



**Date:** June 2, 2015

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

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

**Subject:** Recommend the name Robert Gumbiner Park to the Housing and Neighborhood Committee for the park site located at Alamitos Avenue and 7<sup>th</sup> Street. (District 1)

---

### DISCUSSION

On March 11, 2014, (former) Vice Mayor Robert Garcia requested that the Mayor and Members of the City Council refer to the Parks and Recreation Commission a request to designate the park site at Alamitos Avenue and 7<sup>th</sup> Street (Attachment – Site Map) as “Robert Gumbiner Park.” The Parks and Recreation Commission considered this request at their December 18, 2014 meeting and unanimously supported the proposed name.

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

In accordance with this regulation, the name recommended to the Parks and Recreation Commission, Robert Gumbiner Park, denotes the name of an individual, Dr. Robert Gumbiner, who has served the City of Long Beach with distinction. In 2013, after many years of public meetings and discussions, the

community came together to formulate a name that would reflect this area of world class art, while also honoring someone that contributed so much to the local neighborhood vibrancy. The name reflects on the diverse legacy of Dr. Robert Gumbiner and his commitment to the promotion of ethnic art in Long Beach. Robert Gumbiner Park will be anchored by the Museum of Latin American Art (MOLAA), which he founded and established, and the other side of the park will be anchored by the Pacific Island Ethnic Art Museum, which Dr. Gumbiner also championed. Both museums will each be donating two pieces of art for the park. Mayor Robert Garcia, then Councilmember for the First District, helped to lead the overall efforts.

TIMING CONSIDERATIONS

City Council action on this item is not time critical.

FISCAL IMPACT

There is no fiscal impact with the recommended action.

IT IS RECOMMENDED THAT THE COMMITTEE:

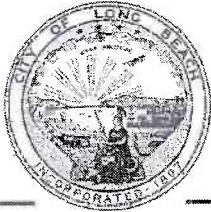
Concur with the recommendation that the park site located at Alamitos Avenue and 7<sup>th</sup> Street be named Robert Gumbiner Park, and refer the recommendation to the City Council for approval.

APPROVED:



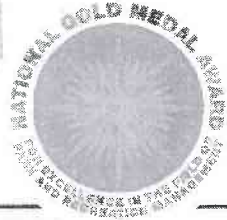
PATRICK H. WEST  
CITY MANAGER

Attachment: Site Map  
December 14, 2014 Parks & Recreation Commission Staff Report  
March 11, 2014 City Council agenda item



# 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

awarded  
**best in the nation**

December 18, 2014

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

## RECOMMENDATION:

Recommend the name Robert Gumbiner Park to the Housing and Neighborhood Committee for the park site located at Alamitos Avenue and 7<sup>th</sup> Street. (District 1)

## DISCUSSION

On March 11, 2014, Vice Mayor Robert Garcia requested that the Mayor and Members of the City Council refer to the Parks and Recreation Commission a request to recommend a name for the park site at Alamitos Avenue and 7<sup>th</sup> Street. (Attachment A). The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee and the full City Council.

The Administrative Regulation 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;

MEMBERS OF THE PARKS AND RECREATION COMMISSION

December 18, 2014

Page 2

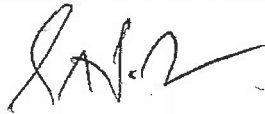
- A name in honor of a person is not appropriate when a name in honor of another person has been given to the same site, building or facility in the past;
- A name in honor of a person is not appropriate if that person have been overly recognized in the past; and,
- A name may be selected through a competition or a contest.

In accordance with this regulation, the name recommended to the Parks and Recreation Commission, Robert Gumbiner Park, denotes the name of an individual, Dr. Gumbiner, who has served the City of Long Beach with distinction. In 2013 after many years of public meetings and discussions, the community came together to formulate a name that would reflect this area of world class art while also honoring someone that contributed so much to the local neighborhood vibrancy. The name reflects on the diverse legacy of Dr. Robert Gumbiner and his commitment to the promotion of ethnic art in Long Beach. Robert Gumbiner Park will be anchored by the Museum of Latin American Art (MOLAA), which he founded and established and the other side of the park will be anchored by the Pacific Island Ethnic Art Museum, which Dr. Gumbiner also championed. Both museums will each be donating two pieces of art for the park. Mayor Robert Garcia, then Councilmember for the First District helped to lead the overall efforts.

SUGGESTED ACTION:

Recommend the name Robert Gumbiner Park for the park located at Alamitos Avenue and 7<sup>th</sup> Street and forward to the Housing and Neighborhoods Committee and the full City Council.

Respectfully submitted,



STEPHEN SCOTT  
MANAGER  
BUSINESS OPERATIONS BUREAU

APPROVED:



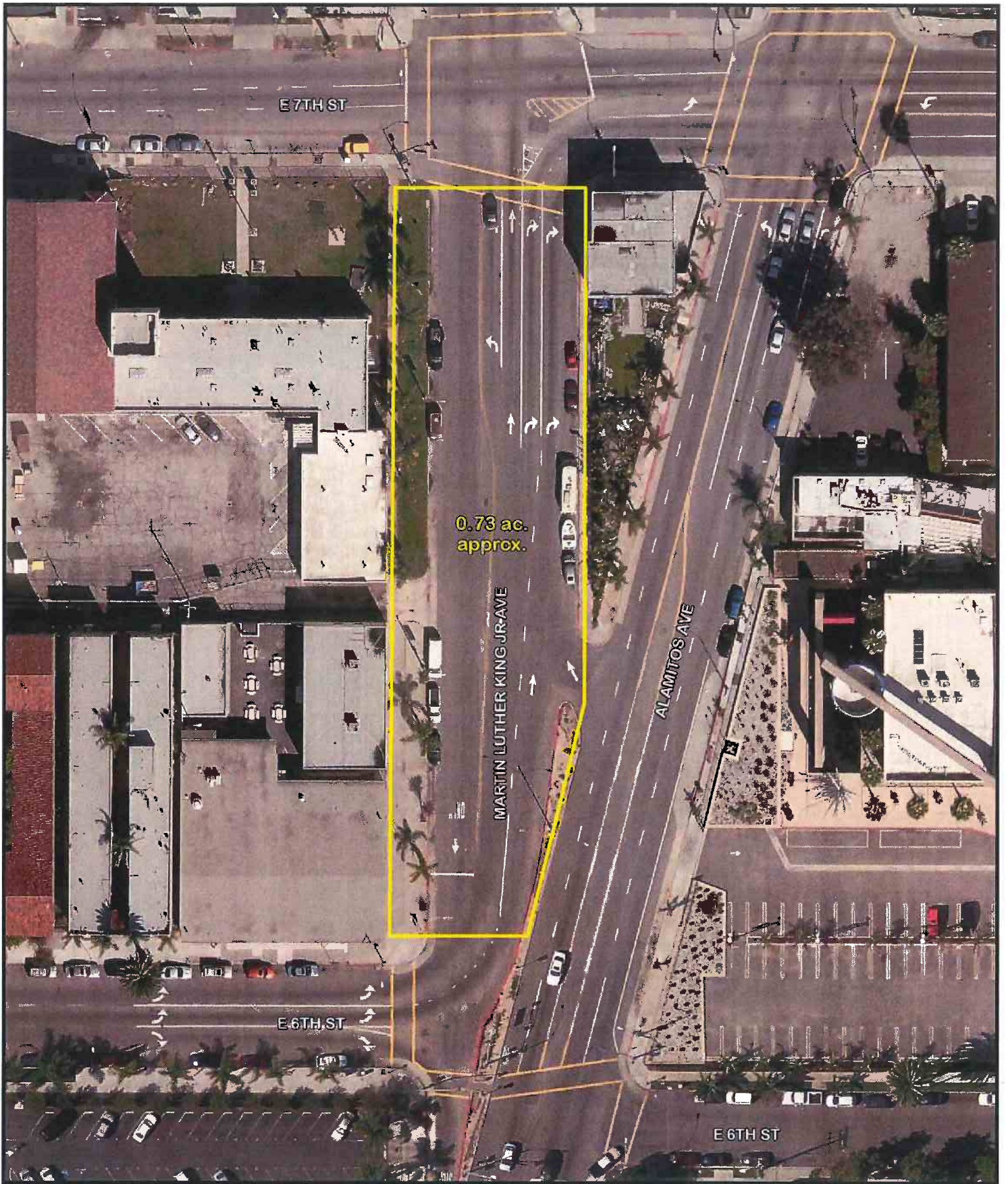
GEORGE CHAPJIAN  
DIRECTOR

HO:SPS

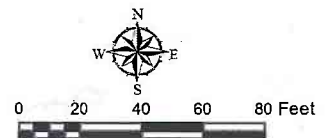
P:\Ping-Develadm\1Shared\P&Rcletters\Robert Gumbiner Park naming PRC\tr 12-18-2014.doc

Attachment: Aerial Map





# Proposed Robert Gumbiner Park





City of Long Beach  
Working Together to Serve

**R-7**  
Office of Vice Mayor Robert Garcia  
Council Member, First District  
Memorandum

**Date:** March 11<sup>th</sup>, 2014  
**To:** Honorable Mayor and Members of the City Council  
**From:** Vice Mayor Robert Garcia, First District *RG*  
**Subject:** Robert Gumbiner Park

---

**Background:**

A new park is scheduled to break ground at Alamitos Ave. and 7<sup>th</sup> St. later this year. The park will provide much-needed recreational activities to area youth, create green space in a neighborhood that currently has none, and close down the most dangerous intersection in the City of Long Beach.

Naming the new park after Dr. Robert Gumbiner is an appropriate way to recognize this health care pioneer and philanthropist. As a doctor and an administrator, Gambier facilitated the growth of his small medical practice into one of the largest HMO's in the country. Despite his success, Gumbiner insisted that his business "provide the most care to the most people for the least amount of money," upholding his belief that charging fees for individual services is "basically immoral."

In 1996 he founded the Museum of Latin American Art (MOLAA). Today his vision for building a museum that exclusively features contemporary Latin American fine art - the only museum in the Western United States to do so - exists as a "can't miss" Long Beach landmark, attracting thousands of visitors each and every year. At the time of his death in 2009, he was still working to culturally enrich this city by facilitating the opening of the Pacific Island and Micronesian Art Museum.

Today, five years after he passed away, Dr. Robert Gumbiner's admirable commitment to the beatification of Long Beach and the well-being of its people can be felt throughout this city. Providing a tangible symbol of his influence and philanthropy would be a fitting way to celebrate the opening of this new park.

**Recommendation:**

Recommend designating the park at Alamitos Ave. and 7<sup>th</sup> St. as "Robert Gumbiner Park," and refer this item to the Parks and Recreation Commission and to the Housing and Neighborhoods Committee.

**Fiscal Impact:**

None.