



Date: July 6, 2004
To: Members of the Housing and Neighborhoods Committee
From: Phil T. Hester, Director of Parks, Recreation and Marine
Subject: Approval of "Burton W. Chace Park" as Name of New Mini-Park

DISCUSSION

At the City Council meeting of June 1, 2004, City Councilmember Rob Webb requested that the new mini-park being developed in his district, at the corner of Market Street and Dairy Avenue, be named Burton W. Chace Park (see Attachment 1). The North Long Beach Redevelopment Project Area Advisory Committee also supports this name for the park. In accordance with Administrative Regulation AR8-7 (Regulation), the City Council has referred the request to its Housing and Neighborhoods Committee and to the Parks and Recreation Commission for recommendations on the proposed name. On June 17, 2004, the Parks and Recreation Commission recommended in favor of the name Burton W. Chace Park (see Attachment 2).

It is fitting that this honor be bestowed on Burton W. Chace, who was a long time resident of north Long Beach. His long and distinguished career of public service to the community began with his serving as a City Councilmember from 1945 to 1953. In addition to being a Long Beach City Councilmember, he served as Mayor from 1947-1953. Following his service on the City Council, he was elected to the Los Angeles County Board of Supervisors, where he served from 1952 until 1972. Tragically, Mr. Chace was killed in an automobile accident while on County business in 1972. Among his accomplishments as a Los Angeles County Supervisor were the construction of Marina del Rey and the reorganization of county government to create the Department of Beaches and Harbors.

The park site also has a long history with the City. Originally purchased in 1924 for a fire station, the station was completed in 1929 and served north Long Beach until 1963. The site was an active fire station while Mr. Chace served on the City Council.

The naming of this specific site for Burton W. Chace is also appropriate because it is only a block from the historic business hub of north Long Beach at Market Street and Long Beach Boulevard. As part of the north Long Beach project area redevelopment strategy, this area is to be restored as a vibrant, pedestrian-oriented commercial and civic node working from the theme of its historic significance. The naming of the adjacent park for a locally important historic individual reinforces that theme.

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TIMING CONSIDERATIONS

City Council action on this item is not time critical.

FISCAL IMPACT

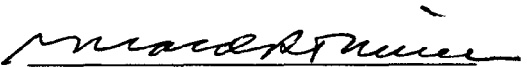
There is no fiscal impact with the recommended action.

IT IS RECOMMENDED THAT THE COMMITTEE:

Forward this report to the full City Council to adopt the name "Burton W. Chace Park" for the new mini-park being developed at the northwest corner of Market Street and Dairy Avenue.

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Attachments

APPROVED:



GERALD R. MILLER
CITY MANAGER



Date: June 1, 2004
To: Mayor Beverly O'Neill And City Council
From: Robert M. Webb, Councilman – Eighth District *RW*
Subject: **AGENDA ITEM – NAMING OF NEW PARK AT MARKET ST. AND DAIRY AVE.**

The North Long Beach Redevelopment Project Area Committee has recommended that the new park, currently under construction at Market Street and Dairy Avenue, be named for Burton W. Chace.

Mr. Chace was a long time resident of north Long Beach, with a distinguished career of public service to the community. In addition to being elected to the City Council in 1945, he subsequently served as Mayor from 1947-1953.

Following his service on the City Council, he was elected to the Los Angeles County Board of Supervisors where he served from 1952 until 1970. Tragically, Mr. Chace was killed in an automobile accident while on County business in 1970. Among his accomplishments as a Los Angeles County Supervisor were the construction of Marina Del Rey and the reorganization of County government to create the Department of Beach and Harbors.

The site of the new park has its own history with the City. The property was originally purchased in 1924 for a fire station, and served as the home of Fire Station number 11 from July 1929 until July 1963.

I am very supportive of this selection by the Project Area Committee. Therefore, I respectfully request that the name, Burton Chace Park, be referred to the Housing and Neighborhood's Committee and to the Parks and Recreation Commission for a recommendation.

/b



CITY OF LONG BEACH

Department of Parks, Recreation and Marine

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June 17, 2004

Members of the Parks and Recreation Commission

Subject: Recommendation regarding the name "Burton Chace Park" for the Mini-Park at Northwest Corner of Market Street and Dairy Avenue

The action before the Parks and Recreation Commission is to recommend a name for the new mini-park being developed at the northwest corner of Market Street and Dairy Avenue.

Background. Eighth District City Councilmember Rob Webb has requested that the new mini-park being developed in his district be named the Burton Chace Park, as suggested to him by the North Long Beach Redevelopment Project Area Advisory Committee. According to Administrative Regulation AR8-7 (Regulation), 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 Regulation applies to the naming of all public land, buildings and facilities and 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 have been overly recognized in the past.
- A name may be selected through a competition or a contest.

"We create and enhance the quality of life through people, places, programs and partnerships"

Naming the park site after Burton W. Chace is appropriate under the category of persons who have served Long Beach in an exceptional or distinguished manner of major significance. It is fitting that this honor be bestowed on Burton W. Chace who was a long time resident of north Long Beach. His long and distinguished career of public service to the community began with his serving as City Council member from 1945 to 1953. In addition to being a Long Beach City Council member, he was elected Mayor from 1947-1953. Following his service on the City Council, he was elected to the Los Angeles County Board of Supervisors where he served from 1952 until 1970. Tragically, Mr. Chace was killed in an automobile accident while on County business in 1970. Among his accomplishments as a Los Angeles County Supervisor are the construction of Marina del Rey and the reorganization of County government to create the Department of Beach and Harbors.

The site of the new park also has a long history with the City. It was originally purchased in 1924 for a fire station that was completed in 1929 and served north Long Beach until 1963 including the time that Mr. Chace served on the City Council.

The naming of this specific site for Burton W. Chace is also appropriate because it is only a block from the historic business hub of north Long Beach at Market Street and Long Beach Boulevard. As part of the north Long Beach Project Area redevelopment strategy, this area is to be one of the hubs for restoration of a vibrant pedestrian oriented commercial and civic node working from the theme of its historic significance. Naming this site for a locally important historic individual reinforces that theme.

Discussion. Referring to the naming policies in the Regulation, the name Burton Chace Park is appropriate as it reflects a historically important individual directly related to the site and the immediate surrounding community. Burton W. Chace is a significant person in the history of Long Beach, serving eight years as a City Council member, six years of which he was elected by the other council members to represent the City as Mayor. He then served 17 years a member of the Los Angeles County Board of Supervisors for a total of 25 years of elected public service.

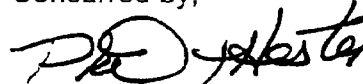
It is recommended that the Parks and Recreation Commission recommend to the Housing and Neighborhood Committee and the full City Council that Burton Chace Park is an appropriate name for the new mini-park being developed at the northwest corner of Market Street and Dairy Avenue.

Respectfully submitted,



Dennis Eschen,
Manager of Planning and Development

Concurred by,



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



Date: June 1, 2004
To: Mayor Beverly O'Neill And City Council
From: Robert M. Webb, Councilman – Eighth District *RW*
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