



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 Change the Name of Donald Douglas Park, Located at the Southwest Corner of Conant Street and Clark Avenue, to Rosie the Riveter Park

DISCUSSION

On October 19, 2006, the Parks and Recreation Commission reviewed the plans for a new park at the corner of Carson Street and Lakewood Boulevard, at the edge of the new Douglas Park real estate development. This development is being built on the Boeing property, which was formerly the Douglas Aircraft manufacturing site, famous for its World War II aircraft production. Boeing is honoring the history of the site in its redevelopment of the area, and wished to name the first park in the project for Donald Douglas. In order to accomplish this, it was necessary to move the name Donald Douglas Park from the existing Donald Douglas Park site, at Conant Street and Clark Avenue, to the new site. The Commission favorably recommended applying the name Donald Douglas Park to the Carson Street and Lakewood Boulevard location.

The site at Conant Street and Clark Avenue is thus left without a name, and on February 15, 2007, the Parks and Recreation Commission approved recommending to the City Council, the name of "Rosie the Riveter Park" as an appropriate name for this park. The name was suggested by Gerrie Schipske, the Councilwoman of the district in which the park is located.

"Rosie the Riveter" is the generic name used to refer to all women who took jobs in manufacturing plants during World War II. This was a momentous change in American society, as women for the first time left the home to be employed in large numbers in manufacturing industries other than textiles. The women were needed to replace the large number of men who vacated manufacturing jobs to serve in the military. Demand for labor also expanded greatly as industrial production expanded to supply the war effort. "Rosie the Riveter" became a national symbol of this change, and of the ability of women to perform many jobs previously considered "too heavy" or "too dirty" for women.

The connection of "Rosie the Riveter" to the Long Beach Douglas Aircraft site is particularly appropriate as the Douglas site is one of the plants that was featured in the original Life Magazine article, where the women war manufacturing plants were first highlighted for the national audience. Many of the photographs in the article were from the plant and the name "Rosie the Riveter" was introduced in that article.

“Rosie the Riveter Park” is an appropriate name for this park site because it is located next to the remaining Boeing aircraft-manufacturing site. Although the World War II production facility is the site of the Douglas Park project, the remaining manufacturing site was for many years an integral part of the Douglas Aircraft and then the McDonnell Douglas Company manufacturing facility.

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.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

FISCAL IMPACT

There is no fiscal impact with the recommended action.

Members of the Housing and Neighborhoods Committee
March 15, 2007
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IT IS RECOMMENDED THAT THE COMMITTEE:

Concur with the recommendation to change the name of Donald Douglas Park, located at the southwest corner of Conant Street and Clark Avenue to Rosie the Riveter Park and refer the recommendation to the City Council for approval.

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Attachments

APPROVED:



GERALD R. MILLER
CITY MANAGER



City of Long Beach
Working Together to Serve

Memorandum

Date: February 8, 2007

To: Phil T. Hester, Director, Parks, Recreation and Marine Department
Harry Saltzgaver, President, Parks and Recreation Commission

From: Councilwoman Gerrie Schipske

Subject: "Rosie the Riveter Park" – Parks and Recreation Commission

As the development of Douglas Park progresses, so does the issue related to the establishment of a "Douglas Park" within the development and the fact that the City of Long Beach currently has a park bearing the same name. As such, I would like the Parks and Recreation Commission to consider renaming the current Douglas Park site "Rosie the Riveter Park" in honor of the women who worked at the Douglas plant during World War II. This would continue to utilize the park space in a manner consistent with its location to both Boeing and residences, and the City of Long Beach policy that two parks not bear the same name.

In doing so, we would be dedicating a space in Long Beach to commemorate the important contribution 3 million women made in the aircraft factories and shipyards of our country during World War II. Douglas Aircraft and the Long Beach Shipyards employed thousands of women during World War II. These women were the prototype for the Rosie the Riveter poster that was utilized to acknowledge the contribution of women to the war effort.

If you should have any questions please feel free to contact my Chief of Staff, Josh Butler, at 562-570-6832.



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

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February 15, 2007

Members of the Parks and Recreation Commission

Subject: Recommendation regarding Change of Donald Douglas Park to Rosie the Riveter Park at the Southwest corner of Conant Street and Clark Avenue.
(5)

The action before the Parks and Recreation Commission is to recommend the change of the name of a park. This is not expressly included in the duties of Commission in either the City Charter or the Municipal Code, but is included in the Administrative Regulations, AR 8-7.

Background. On October 19, 2006, the Parks and Recreation reviewed the plans for a new park at the corner of Carson Street and Long Beach Boulevard, at the edge of the new Douglas Park real estate development. This development is being built on the Boeing property, which was formerly the Douglas Aircraft manufacturing site, famous for its World War II aircraft production. Boeing is honoring the history of the site in its redevelopment of the area, and wished to name the first park in the project for Donald Douglas. In order to do that, it was necessary to move the name Donald Douglas Park from the existing Donald Douglas Park site at Conant Street and Clark Avenue to the new site. The Commission favorably recommended applying the name Donald Douglas Park to the Carson Street and Lakewood Boulevard location.

The site at Conant Street and Clark Avenue is thus left without a name, and the action before the Parks and Recreation Commission is whether to recommend that the name "Rosie the Riveter Park" be recommended to the City Council as an appropriate name for the park. The name was suggested by Gerrie Schipske, the councilmember of the district in which the park is located.

"Rosie the Riveter" is the generic name used to refer to all women who took jobs in manufacturing plants during World War II. This was a momentous change in American society as women for the first time left the home to be employed in large numbers in manufacturing industries other than textiles. The women were needed to replace the large number of men who vacated manufacturing jobs to serve in the military. Demand for labor also expanded greatly as industrial production expanded to supply the war effort. "Rosie the Riveter" became a national symbol of this change, and of the ability of women to perform many jobs previously considered "too heavy" or "too dirty" for women.

The connection of "Rosie the Riveter" to the Long Beach Douglas Aircraft site is particularly appropriate as the Douglas site is one of the plants that was featured in the

original Life Magazine article, where the women war manufacturing plants were first highlighted for the national audience. Many of the photographs in the article were from the plant and the name "Rosie the Riveter" was introduced in that article.

"Rosie the Riveter Park" is an appropriate name for this park site because it is located next to the remaining Boeing aircraft-manufacturing site. Although the World War II production facility is the site of the Douglas Park project, the remaining manufacturing site was for many years an integral part of the Douglas Aircraft and then McDonnell Douglas Company manufacturing facility.

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;
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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.

Discussion. The Commission is asked to recommend whether "Rosie the Riveter" Park is an appropriate name for the park. Referring back to the naming policies in AR 8-7, the name is appropriate as it honors an exceptional event in national history, the introduction of large numbers of women into the work place in manufacturing jobs at a time of great national need. The effort was successful in providing the war material needed to win World War II, and erased stereotypes that led to much greater opportunities for women to pursue careers that were previously closed to them. The name is also appropriate to the site as it is adjacent to a manufacturing plant where such efforts took place and which played a large part in spreading public awareness of that effort, and in developing the signature name for the phenomena, "Rosie the Riveter".

It is recommended that the Parks and Recreation Commission recommends to the City Council, and City Manager that:

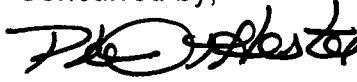
- Naming the park site at Conant Street and Clark Avenue "Rosie the Riveter Park" is appropriate and in conformance with AR 8-7.

Respectfully submitted,



Dennis Eschen
Manager, Planning & Development

Concurred by,



Phil T. Hester,
Director of Parks, Recreation & Marine

Proposed Rosie the Riveter Park

