



NB-45

Date: March 20, 2007
To: Honorable Mayor and City Council
From: Vice Mayor Bonnie Lowenthal, Chair, Housing and Neighborhoods Committee
Subject: **To Name the new park at 15th Street and Alamitos Avenue as "Rosa Parks Park."**

The Housing and Neighborhoods Committee, at its meeting held Thursday, March 15, 2007, considered communications relative to the above subject.

It is the recommendation of the Housing and Neighborhoods Committee to the City Council that the communications be received and approved.

Respectfully submitted,

HOUSING AND NEIGHBORHOODS COMMITTEE

Vice Mayor Bonnie Lowenthal, Chair

Prepared by:
Janet Davey

Unanimous vote



Date: March 15, 2007
To: Members of the Housing and Neighborhoods Committee
From: Phil T. Hester, Director of Parks, Recreation and Marine
Subject: Recommendation to Name the New Park at 15th Street and Alamitos Avenue as "Rosa Parks Park"

DISCUSSION

At the November 21, 2006 City Council meeting, then Sixth District City Councilmember Laura Richardson requested that the new park, that will be constructed at 15th Street and Alamitos Avenue, be officially named "Rosa Parks Park" (Attachment #1). According to Administrative Regulation AR 8 – 7, the City Council referred the request to the Housing and Neighborhoods Committee and the Parks and Recreation Commission.

The Parks and Recreation Commission considered this request at their December 21, 2006 meeting (attachment #2) and unanimously approved this request.

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.

Naming the park site after Rosa Parks is appropriate under the category of persons who have served the nation, the State of California, and/or the City of Long Beach in an exceptional or distinguished manner. It is fitting that this honor be bestowed on Rosa Parks, who had a long and distinguished life working for civil rights. Rosa Parks died at age 92 on October 24, 2005.

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 to name the new park that will be constructed at 15th Street and Alamitos Avenue as "Rosa Parks Park" and refer the recommendation to the City Council for approval.

PTH:rb
C:\MYDOCUMENTS\COUNCIL\HNC ROSA PARKS PARK.DOC

Attachments

APPROVED:



GERALD R. MILLER
CITY MANAGER



Date: November 21, 2006
To: Honorable Mayor and City Council
From: Councilwoman Laura Richardson, Sixth District *L.R. Richardson*
Subject: REQUEST TO NAME PARK IN HONOR OF MRS. ROSA PARKS

BACKGROUND

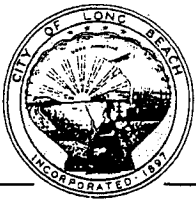
On December 1, 1955, Mrs. Rosa Parks took an action that immediately turned her into a civil rights champion and a timeless symbol of the impact that one person can have on history and society. With her recent passing in 2005, we lost one of the most cherished and respected fighters for human rights and dignity. There have been many tributes to Mrs. Parks around the country; however, I believe that it is appropriate for the City of Long Beach to show honor, respect and gratitude to this little lady who stood tall even as she sat.

REQUESTED ACTION

I respectfully submit that the Long Beach City Council support naming the new park under construction at 15th Street and Alamitos Avenue the "Rosa Parks Community Recreation Area and refer the item to the Housing and Neighborhoods Committee and the Parks and Recreation Commission.

CLR/TL

cc to name park for rosa parks name for park



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.lbparcs.org

December 21, 2006

Members of the Parks and Recreation Commission

Subject: Recommendation regarding "Rosa Parks Park" as the Potential Name for the New Park to be constructed at 15th Street and Alamitos Avenue.

The action before the Parks and Recreation Commission is to recommend a name for the new mini-park being developed at the northeast corner of 15th Street and Alamitos Avenue.

Background. The Sixth District City Councilwoman Laura Richardson has requested that the new park being developed in her district be named the Rosa Parks Park. According to Administrative Regulation AR 8-7, the City Council has referred the request to its Housing and Neighborhoods Committee and to the Parks and Recreation Commission for recommendations on that name. The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee before it acts on the naming.

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:

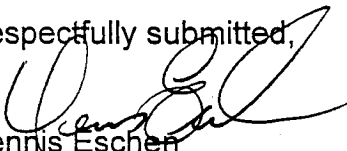
- The name should incorporate Long Beach whenever important for civic recognition or identification;
- A name in honor of a recognized geographic area, a topographic feature or a historically significant event may be appropriate;
- A name in honor of persons or families who have donated the land or a 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;
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- 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.

Naming the park site after Rosa Parks is appropriate under the category of persons who have served the nation, the State of California, and/or the City of Long Beach in an exceptional or distinguished manner. It is fitting that this honor be bestowed on Rosa Parks, who became an icon of the civil rights movement following her arrest for refusing to relinquish her seat on a crowded bus to accommodate a white passenger. After a long and distinguished life working for civil rights, Rosa Parks died at age 92 on October 24, 2005.

Discussion. Referring back to the naming policies in AR 8-7, the name as Rosa Parks Park is appropriate as it honors an exceptional life of service to the nation.

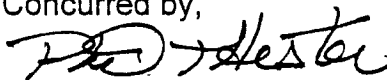
It is recommended that the Parks and Recreation Commission recommend to the Housing and Neighborhood Committee and the full City Council that Rosa Parks Park is an appropriate name for the new park being developed on 15th Street and Alamitos Avenue in Central Long Beach.

Respectfully submitted,

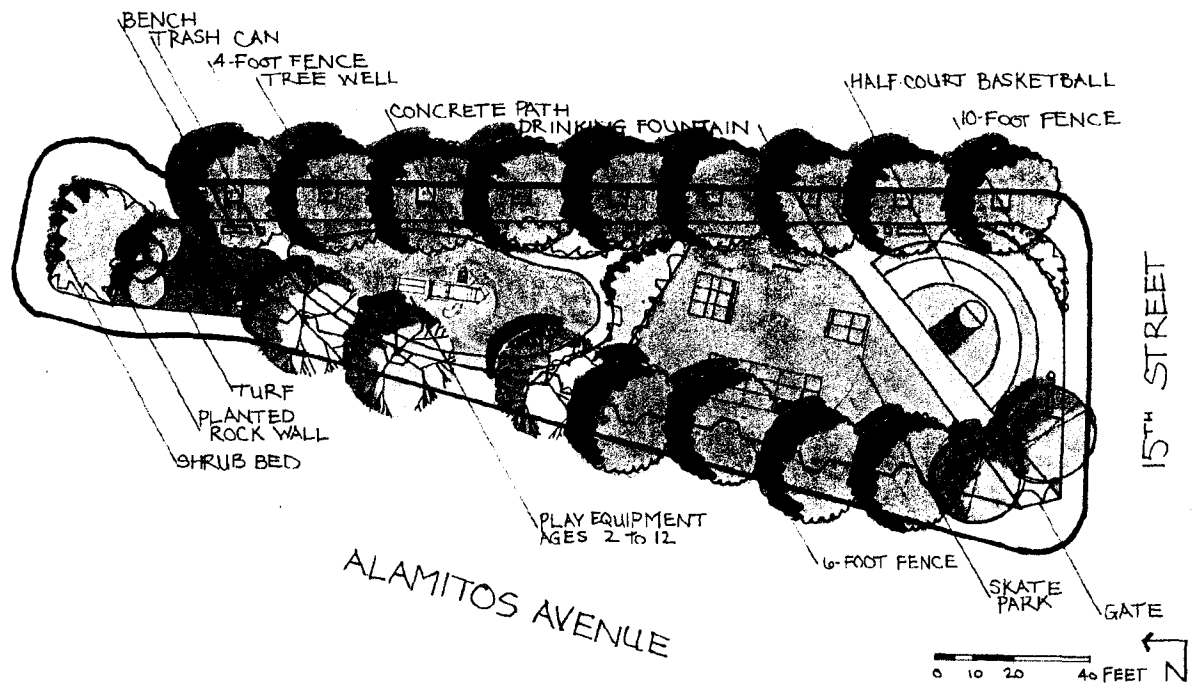
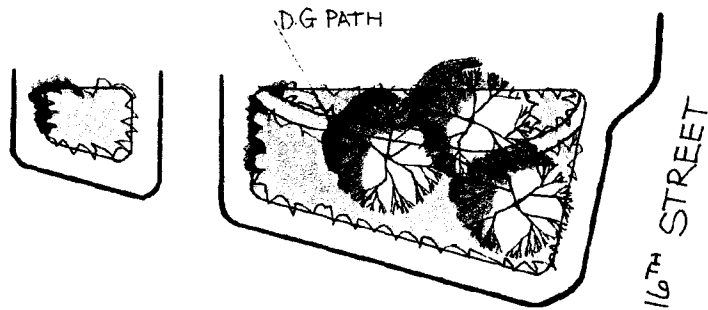


Dennis Eschen
Manager, Planning & Development

Concurred by,



Phil T. Hester
Director of Parks, Recreation & Marine



15TH AND ALAMITOS MINI-PARK

Rosa Parks Park

