

Date: December 2, 2014

To: Members of the Housing and Neighborhoods Committee

From: George Chapjian, Director of Parks, Recreation and Marine *G.C.*

Subject: **Recommendation to Name the Park Located on the Pacific Electric Right-of-Way Between Walnut Avenue and 20th Street, Jenni Rivera Memorial Park (District 6)**

DISCUSSION

On October 14, 2014, Councilmember Dee Andrews 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 portion of the Pacific Electric Right-of-Way located between Orange Avenue and Walnut Avenue. The Parks and Recreation Commission considered this request at their November 20, 2014 meeting and unanimously supported the proposed name. (Attachment A)

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.

In accordance with this regulation, the name referred to the Parks and Recreation Commission, Jenni Rivera Memorial Park, denotes the name of an individual. Jenni Rivera was a Mexican-American, Latin Grammy-nominated singer, songwriter, actress, television producer, and entertainer. Ms. Rivera was born and raised in Long Beach and graduated from Long Beach Polytechnic High School. Ms. Rivera was a victim of domestic violence and she became a voice and a champion for bringing attention and help to women, children, and families affected by such violence. At the height of her career, Ms. Rivera was killed in a plane crash in Mexico. She is buried at All Souls Cemetery in Long Beach.

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 park site located on the Pacific Electric Right-of-Way between Walnut Avenue and 20th Street be named Jenni Rivera Memorial Park, and refer the recommendation to the City Council for approval. (District 6)

APPROVED:

A handwritten signature in black ink, appearing to read "P. H. West", written over a horizontal line.

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

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selected
best in the nation

November 20, 2014

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Recommend the name Jenni Rivera Memorial Park for the portion of the Pacific Electric Right-of-Way located between Orange Avenue and Walnut Avenue and forward to the Housing and Neighborhoods Committee and the full City Council. (District 6)

DISCUSSION

On October 14, 2014, Councilmember Dee Andrews 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 portion of the Pacific Electric Right-of-Way located between Orange Avenue and Walnut Avenue (Attachment A). The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee and the full City Council.

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:

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

MEMBERS OF THE PARKS AND RECREATION COMMISSION

November 20, 2014

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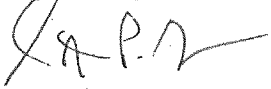
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SUGGESTED ACTION:

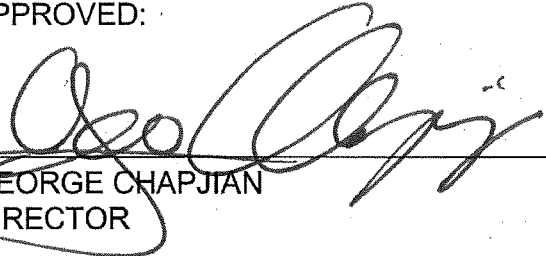
Approve Recommendation.

Respectfully submitted,



STEPHEN P. SCOTT
MANAGER
BUSINESS OPERATIONS

APPROVED:



GEORGE CHAPJIAN
DIRECTOR

SS:sg

P:\Ping-Develadm\1Shared\Parks & Recreation Commission\P&Rcletters\Jenni Rivera Park Naming Prcltr 11-20-2014.Doc

Attachment: Aerial Map



Includes area
under bridge

City Border



Jenni Rivera Memorial Park



R-9

**Dee Andrews
City of Long Beach
Councilmember, Sixth District**

Date: October 14, 2014

To: Honorable Mayor and Members of the City Council

From: Councilmember Lena Gonzalez, First District *LG*
Councilmember Suzie Price, Third District *SP*
Councilmember Dee Andrews, Sixth District *DA*
Councilmember Roberto Uranga, Seventh District *RU*

Subject: Name Park in Honor of Jenni Rivera

RECOMMENDATION:

Recommendation to refer to the Housing and Neighborhoods Committee and the Parks and Recreation Commission to consider naming the public right of way park located on Walnut Avenue at 20th Street "Jenni Rivera Memorial Park" and report back to City Council with recommendation.

DISCUSSION:

Jenni Rivera was a Mexican-American, Latin Grammy nominated singer, songwriter, actress, television producer, and entrepreneur. She is known for her work within the banda, nortea and mariachi music genres. Jenni Rivera began recording music in 1998. Her tenth studio album, Jenni (2008) became her first #1 record on the Billboard Top Latin Albums chart in the United States. She was named the "Top Latin Artist of 2013" by Billboard Magazine. Her long career included such honors as 20 million albums sold, making her the highest earning Banda singer of all time.

In 2010, she appeared in and produced the reality TV show *Jenni Rivera Presents: Chiquis & Raq-C*. She also appeared in and produced *I Love Jenni* from 2011 through 2013 and *Chiquis 'n Control* in 2012. Her acting debut was in the film *Filly Brown*, which was released in 2013. Her songs, at many times, dealt with issues of domestic violence. Though a victim herself, she became a voice and a champion for bringing attention, as well as help to women, children and families. On August 6, 2010, Jenni Rivera was named a spokeswoman for the National Coalition against battered women and domestic violence. A proclamation was given officially naming August 6th "Jenni Rivera Day" by the Los Angeles City Council for all her charity work and involvement in the community.

Born and raised in the City of Long Beach, Jenni is an Alumnus of Long Beach Poly High School. Councilmember Andrews inducted Jenni into the Poly Walk Hall of Fame on July 26, 2012 for her career achievements and charitable work. She is an inspiration to us all, and her star on the Walk of Fame will remind us to keep reaching for our dreams.

On December 9, 2012, after performing to a sold out crowd of 17,000 fans in Monterrey, Mexico, Jenni Rivera, along with six others, perished in a tragic plane crash. Her death made international headlines for months. Rivera was buried, December 31, 2012 at All Souls Cemetery, located in Long Beach.

By honoring Jenni Rivera with a Memorial Park, the City of Long Beach will be paying tribute to a great citizen of our City who was a remarkable entertainer, inspirational leader and an amazing ambassador of all of Long Beach.

FISCAL IMPACT:

There is no significant cost for this item.