

City of Long Beach
Many Unique Neighborhoods
One Great City



Memorandum

To: Mayor and City Council

May 7, 2013

From: Suja Lowenthal, Second District 

Subject: Promenade Square Park

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. It 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.