestrian-oriented improvements on the three blocks of The Promenade from Ocean Boulevard to the north side of 3rd Street, the project transformed a stark, underutilized, concrete pedestrian walkway and performance venue into a safe, friendly, and beautiful space for residents, visitors and business people in the Downtown to enjoy. Promenade Square is a 0.65 acre park space in Downtown Long Beach with a stage/performance area, a water feature and public art.

SUGGESTED ACTION:

Recommend the name Promenade Square Park for the park located at 215 E. 1st Street and forward to the Housing and Neighborhoods Committee and the full City Council.

Respectfully submitted,



RAMON AREVALO
MANAGER
MAINTENANCE AND DEVELOPMENT

APPROVED:

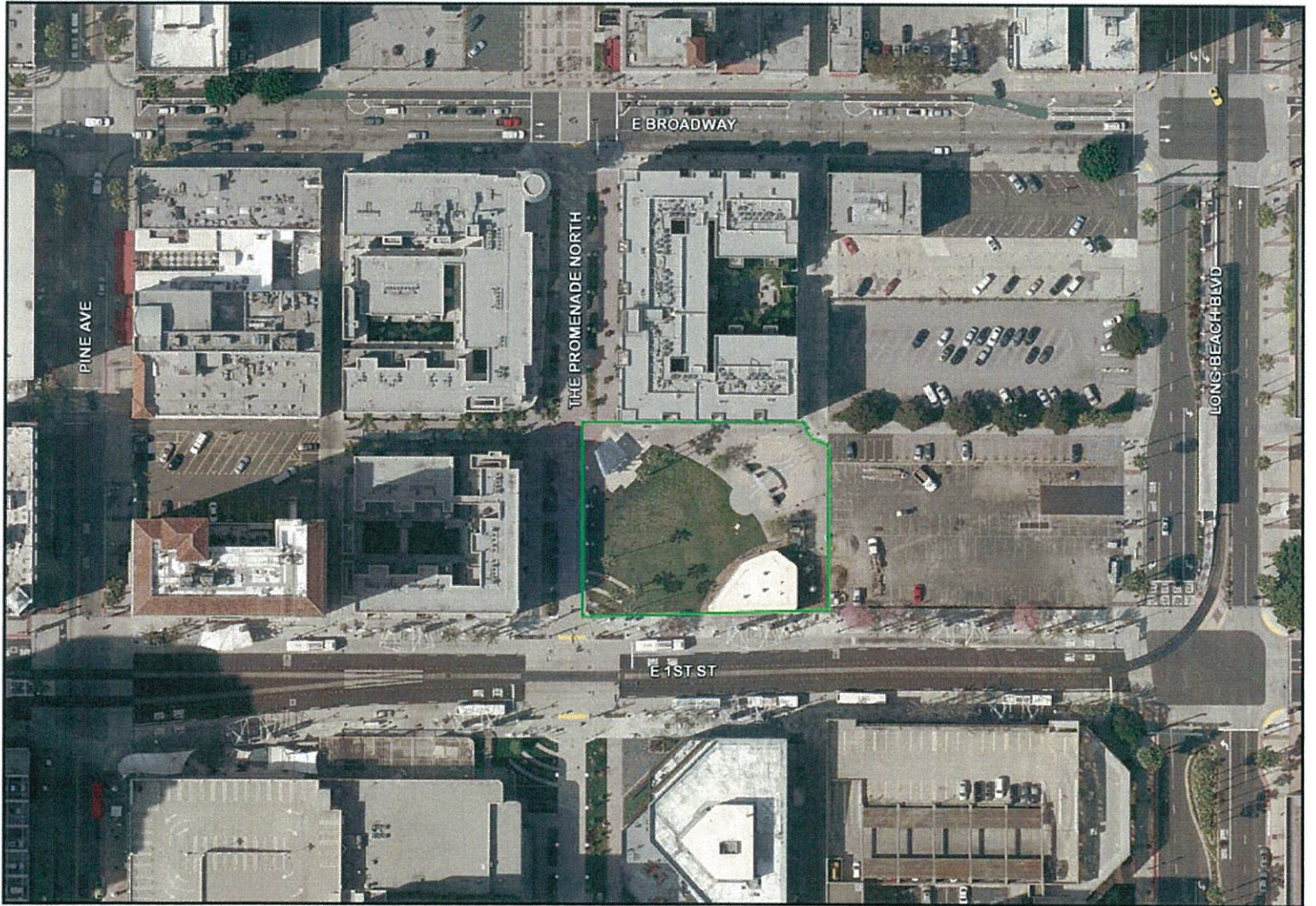


GEORGE CHAPJIAN
DIRECTOR

RA:AMM

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Attachment: Aerial Map



Promenade Square Park

0 20 40 60 80 100 Feet



Memorandum

To: Mayor and City Council
From: Suja Lowenthal, Second District
Subject: Promenade Square Park

May 7, 2013

REQUESTED ACTION:

Request to refer the name "Promenade Square Park" to the Parks and Recreation Commission as well as the Housing and Neighborhoods Committee for the park located adjacent to the pedestrian promenade between First Street and Broadway.

BACKGROUND INFORMATION:

Promenade Square opened on July 24, 2010, completing construction of the mid-block portion of the promenade that included residential units, Long Beach Transit Mall and the Bikestation. As part of a larger Redevelopment Agency project that completely redeveloped the original promenade and outdoor amphitheater, Promenade Square became the working project name during construction and was adopted thereafter by city staff and residents. With the demise of Redevelopment, Promenade Square was handed over to the Department of Parks, Recreation and Marine. As part of the City's Administrative Regulations for naming public land, Parks, Recreation and Marine staff recommended that a name be formally adopted by the Parks and Recreation Commission and the Housing and Neighborhoods Committee. In accordance with those regulations, "Promenade Square" reflects the geographic and historic feature of Downtown Long Beach.

Promenade Square is 28,525 sq. ft. of park space in Downtown with a stage/performance area, a water feature and an adjacent aerial plaza public art sculpture by Carl Cheng. It has become a hub for downtown social events hosting music performances, movie nights and Promenade Area Residential Association activities.

FISCAL IMPACT

There is no fiscal impact.