

City of Long Beach  
Many Unique Neighborhoods  
One Great City



~~R-13~~  
Dr. Suja Lowenthal  
Vice Mayor  
Council District 2

2

## Memorandum

To: Honorable Mayor and City Council

September 22, 2015

From: Suja Lowenthal, Second District 

Subject: Renaming of Center Theatre

### RECOMMENDATION:

Request the City Council approve a deviation from existing policy and procedures for naming of City-owned land, buildings and facilities to allow the Center Theatre to be renamed the "Beverly O'Neill Theatre" in honor of her contributions to the City of Long Beach.

### BACKGROUND

The Board of Directors for the International City Theatre (ICT) wish to change the name of the Center Theatre to the "Beverly O'Neill Theatre" in honor of her many contributions to the civic, education, non-profit, arts and cultural communities of Long Beach. The theatre is currently undergoing exterior construction, so the name change would be incorporated into the project.

### DISCUSSION

Administrative Regulation memo (AR8-7) discusses the Policy and Procedures for the Naming of City-owned Land, Buildings, Facilities (attached). One particular guideline in the administrative policy states, "City-owned land, buildings and facilities will not normally be named after living persons unless the City Council deems it appropriate to take such action on the basis of a significant contribution, monetary or otherwise, which warrants a deviation from this policy guideline."

The Honorable Beverly O'Neill has spent a lifetime serving residents, organizations and institutions in Long Beach. She is a product of our Long Beach school system, starting in nursery school through California State University, Long Beach. She had a long and distinguished 31-year career in education as faculty member, administrator, and Superintendent-President of Long Beach City College. Beverly O'Neill is the only person to fulfill three terms as Mayor of the City of Long Beach and distinguished herself as the nation's only large city Mayor to be re-elected as a write-in candidate in her final term. During those mayoral terms, she led the city through arguably some of its most difficult years as the Navy closed its shipyard and aerospace was downsizing. She is credited with shepherding the city to better economic times and instilling a sense of self-confidence into our civic mindset.

Among her contributions to arts and culture, then LBCC president Beverly O'Neill championed International City Theatre (now the City's Resident Professional Theatre Company at the Long Beach Performing Arts Center by unanimous City Council vote) from its birth by its founder,

Shashin Desai, who was Chair of the Theatre, Dance and Film Department at Long Beach City College. She continued to support International City Theatre when it moved downtown in 1997 through its current 30th Anniversary. With her strong background in education, she has remained supportive of the many education programs (six) International City Theatre provides to community members of all ages. Having played a major role in planting the seed for ICT's birth and growth, it is especially meaningful to her and our city that she be properly recognized and appreciated.

According to the CSULB 49er Foundation, her honors and awards include: Citizen of the Year from the Exchange Club, the Humanitarian Award from the National Council of Christians and Jews (California Conference on Equity and Justice), Woman of Excellence Award from the YWCA, Business Woman of the Year from Long Beach Business & Professional Women, and Woman of the Year from the Long Beach Human Relations Commission. She was awarded CSULB's Distinguished Alumni Award in 1984 and the Golden Achievement Award from the university's Alumni Association in 1999. Recently, she received the Crystal Arts and Humanitarian Award from International City Theatre for her significant contributions to arts, culture and education.

**FISCAL IMPACT**

There is no fiscal impact.



# Administrative Regulations

Number AR8-7  
Issue 1

**Subject: Policy and Procedures for the Naming of City-owned Land, Buildings, Facilities.**

## I. PURPOSE

To establish formal policies as a guide to the City Council in considering (1) appropriate names for City-owned land, buildings and facilities; and (2) whether, and under what circumstances, such land, buildings, and facilities should be named or renamed in honor of individuals.

## II. SCOPE

This regulation is applicable to all City departments and offices responsible directly to the City Manager. It is also requested that elective offices and other independent offices and departments of the City comply with these procedures in the interest of administrative uniformity.

## III. POLICY

In determining the names to be given to City-owned land, buildings and facilities, the City Council will give particular consideration to the following policy guidelines:

- Names incorporating the name of LONG BEACH where it is deemed important for civic or other reasons for a building or facility to be identified with the City.
- Names which have recognized geographic, topographic or historical significance associated with Long Beach. In assessing this type of name, the City Council will be guided by recommendations from such bodies as the Planning Commission, the Cultural Heritage Commission and the Long Beach Historical Society.
- City-owned land, buildings and facilities may be named after individuals or families who have donated the land or funds for the capital project, particularly if such naming is set forth as a condition of the donation.
- City-owned land, buildings and facilities may be named in honor of persons who have served the nation, the State of California and/or the City of Long Beach in an exceptional and distinguished manner; and where such action is warranted by a contribution or service which is deemed to be of major significance.
- City-owned land, buildings and facilities will not normally be named after living persons unless the City Council deems it appropriate to take such action on the basis of a significant contribution, monetary or otherwise, which warrants a deviation from this policy guideline.
- The naming of City-owned land, buildings and facilities in honor of deceased persons shall generally not take place until one year after their deaths, unless the City Council determines that there are overriding considerations for deviating from this policy guideline. This particular policy guideline is not intended in any way to reflect on the merits of any deceased individual who may have been a prominent civic leader. However, it is felt appropriate to establish such a waiting period to ensure that an individual's accomplishments or contributions will stand the test of time; and that decisions shall not be made on an emotional basis immediately following a person's death.
- The names of City-owned land, buildings and facilities shall not be named in honor of individuals when they have previously been named for other individuals.

Policy and Procedures for the Naming of City-owned Land,  
Buildings, Facilities.

- Wherever possible, names considered should not be those which have been overly recognized in the past.
- Names will be considered by the City Council, whether submitted by staff, City agencies, civic organizations, and/or the general public. The selection process may include, where deemed appropriate, a contest or competition, if it is felt that such an alternative would promote greater community-wide interest and participation.

IV. PROCEDURE

Requests for naming or renaming of City-owned land, buildings and facilities shall be filed with the City Clerk for transmittal to the City Council.

Requests for naming or renaming of City-owned land, buildings and facilities shall be submitted in writing, accompanied by a statement summarizing the justification for the recommended name(s).

The City Council shall refer all such requests to its Human Resources Committee for study and subsequent recommendation to City Council. At the same time the City Council will refer such requests to staff and/or concerned advisory bodies for any input which would be of assistance to the Human Resources Committee and ultimately the City Council, in reaching a final determination

Staff and/or concerned advisory bodies will be expected to submit their evaluation and recommendation to the Human Resources Committee within thirty (30) days following receipt of a request by the City Council.

Upon completion of its deliberations at a public hearing, the Human Resources Committee will forward its recommendation to City Council, accompanied by relevant testimony taken at the committee's public hearing, as well as the reports of staff and any concerned advisory bodies.

The City Council will make its determination as to the naming or renaming of City-owned land, buildings and facilities at a regularly scheduled meeting of the City Council at which staff, representatives of advisory bodies and civic organizations, and the general public may offer testimony. The decision of the City Council will be final.