



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

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 3rd 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 3rd 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.

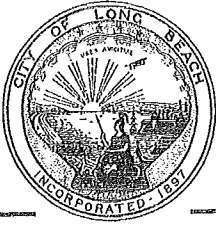
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Attachment

APPROVED:



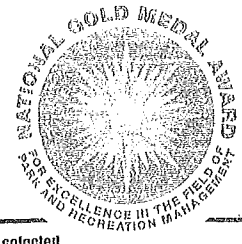
PATRICK H. WEST
CITY MANAGER



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 3rd 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.

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

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SUGGESTED ACTION:

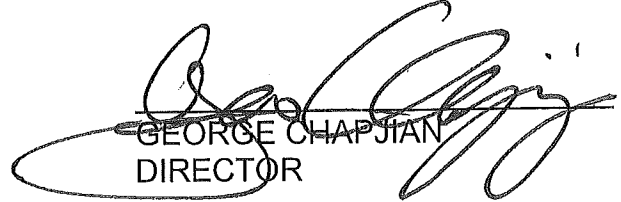
Approve recommendation.

Respectfully submitted,



SANDRA J. GONZALEZ
MANAGER
PLANNING AND DEVELOPMENT

APPROVED:

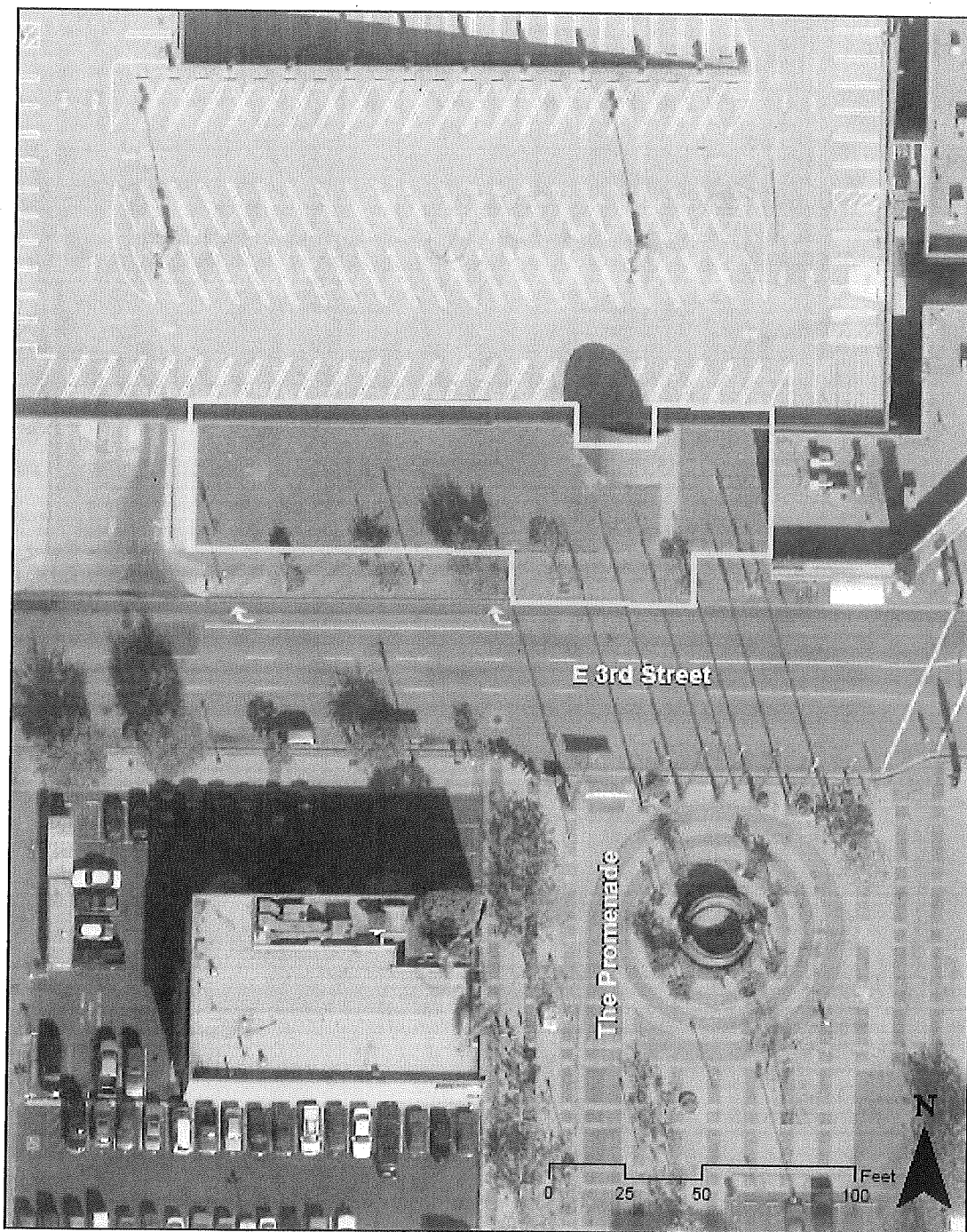


GEORGE CHAPJIAN
DIRECTOR

GC:SJG:AMM:jca
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Attachments

Harvey Milk Promenade Park



Harvey Milk Promenade Park 8-6-2011 sg

