



**R-13**

**Date:** August 2, 2011  
**To:** Honorable Mayor and City Council  
**From:** Councilman Dee Andrews, Chair, Housing and Neighborhoods Committee  
**Subject:** **HARVEY MILK PROMENADE PARK**

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The Housing and Neighborhoods Committee, at its meeting held Tuesday, July 19, 2011, considered communications relative to the above subject.

It is the recommendation of the Housing and Neighborhoods Committee to the City Council to name the future park at 3<sup>rd</sup> Street and Promenade "Harvey Milk Promenade Park."

Respectfully submitted,

HOUSING AND NEIGHBORHOODS COMMITTEE

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Councilman Dee Andrews, Chair

Prepared by:  
Gloria Harper

11/11/11 10:00 AM



**Date:** May 19, 2011  
**To:** Housing and Neighborhoods Committee Staff  
**From:** Larry Herrera, City Clerk  
**Subject:** City Council Referral to the Housing and Neighborhoods Committee

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At the City Council meeting held Tuesday, May 17, 2011, the following agenda item was referred to the Housing and Neighborhoods Committee:

**HARVEY MILK PROMENADE PARK**

Councilmember Garcia moved, seconded by Vice Mayor Lowenthal, that the communication be received and referred to the Housing and Neighborhoods Committee.

LARRY G. HERRERA  
City Clerk

Prepared by:  
Gloria Harper

Attachment

cc: Patrick West, City Manager  
Suzanne Frick, Assistant City Manager  
Reginald I. Harrison, Deputy City Manager





City of Long Beach

Office of Robert Garcia  
Councilmember, First District

Revised

~~R-20~~

**Date:** May 17, 2011  
**To:** Honorable Mayor and Members of the City Council  
**From:** Councilmember Robert Garcia, First District   
Vice Mayor Suja Lowenthal, Second District   
**Subject:** Harvey Milk Promenade Park

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**Background:** Long Beach has long been a recognized international leader on issues of equality, fairness, and other causes important to the LGBT community. Our city has a large LGBT population, one of the nation's most popular PRIDE festivals, and recently passed the Equal Benefits Ordinance. The City Council is also on record opposing Proposition 8, and support Gay Marriage.

Harvey Milk, the former San Francisco Supervisor who was assassinated in office, is our nation's most recognized and celebrated LGBT leader. Once known as "The Mayor of Castro Street," he became the first openly gay person to be elected to office in California, and the first gay male elected official in American history, and went on to bring mainstream attention and support to the LGBT movement with his courage, inspiring oratory, warm personality, and unmistakable commitment to social justice. Known for his street speeches with a megaphone, Milk was able to build nontraditional coalitions, including a strong alliance between the LGBT community and organized labor. His accomplishments on behalf of the people of California cannot be overstated; as one of our most important civil rights icons, he is a hero to LGBT individuals and allies.

Despite the prominence of the LGBT community in Long Beach, little visible public recognition of this population exists within the City. In fact, this would be the first public park to be named after an openly Gay or Lesbian person. The rehabilitation of the Promenade provides a perfect opportunity to honor Harvey and highlight the importance of the LGBT movement and community to the City of Long Beach in a very public, prominent way. The North Park, at 3rd and Promenade, is scheduled to begin construction and planning later this year. This park is the final development of the three-block promenade development.

Naming the new park development after Milk, and placing an artistic tribute to him there, would aptly communicate to visitors and residents the significance of LGBT equality for Long Beach, the influence of Harvey on the LGBT movement and thus on our City, and the commitment of the City of Long Beach to honoring and advocating for equality for the LGBT community.

To honor and remember Harvey's passion for public activism, the centerpiece of Harvey Milk Park will be a free speech platform, which will provide an opportunity for people to gather and honor Harvey Milk's legacy in a profoundly meaningful way.

**Recommendation:** Request the Housing & Neighborhoods Committee and the Park & Recreation Commission consider naming the future park at 3rd & Promenade "Harvey Milk Promenade Park," and report back to Council with recommendation

**Fiscal Impact:** There is no significant fiscal impact associated with this action.

From: "Karen Highberger" <khighberger@earthlink.net>  
To: "district5" <district5@longbeach.gov>, "district1" <district1@longbeach.gov>, "district2" <district2@longbeach.gov>, "district3" <district3@longbeach.gov>, "district4" <district4@longbeach.gov>, "district6" <district6@longbeach.gov>, "district7" <district7@longbeach.gov>, "district8" <district8@longbeach.gov>, "district9" <district9@longbeach.gov>, "mayor" <mayor@longbeach.gov>  
Date: 05/17/2011 11:47 AM  
Subject: 3rd and Promenade Park name

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*KHO*

Dear Mayor Foster and Council Members,

In regards to the proposed naming of the park at 3rd and the Promenade in honor of Harvey Milk, I would like to suggest an alternative. This area is home to the 1938 Works Progress Administration mural that was originally on the Long Beach Municipal Auditorium. It has been at it's current location since 1982. The mural is a Long Beach Historic Landmark and measures 22' X 33'. At the time of it's installation, it was the biggest achievement of the Federal Arts Program. It depicts a scene of Long Beach outdoor activities-swimming, fishing, picnicking, etc. Forty artists worked on the project. The fact that it is such an important piece and that it has survived is reason to celebrate and acknowledge. I believe it would be better to name the park area a name that celebrates Long Beach and this important City landmark. The suggestion of Unity Park is more in the spirit of what this mural portrays. To name a park that is home to a long standing Long Beach treasure for someone from San Francisco does not seem right to me. We should celebrate the unity and diversity of Long Beach-the unity of our past , our present and our future. I understand Harvey Milk's contribution to the LGBT community, but I think the mural is too important to ignore. I know the timing of this vote coincides with Gay Pride Weekend and Harvey Milk's birthday, but I think the name should be carefully considered and not rushed through. Possibly, the Council should reach out to the preservation community in Long Beach for some input. Thank you for your consideration of my suggestion.

Best Regards,

Karen Highberger

[khighberger@earthlink.net](mailto:khighberger@earthlink.net)  
EarthLink Revolves Around You.



City of Long Beach

Office of Robert Garcia  
Councilmember, First District

**Date:** May 17, 2011  
**To:** Honorable Mayor and Members of the City Council  
**From:** Councilmember Robert Garcia, First District  
**Subject:** FYI: Support for Harvey Milk Promenade Park

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The naming process for "Harvey Milk Promenade Park" began months ago, with local Downtown residents and members of the LGBT community meeting to discuss plans for the proposed park location in the First Council District.

The Downtown Residential Council, which represents all 6 of the Downtown Neighborhood Associations, as well as all 3 of the individual Neighborhood Associations that surround the park, are in support of naming the park after the most significant LGBT civil rights leader in our nation's history, Harvey Milk, and honoring local Long Beach LGBT leaders at the park as well.

Please find attached letters of support for naming the new park at Promenade and 3<sup>rd</sup> "Harvey Milk Promenade Park" after the LGBT and civil rights leader from California.

*The following groups and organizations have officially expressed support for this name:*

Downtown Residential Council (DRC) – Represents 6 Downtown neighborhood associations

North Pine Neighborhood Alliance (NPNA) – Represents the neighborhood in which the park is located

Promenade Area Residents Association (PARA) – Represents the neighborhood just south of the park

East Village Association (EVA) – Represents the area just east of the park location

City Human Relations Commission

Long Beach Gay & Lesbian Center

Human Rights Campaign – Largest national organization dedicated to LGBT equality

The Harvey Milk Foundation – National organization run by Milk family to promote equality & justice



DOWNTOWN RESIDENTIAL COUNCIL  
100 EAST OCEAN BLVD.

May 16, 2011

City Council  
333 W. Ocean Blvd.  
Long Beach, CA 90802

Dear City Council:

The Downtown Residential Council (DRC) would like to express its support for the naming of Harvey Milk Promenade Park.

The DRC is comprised of six Downtown Long Beach Neighborhood Associations: East Village Association (EVA), North Pine Neighborhood Alliance (NPNA), Ocean Residents Community Association (ORCA), Promenade Area Residents Association (PARA), West End Community Association (WECA), and Willmore City Heritage Association (WCHA). In total, these six associations represent several hundred active DRC members and several thousand Downtown Long Beach residents.


We are in support of naming of the park the Harvey Milk Promenade Park because it helps realize our collective hopes and dreams of inclusiveness for all of our neighborhoods and it demonstrates that our Citywide elected leaders care about Long Beach as a whole.

Downtown Long Beach is our home, and we wish for our neighborhoods to be a vibrant, eclectic, inviting, diverse, and livable. We believe that this new park will add to the vibrancy of our Downtown and will be a great tourist attraction.


We thank Robert Garcia and the 1st District Office in the visioning of this new park and look forward to seeing more creativity, sustainability, and cultural diversity Downtown.


Sincerely,

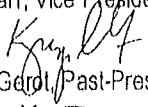
Downtown Residential Council Board of Directors

  
Michael Vanderbeek, President


  
Eric Carr, Vice President

  
Eric Gray, Secretary

  
Laura Cadavona, Treasurer

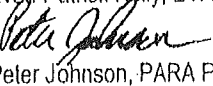
  
Kerry Gerol, Past-President

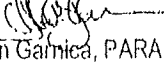
  
Michael Mosselli, EVA President

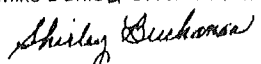
  
Evan Patrick Kelly, EVA

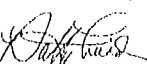
  
Pedro Costa, NPNA President

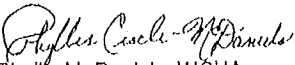
  
Mike Dunfee, ORCA President

  
Peter Johnson, PARA President

  
Joen Garnica, PARA

  
Shirley Buchanan, WECA

  
Patty Lind, WCHA

  
Phyllis Caschi-McDaniels, WCHA

cc: Mayor Bob Foster, City Manager Pat West, City Council, City Clerk Larry Herrera, DRC Board



May 13, 2011

Honorable Mayor and Members of the City Council  
City of Long Beach  
333 West Ocean Blvd., 14<sup>th</sup> Floor  
Long Beach, CA 90802

Re: Support for the Harvey Milk Park

Dear Mayor and City Council Members:

As the primary residential neighborhood association in the First Council District, the North Pine Neighborhood Alliance is proud to submit this letter in support of the efforts of Council Member Robert Garcia and Vice Mayor Suja Lowenthal to name a park at Promenade and Third downtown after Harvey Milk.

The North Pine Neighborhood Alliance represents individuals from all walks of life in the North Pine area, a neighborhood composed of great diversity and a community that strives to promote equality and representation for all residents.

In the words of Harvey Milk, "All young people, regardless of sexual orientation or identity deserve a safe and supportive environment in which to achieve their full potential. It takes no compromising to give people their rights. It takes no money to respect the individual. It takes no survey to remove repressions."

We cannot imagine a more apt honor for the man who spoke those words than a safe, open, beautiful environment such as a park in a diverse and equality-oriented city like Long Beach, California.

Respectfully Submitted,

Pedro Costa  
President

Loara Cadavona  
V. P. Communications

Kerry Gerot  
V. P. Community Projects



May 16, 2011

City Council  
333 W. Ocean Blvd.  
Long Beach, CA 90802

Dear City Council:

The Promenade Area Residents Association would like to express its support for the planning and naming of the future Harvey Milk Promenade Park.

The Promenade Area Residents Association represents residents within the following boundaries of Downtown Long Beach: Pacific avenue to Long Beach boulevard and 1st street to 3rd street.

We are in support of naming the park, the Harvey Milk Promenade Park because we respect diversity and inclusiveness for all of our residents Downtown. We appreciate that Citywide leaders care about the entire population of Long Beach.

Downtown Long Beach is our home, and we wish for our neighborhoods to be a vibrant, eclectic, historical, inviting, diverse, and livable, in which we are able to walk, dine, shop, raise our kids, retire, work, play, and enjoy our lives. We believe the Harvey Milk Promenade Park will help Downtown fulfill this wish by providing another bright spot in our community for residents to enjoy and feel proud of.

We thank the 1st District Council lead by Robert Garcia for developing a plan that lays this framework and takes us one step closer to realizing our dreams for our neighborhoods.

Sincerely,  
Promenade Area Residents Association

Peter Johnson President





May 17, 2011

City Council  
City of Long Beach

Dear Council,

I am writing you on behalf of the East Village Association in regards to the naming of the Harvey Milk Promenade Park.

As the Association who serves the East Village Arts District area bordering this park, we fully support the naming of this park as Harvey Milk Promenade Park. We believe that naming a park after a LGBT member who has such notoriety and great respect in the LGBT community will not only create an atmosphere of respect and dignity for Harvey Milk but great awareness of diversity which exists in the City of Long Beach.

Please except this as our endorsement and acceptance of such an honorable Civil Leader such as Harvey Milk.

Should you have any questions or need additional information, please feel free to contact me at **310-961-8082**.

Sincerely,

Michael Mosselli  
President  
East Village Association



HUMAN  
RIGHTS  
CAMPAIGN  
FOUNDATION

May 16, 2011

Dear Long Beach Councilmembers,

As president of the Human Rights Campaign, the nation's largest lesbian, gay, bisexual and transgender (LGBT) civil rights organization, I write to you on behalf of our more than 2,600 members and supporters in Long Beach in support of naming the proposed park space in honor of LGBT civil rights leader Harvey Milk.

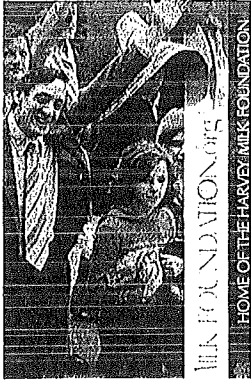
Harvey Milk continues to be not only an inspiration, but a critically important political figure in the fight for full LGBT equality both nationally and in California. His election as the first openly gay man to the San Francisco Board of Supervisors marked an historic transition for our community. By living and campaigning openly, he successfully battered down the doors for LGBT elected officials around the country, including here in Long Beach.

Harvey was instrumental in the defeat of Prop 6, the "Briggs Initiative," which would have prohibited gays and lesbians from being teachers and required all teachers who were suspected of being gay or lesbian to be fired. By creating a park space prominently in downtown Long Beach, his vision and legacy can be shared by everyone living in and visiting the area.

I applaud Councilmember Robert Garcia for his leadership in sponsoring this proposed park space, and I hope that the Council will join him in taking a significant step to promote such an important figure in the history of the LGBT movement.

Respectfully,

Joe Solmonese, President  
Human Rights Campaign



**HARVEY B. MILK  
FOUNDATION**

P.O.Box 5666  
Fort Lauderdale, FL 33310-5666

**L. STUART MILK**  
FOUNDER AND PRESIDENT

[www.milkfoundation.org](http://www.milkfoundation.org)

May 16, 2011

Dear Councilmember Robert Garcia,

As both the representative of Harvey Milk's immediate family and as Founder of the Harvey Milk Foundation it is with great honor that I write to you in unqualified support of your proposal for the naming of a new park, "Harvey Milk Promenade Park" in the wonderful City of Long Beach with the city's known commitment to equality.

Throughout the US and around the world, LGBT persons along with many other disenfranchised communities continue to be inspired by the universal legacy and story of hope that my uncle gave his life for over three decades ago.

As President Obama said when handing me my uncle's Medal of Freedom, "Harvey Milk gave us hope, ALL OF US!" I am particularly excited by your proposal as I have just returned from the dedication of the new community center in Rome named after my late uncle. Although Harvey neither visited nor did work in Rome, his pioneering message of justice and collaborative inclusion continues to inspire broad understanding and profoundly resonate in communities far and wide.

Harvey Milk Promenade Park will support all community members in Long Beach, as well as your city's visitors, will encourage the collective history of civil rights leaders and is an inspired act of inclusive leadership. You have our deep appreciation and support.

Respectfully yours,

L. Stuart Milk  
Founder and Board President

"In the brief time that Harvey spoke, and ran and led, his voice stirred the aspirations of millions...and gave us all hope - hope unashamed, hope unafraid - and that hope could not be silenced."

**President of the United States, Barack Obama**

"The Harvey Milk Foundation, the amazing work being done by its leadership to spread Harvey's legacy of hope is creating Equality that will stand the test of time"

**Former White House Chief of Protocol, US Ambassador to Hungary, and Founder and CEO of the Susan G. Komen Race for a Cure, Nancy G. Brinker**

Vote No on Harvey Milk tonight

Lindemann.Richard

to:

robin\_black@longbeach.gov

05/18/2011 08:52 AM

Show Details

Robin,

Please forward to the Committee members for parks and Recreation, as this was forwarded to them last night from the City Council.

Harvey Milk was my friend. Naming a park in a "Non Gay" area is not something he would have wanted. Please Vote NO on this. I agree it should be done. But name the Bixby Bandstand Harvey Milk Bandstand. That is where the gay Pride started. Prop 8 Rally's are held. And marriages have been done

Automobile Club of Southern California

*Richie Lindemann*

Direct Sales Agent

Auto-Homeowner-Watercraft-Umbrella-Flood

Office: 866-841-0143 ext 6573

Fax: 714-327- 6187

Email: [Lindemann.richard@aaa-calif.com](mailto:Lindemann.richard@aaa-calif.com)

Support for Agenda Item

David

to:

robin.black

06/10/2011 09:14 PM

Cc:

Councilwoman Gerrie Schipske, Robert Garcia

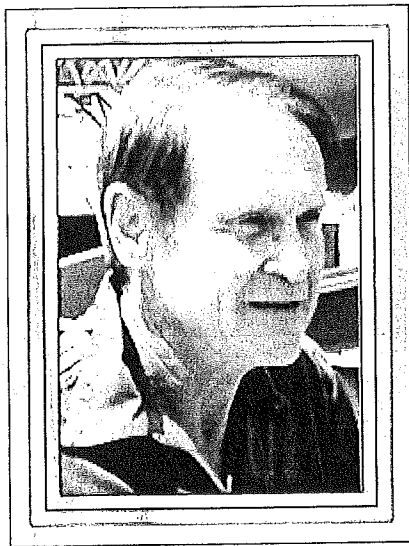
Show Details

Item X. B. - May 19, 2011 Parks and Recreation Commission Agenda  
Recommend to the Housing and Neighborhood Committee, and the full City Council, that the north block of the promenade development be named "Harvey Milk Promenade Park."

I strongly support the above action to name the north block of the promenade as the "Harvey Milk Promenade Park." It is entirely appropriate for a city as diverse as Long Beach to recognize a man who worked so diligently for equality and fairness.

I would have attended the commission meeting to express my support in person, however I have theater tickets for the same evening.

I appreciate your efforts and hard work on behalf of the people in Long Beach.



**David Chaille**  
**2802 Petaluma Avenue**  
**Long Beach, CA 90815-1613**  
**Home (562) 429-8189**  
**Cell (562) 419-0598**

**Downtown Park Name**  
Nancy Buchanan to: Robin.Black  
Cc: gary delong

06/15/2011 05:25 PM

I am unable to attend tomorrow's meeting of the Parks and Recreation Commission and just learned through gazettes.com that the downtown park name will be discussed.

I disagree with the park being named after a dedicated activist in San Francisco.

We have had a history of many actively dedicated Long Beach residents who represented us like Steve Horn in the House of Rep. As you know he was also President of CSULB. As a Long Beach home owner, I support the park being named after Steve Horn.

Sincerely,

Nancy Buchanan

36 La Verne Avenue

Long Beach, CA. 90803

From: "jthomas @dslextreme.com" <jthomas@dslextreme.com>  
To: Robert Garcia <robertgarciab@yahoo.com>, Suja.Lowenthal@longbeach.gov, Broc Coward  
<Broc.Coward@longbeach.gov>  
Cc: "jthomas @dslextreme.com" <jthomas@dslextreme.com>  
Date: 05/16/2011 07:33 AM  
Subject: For the Harvey Milk Park

~~R-20~~

I am very pleased to add my support toward the naming of the park at Third Street and Promenade Harvey Milk Park.

I can not think of a better setting to honor Supervisor Milk that beneath the WPA 1938 Mosaic mural commonly known as "Recreation in Long Beach".

Although the impressive mural depicts people at play, socializing and enjoying the beautiful beach setting Long Beach offers, the mural also captures a sense of cultural diversity and positive active "interchanges" between citizens and visitors alike Long Beach supported- then and now. As if a to be a pointiant sign for our future, the mural demonstrates a true sense of a community in harmony, recognizing that we are stronger when we support our rich and unique cultural diversity and sustain positive opportunities, such as parks, for all citizens to interact. ***Our parks not only exercise our bodies, but also exercise our minds.*** The scenes and activities are of men, women and children of color and social-economic levels- all involved in a "Civil Play" including sports, hobbies, passive conversation and dialog ,activities Long Beach still enjoys. Our current cultural diversity should be honored and the positive acts of our citizens and community leaders would be forever celebrated by the "community place" and setting that Harvey Milk Park would provide.

John Thomas



**Date:** July 19, 2011

**To:** Members of the Housing and Neighborhoods Committee

**From:** George Chapjian, Director of Parks, Recreation and Marine *g.c.*

**Subject:** Recommendation that the north block of the promenade development be named Harvey Milk Park

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DISCUSSION

At the May 17, 2011 City Council meeting, First District City Councilmember Robert Garcia and Second District Vice-Mayor Suja Lowenthal sent a memo to the Mayor and Members of the City Council requesting that the north block of The Promenade North, between 3<sup>rd</sup> Street and the City Place parking structure, be named Harvey Milk Promenade Park. According to Administrative Regulation AR 8 – 7, the City Council referred the request to the Housing and Neighborhoods Committee and the Parks and Recreation Commission.

The Parks and Recreation Commission considered this request at their June 16, 2011 meeting (Attachment) and unanimously approved this request.

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.



Naming the project Harvey Milk Park is appropriate under the category of honoring a person of exceptional service and contribution. Harvey Milk was an American politician who became the first openly gay man elected to public office in California, when he won a seat on the San Francisco Board of Supervisors in 1977. Mr. Milk served 11 months in office and was responsible for passing a stringent gay rights ordinance. On November 27, 1978, Mr. Milk, along with San Francisco Mayor George Moscone, was assassinated. Mr. Milk, arguably one of the most famous and most significantly open gay officials ever elected in the United States, brought mainstream attention and support to the lesbian, gay, bisexual, and transgender (LGBT) movement with his courage and commitment to social justice. Harvey Milk's political career centered on making government responsive to individuals, gay liberation, and the importance of neighborhoods to the city.

When presented to the City Council, there was significant support from community members to name the promenade park The Harvey Milk Promenade Park. Discussion also centered around creation of a local leaders plaza at the park to recognize contributions from Long Beach residents as well.

In 2004, the Redevelopment Agency of the City of Long Beach (Agency) began working on a Promenade Master Plan (Plan) to address the change in land uses along The Promenade. The updated plan incorporated pedestrian-oriented improvements on the three blocks of The Promenade from Ocean Boulevard to the north side of Third Street, the northern terminus of the Promenade and the location of the historic Works Progress Administration (WPA) mosaic tile mural titled "Recreation in Long Beach."

The 9,583 square-foot proposed park site north of Third Street is currently designed to include new landscaping and hardscape, seating, lighting, chess tables, enhanced paving at the crosswalk and leading to the mural, and a public art component. This proposed park site, the final phase of the project, is scheduled to begin construction in FY 12. However, given the recent State legislation to severely curtail and even possibly eliminate redevelopment funding, it is not known at this time if or when construction may proceed. Attachment C under the Parks and Recreation Commission letter is a preliminary concept of the site proposed for park naming and is still undergoing revisions. Staff will bring the design back to the Parks and Recreation Commission for consideration at such time that the concept is finalized. While the parcel is City property, it is not yet dedicated park space. The current zoning (PD-30) as well as the proposed Downtown Plan allows for parks and community gardens anywhere in the downtown PD area. If the project becomes a recognized park space, future action can be initiated to amend the Open Space and Recreation Element to include the proposed park and dedicate the park in perpetuity.

Long Beach has long been a recognized international leader on issues of equality, fairness and other causes important to the LGBT community. Naming the new park development after Harvey Milk would communicate to visitors and residents the significance of LGBT equality for Long Beach, the influence of Mr. Milk on the LGBT movement, and the commitment of the City of Long Beach to honoring and advocating for equality for the LGBT community.

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 the north block of the promenade development north of 3<sup>rd</sup> Street be named Harvey Milk Park contingent on successful completion of the park development process and refer the recommendation to the City Council for approval.

GC:rb  
C:\MYDOCUMENTS\COUNCIL\HNC HARVEY MILK PARK.DOC

Attachment

APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER



Attachment

# CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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

selected  
**best in nation**

June 16, 2011

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

## RECOMMENDATION:

Recommend to the Housing and Neighborhood Committee, and the full City Council, that the north block of the promenade development be named "Harvey Milk Promenade Park."

## DISCUSSION

On May 17, 2011, First District City Council Member Robert Garcia and Vice-Mayor Suja Lowenthal sent a memo (Attachment A) to the Mayor and members of the City Council requesting that the north block of The Promenade North, between 3<sup>rd</sup> Street and the City Place parking structure (Attachment B), be named "The Harvey Milk Promenade Park." Included in Attachment A are letters of support received by the Council office and a copy of one email addressed to the Parks and Recreation Commission urging a "no" vote. 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;

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

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

Naming the project "The Harvey Milk Promenade Park" is appropriate under the category of honoring a person of exceptional service and contribution. Harvey Milk was an American politician who became the first openly gay man elected to public office in California, when he won a seat on the San Francisco Board of Supervisors in 1977. Mr. Milk served 11 months in office and was responsible for passing a stringent gay rights ordinance. On November 27, 1978, Mr. Milk, along with San Francisco Mayor George Moscone, was assassinated. Mr. Milk, arguably one of the most famous and most significantly open lesbian, gay, bisexual, and transgender (LGBT) officials ever elected in the United States, brought mainstream attention and support to the LGBT movement with his courage and commitment to social justice. Harvey Milk's political career centered on making government responsive to individuals, gay liberation, and the importance of neighborhoods to the city.

When presented to the City Council, there was significant support from community members to name the promenade park "The Harvey Milk Promenade Park." Discussion also centered around creation of a local leaders plaza at the park to recognize contributions from Long Beach residents as well.

In 2004, the Redevelopment Agency of the City of Long Beach (Agency) began working on a Promenade Master Plan (Plan) to address the change in land uses along The Promenade. The updated plan incorporated pedestrian-oriented improvements on the three blocks of The Promenade from Ocean Boulevard to the north side of Third Street, the northern terminus of the Promenade and the location of the historic Works Progress Administration (WPA) mosaic tile mural titled "*Recreation in Long Beach.*"

The 9,583 square-foot proposed park site north of Third Street is currently designed to include new landscaping and hardscape, seating, lighting, chess tables, enhanced paving at the crosswalk and leading to the mural, and a public art component. This proposed park site, the final phase of the project, is scheduled to begin construction later this year. Attachment C is a preliminary concept of the site proposed for park naming and is still undergoing revisions. Staff will bring the design back to the Parks and Recreation Commission for consideration at such time that the concept is finalized. While the parcel is City property, it is not yet dedicated park space. The current zoning (PD-30) as well as the proposed Downtown Plan allows for parks and community gardens anywhere in the downtown PD area. If the project becomes a recognized park space, future action can be initiated to amend the Open Space and Recreation Element to include the proposed park and dedicate the park in perpetuity.

Long Beach has long been a recognized international leader on issues of equality, fairness and other causes important to the LGBT community. Naming the new park development after Harvey Milk would communicate to visitors and residents the significance of LGBT equality for Long Beach, the influence of Mr. Milk on the LGBT movement, and the commitment of the City of Long Beach to honoring and advocating for equality for the LGBT community.

SUGGESTED ACTION:

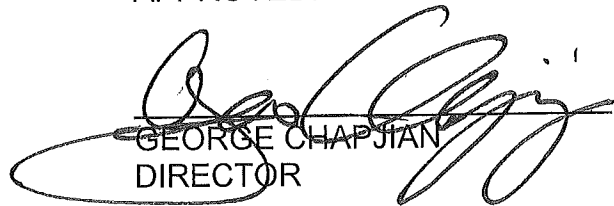
Approve recommendation.

Respectfully submitted,



SANDRA J. GONZALEZ  
MANAGER  
PLANNING AND DEVELOPMENT

APPROVED:



GEORGE CHAPJIAN  
DIRECTOR

GC:SJG:AMM:jca  
P:\PIng-Develadm\1Shared\P&Rcletters Harvey Milk Promenade Park naming PRCltr 06-16-11.doc

Attachments

Revised





City of Long Beach

Office of Robert Garcia  
Councilmember, First District~~R-20~~

**Date:** May 17, 2011

**To:** Honorable Mayor and Members of the City Council

**From:** Councilmember Robert Garcia, First District   
Vice Mayor Suja Lowenthal, Second District 

**Subject:** Harvey Milk Promenade Park

**Background:** Long Beach has long been a recognized international leader on issues of equality, fairness, and other causes important to the LGBT community. Our city has a large LGBT population, one of the nation's most popular PRIDE festivals, and recently passed the Equal Benefits Ordinance. The City Council is also on record opposing Proposition 8, and support Gay Marriage.

Harvey Milk, the former San Francisco Supervisor who was assassinated in office, is our nation's most recognized and celebrated LGBT leader. Once known as "The Mayor of Castro Street," he became the first openly gay person to be elected to office in California, and the first gay male elected official in American history, and went on to bring mainstream attention and support to the LGBT movement with his courage, inspiring oratory, warm personality, and unmistakable commitment to social justice. Known for his street speeches with a megaphone, Milk was able to build nontraditional coalitions, including a strong alliance between the LGBT community and organized labor. His accomplishments on behalf of the people of California cannot be overstated; as one of our most important civil rights icons, he is a hero to LGBT individuals and allies.

Despite the prominence of the LGBT community in Long Beach, little visible public recognition of this population exists within the City. In fact, this would be the first public park to be named after an openly Gay or Lesbian person. The rehabilitation of the Promenade provides a perfect opportunity to honor Harvey and highlight the importance of the LGBT movement and community to the City of Long Beach in a very public, prominent way. The North Park, at 3rd and Promenade, is scheduled to begin construction and planning later this year. This park is the final development of the three-block promenade development.

Naming the new park development after Milk, and placing an artistic tribute to him there, would aptly communicate to visitors and residents the significance of LGBT equality for Long Beach, the influence of Harvey on the LGBT movement and thus on our City, and the commitment of the City of Long Beach to honoring and advocating for equality for the LGBT community.

To honor and remember Harvey's passion for public activism, the centerpiece of Harvey Milk Park will be a free speech platform, which will provide an opportunity for people to gather and honor Harvey Milk's legacy in a profoundly meaningful way.

**Recommendation:** Request the Housing & Neighborhoods Committee and the Park & Recreation Commission consider naming the future park at 3rd & Promenade "Harvey Milk Promenade Park," and report back to Council with recommendation

**Fiscal Impact:** There is no significant fiscal impact associated with this action.

**HUMAN RELATIONS  
COMMISSION**

James Morgan, Chair  
Raul A. Añorve, Vice Chair  
John Comfort, Member  
Sandy Horwitz, Member  
Joel Roberts, Member  
Diana A. Porrás, Member  
Kerry A. Gerot, Member  
Scott C. Wayman, Member



Thursday, May 12, 2011  
Neighborhood Resource Center  
425 Atlantic Ave.  
Long Beach, CA 90802  
5:30 P.M.

Chris Vaughn Leonard, Member  
Kevin Sean O'Grady, Member  
Zachary Tinker, Member  
Vacancy  
Vacancy

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May 12, 2011

Honorable Mayor and Members of the City Council  
City of Long Beach  
333 W. Ocean Boulevard, 14th Floor  
Long Beach, CA 90802

Re: Support for the Harvey Milk Park

Dear Mayor and Council members:

As an advisory commission to the Long Beach City Council, the Human Relations Commission promotes civic tranquility and strives to recommend policies and programs that promote equal rights among all the citizens of the city, as well as supports efforts to eradicate discrimination. One such effort would be to honor a man who served as true inspiration to the Lesbian, Gay, Bisexual and Transsexual (LGBT) community and to us all.

Harvey Bernard Milk was an American politician who became the first openly gay man to be elected to public office in California, when he won a seat on the San Francisco Board of Supervisors. Despite his short political career, he remains a LGBT icon and hero for gay rights. He is known by many as the most famous and significant openly LGBT official in American history. His final campaign manager, Anne Kronenberg, describes him best as a visionary, who imaged a righteous world of equality and set out to create one for all of us. Milk was posthumously awarded the Presidential Medal of Freedom in 2009.

The Human Relations Commission supports Council member Garcia's efforts to name a new park located at Third and Promenade the *Harvey Milk Promenade Park* as an opportunity to honor Harvey Milk's legacy to the LGBT community. We ask that the City Council offer their support as well.

Respectfully submitted,

James Morgan, Chair  
Human Relations Commission

Raúl A. Añorve, Vice Chair  
Human Relations Commission

# Harvey Milk Promenade Park



Harvey Milk Promenade Park 6-6-2011 sg



