

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 Martin Luther King, Jr. Avenue and Lemon Avenue National Association for the Advancement of Colored People (NAACP) Freedom Park (District 6)**

DISCUSSION

On October 7, 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 Martin Luther King, Jr. Avenue and Lemon Avenue. The Parks and Recreation Commission considered this request at their November 20, 2014 meeting and unanimously supported the proposed name. (Attachment)

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, National Association for the Advancement of Colored People (NAACP) Freedom Park, recognizes not only the positive local, regional, and national impact that this civil rights organization has achieved, but also the people who have worked tirelessly to fulfill its mission of equality and inclusiveness.

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:

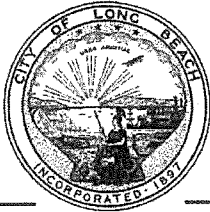
Concur with the recommendation that the park site located on the Pacific Electric Right-of-Way located between Martin Luther King, Jr. Avenue and Lemon Avenue National Association for the Advancement of Colored People (NAACP) Freedom Park. (District 6)

APPROVED:

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

PATRICK H. WEST
CITY MANAGER

Attachment:



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

5



2760 N. Studebaker Road, Long Beach, CA 90815-1697
(562) 570-3100 • FAX (562) 570-3109
www.LBParks.org

**selected
best in the nation**

November 20, 2014

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Recommend the name National Association for the Advancement of Colored People (NAACP) Freedom Park for the portion of the Pacific Electric Right-of-Way located between Martin Luther King, Jr. Avenue and Lemon Avenue and forward to the Housing and Neighborhoods Committee and the full City Council. (District 6)

DISCUSSION

On October 7, 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 Martin Luther King, Jr. Avenue and Lemon 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:

- 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;

"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

Page 2

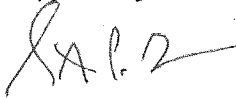
- A name in honor of a person is not appropriate when a name in honor of another person has been given to the same site, building or facility in the past;
- A name in honor of a person is not appropriate if that person has been overly recognized in the past; and,
- A name may be selected through a competition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

In accordance with this regulation, the name referred to the Parks and Recreation Commission, National Association for the Advancement of Colored People (NAACP) Freedom Park, recognizes not only the positive local, regional, and national impact that this civil rights organization has achieved, but also the people who have work tirelessly to fulfill its mission of equality and inclusiveness.

SUGGESTED ACTION:

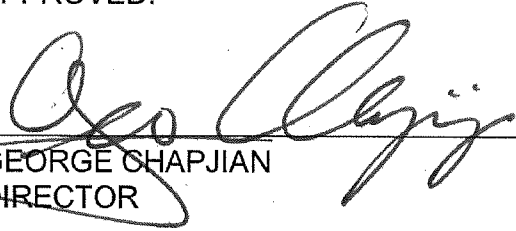
Approve recommendation.

Respectfully submitted,



STEPHEN P. SCOTT
MANAGER
BUSINESS OPERATIONS

APPROVED:



GEORGE CHAPJIAN
DIRECTOR

SS:sg

P:\Ping-Develadm\1Shared\Parks & Recreation Commission\P&Rletters\NAACP Freedom Park Naming Prcitr 11-20-2014.Doc

Attachment: Aerial Map



Potential NAACP Freedom Park





R-11

Dee Andrews
City of Long Beach
Councilmember, Sixth District

Date: October 7, 2014

To: Honorable Mayor and Members of the City Council

From: Councilmember Suzie Price, Third District *SP*
Councilmember Patrick O'Donnell, Fourth District *PO*
Councilmember Dee Andrews, Sixth District *DA*

Subject: Name Park in Honor of National Association for the Advancement of Colored People (NAACP)

RECOMMENDATION:

Recommendation to refer to the Housing and Neighborhoods Committee and the Parks and Recreation Commission to consider naming the park located at 2300 Martin Luther King, Jr. Avenue "National Association for the Advancement of Colored People (NAACP) Freedom Park" and report back to City Council with recommendation.

DISCUSSION:

Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. Since its inception the NAACP was poised for a long, tumultuous and rewarding history. Although it may be possible to chronicle the challenging and harrowing legacy of the NAACP, the real story of the nation's most significant civil rights organization lies in the hearts and minds of the people who would not stand still while the rights of some of America's citizens were denied.

From the ballot box to the classroom, the dedicated workers, organizers, and leaders who forged this great organization and maintain its status as a champion of social justice, fought long and hard to ensure that the voices of African Americans would be heard.

The history of the NAACP, is one of blood sweat and tears. From bold investigations of mob brutality, protests of mass murders, segregation and discrimination, to testimony before congressional committees on the vicious tactics used to bar African Americans from the ballot box, it was the talent and tenacity of NAACP members that saved lives and changed many negative aspects of American society. While much of its history is chronicled in books, articles, pamphlets and magazines, the true movement lies in the faces; black, white, yellow, red, and brown, united to awaken the conscientiousness of a people and a nation.

This will be the first park in America named in honor of this credible organization. The park naming will honor the NAACP and all the participants that have continued the strife of equality for all including the thousands of Long Beach residents.

FISCAL IMPACT:

There is no significant cost for this item.