



Date: March 19, 2013

To: Members of the Housing and Neighborhoods Committee

From: George Chapjian, Director of Parks, Recreation and Marine *G.C.*

Subject: **Recommendation to name the park site located between Spring Street and Willow Street, Orange Avenue and California Avenue, Willow Springs Park, and in addition approve the name for the 4-acre parcel within the same boundaries as Longview Point.**

DISCUSSION

On August 21, 2012, 7th District City Councilmember James Johnson requested that the Mayor and Members of the City Council refer to the Parks and Recreation Commission a request to recommend a name for the park site located between Spring Street, Willow Street, Orange Avenue and California Avenue as well as a name for a 4-acre parcel within the same boundaries. The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee and the full City Council.

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 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, "Willow Springs Park", reflects both a recognized geographic and historic feature of the City. This area is the location of the City's original 1882 water source due the natural springs that occurred on the site. As a result, the site has a number of established willow trees following the historic watercourse. These same features led to the naming of Willow Avenue and Spring Street adjacent to this property. The 4-acre site within the park also reflects a recognized geographic feature of the City as it is the highest publicly accessible point in Long Beach, thus the name "Longview Point" is recommended.

The Parks and Recreation Commission considered this request at their September 13, 2012 meeting (Attachment) and unanimously approved this request.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

FISCAL IMPACT

There is no fiscal impact with the recommendation action.

IT IS RECOMMENDED THAT THE COMMITTEE:

Concur with the recommendation that the park site located between Spring St, Willow St. Orange Ave. and California Ave. be named Willow Springs Park, the 4-acre site within the park be named "Longview Point", and refer the recommendation to the City Council for approval.

APPROVED:



PATRICK H. WEST
CITY MANAGER

GC: AM/az/vhd

R:/shared/executive assistant/council/committees/3.19.13 Housing and Neighborhood committee Willow Springs Park

Attachment:



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.LBParks.org

September 13, 2012

selected
best in the nation

MEMBERS OF THE PARKS AND RECREATION COMMISSION
City of Long Beach
California

RECOMMENDATION:

Recommend the name "Willow Springs Park" to the Housing and Neighborhood Committee for the park site located between Spring Street, Willow Street, Orange Avenue and California Avenue. In addition consider and recommend a name for the 4-acre parcel within the same boundaries that is currently under development.

DISCUSSION

On August 21, 2012, Seventh District City Councilmember James Johnson requested that the Mayor and Members of the City Council refer to the Parks and Recreation Commission a request to recommend a name for the park site located between Spring Street, Willow Street, Orange Avenue and California Avenue as well as a name for the 4-acre parcel within the same boundaries that is currently under development (Attachment A), taking into account all proposed names as well as additional public comment. The Parks and Recreation Commission recommendation will be transmitted to the Housing and Neighborhoods Committee and the full City Council.

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.

In accordance with this regulation, the name referred to the Parks and Recreation Commission, Willow Springs Park, reflects both a recognized geographic and historic feature of the City. This area is the location of the City's original 1882 water source due the natural springs that occurred on the site. As a result the site has a number of established willow trees following the historic watercourse. These same features led to the naming of Willow Avenue and Spring Street adjacent to this property

In addition to the geographic and historic features that meet the criteria for naming the park, the 7th Council further requested residents to submit proposed names for the park. At least fifty residents submitted names, of which 65-75% proposed "Willow Springs Park".

A department-led master planning effort is underway for this 47-acre site. Concurrent with this planning effort, the City has moved forward with the development of four (4) acres of the site, currently referred to as "Longview Park". The site is the highest publicly accessible point in Long Beach and affords great views of the sunset over the Palos Verde Peninsula. This area is expected to be open to the public by the end of 2012. The Council action additionally requested that the Parks and Recreation Commission select a name for these four acres with the names "Sunset Point at Willow Springs Park" or "Longview Point at Willow Springs Park" submitted as proposed options.

SUGGESTED ACTION:

Recommend names and forward to the Housing and Neighborhoods Committee and the full City Council.

Respectfully submitted,


SANDRA J. GONZALEZ
MANAGER
PLANNING AND DEVELOPMENT

APPROVED:


GEORGE CHAPJIAN
DIRECTOR

SJG:amm

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Attachment: Aerial Map



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James Johnson
City of Long Beach
Councilmember, Seventh District

Date: August 21, 2012
To: Honorable Mayor and Members of the City Council
From: Councilmember James Johnson, Seventh District
Subject: Naming Recommendation to Parks & Recreation Commission for Willow Springs Park

RECOMMENDATION:

Refer to the Parks and Recreation Commission and the Housing and Neighborhood Committee the proposed names of "Willow Springs Park" for the park between Willow Street and Spring Street, Orange Avenue and California Avenue, and both options "Sunset Point at Willow Springs Park" and "Longview Point at Willow Springs Park" for the four acres currently being developed at the top of the park.

DISCUSSION

The park that has had the working title of "California Gardens" is nearing the completion of its first phase, and is scheduled to be open on November 1, 2012. Accordingly, a name competition was held over the last two months in which Long Beach residents were asked to submit their name suggestions for the park. Overwhelmingly, residents chose "Willow Springs Park" as the name they would like to see for this future 47-acre park.

"Willow Springs Park" is an appropriate name due to the long history this site has had and its role in the founding of Long Beach. Willow Springs Park began as the City's original water source in 1882 due to the natural springs that were on the site and has long been known for the willow trees that are plentiful on the property. These characteristics led to the naming of Willow and Spring Streets adjacent to the property.

The master planning for the entire park site is ongoing, and is scheduled to be complete in early 2013. The first four acres of the property are nearing completion and are ready to be dedicated as park space. As these acres are the



Spring St

California Ave

(Proposed Willow Springs Park)

Orange Ave

Sunset Point at Willow Springs Park
or
Longview Point at Willow Springs Park

Willow St

Feet

highest accessible acres in the City of Long Beach, with beautiful views of the sunset over the Palos Verdes Peninsula, it has been suggested that the first four acres be called "Sunset Point at Willow Springs Park." Additionally, the name "Longview Point at Willow Springs Park" has been suggested to highlight the panoramic views that are present from this property. It is requested that the Parks and Recreation Commission deliberate on these options and recommend the name it thinks most appropriate.

As the larger park continues to be developed over the years, there will be opportunities for other sections of the park to be named as well, for features such as the gulch on the lower section, the wetlands present on the property, etc. Therefore, residents are encouraged to continue to be involved in the ongoing planning of the park, and to continue offering names for future phases of this open space opportunity.

FISCAL IMPACT

This item has no significant fiscal impact.