



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

R-23

September 2, 2008

2760 N. Studebaker Road, Long Beach, CA 90815-1697

(562) 570-3100 • FAX (562) 570-3109

www.lbparks.org

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Rename the portion of El Dorado Park West, north of the Parks, Recreation and Marine administration offices, "Good Neighbor Park." (District 5)

DISCUSSION

On June 17, 2008, Fifth District Councilwoman Gerrie Schipske sent a memo (Attachment A) to the Parks and Recreation Commission requesting that the portion of El Dorado Park West, which is north of the Parks, Recreation and Marine administration offices, west of the senior and teen centers, and south of the parking lot (Attachment B) be renamed "Good Neighbor Park." The Parks and Recreation Commission voted to support this name change.

The Fifth Council District is 11.47 square miles in area, making it the largest council district in the City of Long Beach. Within this council district are several neighborhood organizations working to maintain and improve the quality of their neighborhoods. Fifth District Councilwoman Gerrie Schipske supports existing and emerging neighborhood organizations through the Fifth District Good Neighbor Network. This network provides the opportunity for neighborhood organizations to share information and to work together with City Council to ensure that the neighborhoods are represented in City government decisions.

The specified section of El Dorado Park West has been the location of several community events, including the annual ham radio "Field Day," an area offered from time to time by the Department of Parks, Recreation and Marine as an outdoor recreation area, as well as the location for the Fifth Council District Good Neighbor Festival.

Administrative Regulation 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 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 honoring a different person has previously been given to the same site, building, or facility;
- A name in honor of a person is not appropriate if that person has been overly recognized in the past;
- A name may be selected through a competition or a contest.

Renaming the park site "Good Neighbor Park" is appropriate under the category of civic recognition. The Good Neighbor Network is a supporting organization encouraging the formation of neighborhood associations and promotes their representation in City government decision-making. The name of "Good Neighbor Park" is appropriate, as it promotes a sense of community, as well as recognizing and publicizing a civic organization within the City of Long Beach.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on August 11, 2008, and Budget Management Officer Victoria Bell on August 18, 2008.

TIMING CONSIDERATIONS

City Council action is requested on September 2, 2008, so that the renaming can be complete prior to the Fifth Council District Good Neighbor Festival, which will take place later in September.

FISCAL IMPACT

The recommended action will have no fiscal impact.

SUGGESTED ACTION:

Approve recommendation.

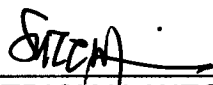
Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:DLE:sg
Attachments

APPROVED:



PATRICK H. WEST
CITY MANAGER



Date: June 17, 2008
To: PARKS AND RECREATION COMMISSION
From: Councilwoman Gerrie Schipske *Gerrie Schipske*
Subject: Request Approval of Good Neighbor Park

BACKGROUND

The area in front of the El Dorado Senior Center is a currently a part of El Dorado Park East at 2800 N. Studebaker Road. As a further means to create a stronger sense of community, I am requesting that the area in front of the El Dorado Senior Center be renamed as "Good Neighbor Park." Once named "Good Neighbor Park" it is my intention to have several features added that will make it a community park such as benches, lighting, and a gazebo.

This area will be a place for residents to gather, listen to music, watch their children play, or just enjoy a nice day.

Currently, the area is used for sporadic recreational activity and is generally a passive park. However, the park is sometimes used for larger events. In 2007, the 5th District Good Neighbor Festival was hosted at the park, the annual ham radio "Field Day" is also held at the park, and occasionally an outdoor recreation course offered through the Parks, Recreation, and Marine Department are conducted in this park.

To create a more active space for community members to visit and to better identify the area in front of the El Dorado Senior Center I respectfully request the Parks and Recreation Commission approve naming this area "Good Neighbor Park."

RECOMMENDATION

Request that the Parks and Recreation Commission name the section of El Dorado Park located in front of the Senior Center as "Good Neighbor Park"

Attachment B

Proposed Good Neighbor Park Location

