



Date: August 4, 2009
To: Honorable Mayor and City Council
From: Councilman Dee Andrews, Chair, Housing and Neighborhoods Committee
Subject: **RENAME 19th STREET GREENBELT TO CRESSA 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 the landscape parcel known as the 19th Street Greenbelt as "Cressa 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 the landscape parcel, currently known as the 19th Street Greenbelt (Attachment B), be named "Cressa 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.

Naming the park site Cressa Park is appropriate under the category of honoring a "recognized geographic area, a topographic feature, or a historically significant event." In the case of the 19th Street Greenbelt landscaped parcel, the park is proposed to be named after a native plant that is indigenous to the area and found growing on the site (*Cressa truxillensis*, alkali weed). While not a topographic feature, the name recognizes a physical feature of the site. The previously vacant city parcel has been planted and maintained as a native plant garden by neighborhood volunteers for many years. The neighborhood volunteers identified the indigenous species at the site and requested that the park be named after this feature.

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 the landscape parcel known as the 19th Street Greenbelt as Cressa 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.**

19th and San Francisco "Cressa" Park

Attachment 'B'





CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



July 16, 2009

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best & nation

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

RECOMMENDATION:

Recommend to the Housing and Neighborhoods Committee and the full City Council that "Cressa Park" is an appropriate name for the landscaped city parcels adjacent to the Los Angeles River from 19th Street to Pacific Coast Highway, known as the 19th Street Greenbelt.

DISCUSSION

The action before the Parks and Recreation Commission is to recommend the name "Cressa Park" for the landscaped parcels adjacent to the Los Angeles River from 19th Street to Pacific Coast Highway.

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 the landscape parcel, currently known as the 19th Street Greenbelt (Attachment B), be named Cressa Park.

Pursuant to Administrative Regulation AR 8-7, the City Council has 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 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

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- 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 if that person has been overly recognized in the past; and,
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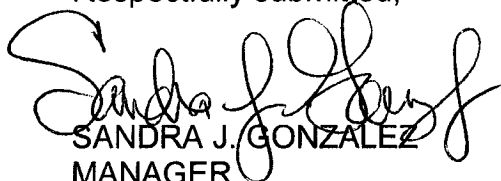
Naming the park site Cressa Park is appropriate under the category of honoring a recognized geographic area, a topographic feature, or a historically significant event. In the case of the 19th Street Greenbelt landscaped parcel, the park is proposed to be named after a native plant that is indigenous to the area (*Cressa truxillensis*, alkali weed). While not a topographic feature, the name recognizes a physical feature of the site.

Referring back to the naming policies in AR 8-7, the name Cressa Park is appropriate as it recognizes the significance of an indigenous native plant that is found growing on this vacant parcel of land. The previously vacant city parcel has been planted and maintained as native plant garden by neighborhood volunteers for many years. The neighborhood volunteers identified the indigenous species at the site and requested that the park be named after this feature.

SUGGESTED ACTION:


Approve recommendation.

Respectfully submitted,



SANDRA J. GONZALEZ
MANAGER
PLANNING AND DEVELOPMENT

Concurred by,



PHIL T. HESTER
DIRECTOR

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Attachments