



Legislation Text

File #: 13-0379, **Version:** 3

Recommendation to City Council to name the park site located at 215 East 1st Street "Promenade Square Park."

On May 7, 2013, Second District City Council member Suja Lowenthal requested that the Mayor and Members of the City Council refer to the Parks and Recreation Commission and Housing and Neighborhoods Committee a request to name the park site located at 215, E. 1st Street Promenade Square Park. The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee and the full City Council.

The Parks and Recreation Commission considered this request at their June 13, 2013 meeting (Attachment) and unanimously approved this request.

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;

lit 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;

lit 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 referred to the Parks and Recreation Commission,

Promenade Square Park, reflects both a recognized geographic and historic feature of the City. This park site was originally developed in the early 1980's as an amphitheater to support the planned office, retail and nightlife entertainment planned along the Promenade.

Funded by the former Long Beach Redevelopment Agency (RDA), the Park was reconstructed in 2010 as part of the mid-block portion of the Promenade Master Plan, which incorporated pedestrian-oriented improvements on the three blocks of The Promenade from Ocean Boulevard to the north side of 3rd Street. The project transformed a stark, underutilized, concrete pedestrian walkway and performance venue into a safe, friendly, and beautiful space for residents, visitors and business people in the Downtown to enjoy. Promenade Square is a 0.65-acre park space adjacent to the Promenade with a stage/performance area, a water feature and public art.

Approve recommendation.

DEE ANDREWS
COUNCILMAN, CHAIR, HOUSING AND NEIGHBORHOODS COMMITTEE