



R-14

Date: June 1st, 2021

To: Honorable Mayor Robert Garcia and Members of the City Council

From: Vice Mayor Rex Richardson, Ninth District
Councilmember Roberto Uranga, Seventh District

Subject: **South Street Parkway, Recognition for Dan Pressburg**

RECOMMENDATION:

Approve the renaming of South Street Parkway, "The Pressburg Parkway" in recognition of the contributions of Uptown community leader Dan Pressburg.

Discussion

Dan Pressburg has lived in the Deforest Park Neighborhood for more than 35 years and is a respected pillar in the Uptown Community. As such, his charitable acts and knowledge of Long Beach's history are invaluable to all who meet him.

Pressburg's leadership is vast. His work has beautified neighborhoods, enhanced civic engagement, and fostered community. Every year, Pressburg provides Long Beach families with turkeys and rescued trees for the holidays. His spirit of giving was also lauded by Neighborhoods USA, receiving two national titles for the "One-Day Christmas Store." The One Day Christmas Store, shopping with dignity, provided gifts for people in Long Beach who would not have otherwise had Christmas at all. In its 9-year run, the store serviced over 30,000 people. He received a third title for his "Back to the Future the North Long Beach History Project," a historic documentary record of the development, projects to be designed, and recording of Atlantic Blvd. This effort was awarded the first NUSA Award in 2008. He has also helped establish parts of the narration for the Long Beach Marathon, Downtown Walking Tours, and as a Docent at Rancho Los Cerritos. As a Redevelopment Agency North Project Area Committee member, and Vice-Chair for 7 years, Dan collaborated on public improvements and the revitalization of residential, industrial, and commercial areas in Uptown. As an original member of the Veteran's Day Parade Committee, he led promotions for 16 years and provided a unique quiche breakfast for staff and honored guests who sat in the reviewing stand. Finally, for the past seven years, Pressburg has led the Deforest Park Neighborhood Association as president, organizing tree plantings, community events, and even playing a key role in the Deforest Park Wetlands Restoration, which officially opened in 2018.



Dan and his wife, Holly, share their home with the Long Beach community by hosting notable gatherings such as the candidate brunch and annual holiday party. In addition to his community-building efforts, Dan's research resulted in his home becoming the first historic landmark designation and the first Mills Act Property in Long Beach. Also, while a Cultural Heritage Commissioner, he helped establish 5 landmarks in North Long Beach and led the charge for Sunnyside Cemetery to gain its local landmark status.

Next to the Pressburg Residence is another piece of Long Beach history, as the South Street Parkway is the City's first "pocket park" established in the late '90s. This third of an acre lot adds open space to South Street and Jaymills Avenue's intersection for all to enjoy. There are no structures in the Pocket Park and is established as an open greenspace, utilized by all members of the Deforest Area Community.

Despite the support of a number of notable neighborhood leaders and local elected officials, this recommendation has yet to have an opportunity to be considered by the full council, even after being approved 6-0 by the Parks and Recreation Commission. During the March 23rd meeting of the Government, Personnel, and Elections Oversight Committee, it was argued that this item should be reconsidered at another date due to a lack of community support, noting that there were no public comments or letters submitted to the Committee in support of the item. A substitute motion to withdraw this proposal, pending evidence of public support, was approved unanimously. This proposal was once again considered at a subsequent meeting on May 11th. At this meeting, letters of support from eight Uptown neighborhood association presidents and the Deforest Park Neighborhood Association, where the park resides, were submitted to the committee. In addition, several individuals were signed up to testify in support of the proposal during the public comment period. The vote was once again postponed, and those signed up for public comment were not given an opportunity to express their support of dedicating the park.

Although the process has delayed a vote on this item, the positive impact Dan has had on Uptown is apparent, and it is clear that the greater North Long Beach community is supportive of this action. In celebration of Dan's service to our neighborhoods, South Street Parkway should be dedicated in his honor and named "Pressburg Parkway."

Fiscal Impact

Due to time constraints no fiscal analysis was conducted.

Suggested Action

Approve recommendation.