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**Date:** December 15, 2020  
**To:** Honorable Mayor Robert Garcia and Members of the City Council  
**From:** Councilmember Rex Richardson, Ninth District  
**Subject:** Naming of South Street Parkway for Dan Pressburg

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**RECOMMENDATION:**

Refer to the Parks and Recreation Commission and the Housing and Neighborhood Committee for consideration the renaming of South Street Parkway, "The Pressburg Parkway," in recognition of the contributions of Uptown community leader Dan Pressburg.

**Discussion**

Dan Pressburg has lived in the Deforest Park Neighborhood for more than 35 years and is a respected pillar in the Uptown Community. As such, his charitable acts and knowledge of Long Beach's history are invaluable to all who meet him.

Pressburg's leadership is vast, as his work has supported neighborhood beautification, enhanced civic engagement, and fostered community. Every year, Pressburg provides Long Beach families with turkeys and rescued trees for the holidays. His innovative spirit of giving was also lauded by Neighborhoods USA (NUSA), receiving two national titles for the "One-Day Christmas Store." The One Day Christmas Store, shopping with dignity, provided gifts for people in Long Beach who would not have otherwise had Christmas at all. In its 9-year run, the store serviced over 30,000 people. He received a third title for his "Back to the Future the North Long Beach History Project," a historic documentary record of the development, projects to be designed, and recording of Atlantic Blvd. This effort was awarded the first NUSA Award in 2008. He has also helped establish parts of the narration for the Long Beach Marathon, Downtown Walking Tours, and as a Docent at Rancho Los Cerritos

As a Redevelopment Agency North Project Area Committee member, and Vice-Chair for 7 years, Dan collaborated on public improvements and the revitalization of residential, industrial, and commercial areas in Uptown. As an original member of the Veteran's Day Parade Committee, he led promotions for 16 years and provided a unique quiche breakfast for staff and honored guests who sat in the reviewing stand. The Veteran's Mural across from Houghton Park has his likeness painted on the wall featuring his participation in Memorial Services at Forest Lawn as an American Legion Member.



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Finally, for the past seven years, Pressburg has led the Deforest Park Neighborhood Association as president, organizing tree plantings, and community events, such as the Chili Cook-Off. Pressburg was also instrumental in the Deforest Park Wetlands Restoration, which officially opened in 2018.

Dan and his wife, Holly, share their home with the entire Long Beach community by hosting notable gatherings such as the candidate brunch and annual holiday party. In addition to his community-building efforts, Dan's inquisitive research resulted in his home becoming the first historic landmark designation and the first Mills Act Property in Long Beach. From his findings, we've learned that the Pressburg Residence is a Victorian home built originally as a dairy, which reminds us of North Long Beach's agricultural history. Also, while a Cultural Heritage Commissioner (for 10 years), he helped established 5 landmarks in North Long Beach and led the charge for Sunnyside Cemetery to gain its local landmark status.

Next to the Pressburg Residence is another piece of Long Beach history, as the South Street Parkway is the City's first-ever "pocket park" established in the late '90s. This third of an acre lot adds open space to South Street and Jaymills Avenue's intersection for all to enjoy, and it features turf, trees, and fencing. There are no structures in the Pocket Park and is established as an open greenspace, utilized by all members of the Deforest Area Community.

In celebration of Dan's leadership and commitment to historic preservation in the Uptown Community, we recommend South Street Parkway be named in his honor, "Pressburg Parkway."

### **Fiscal Impact**

Due to time constraints no fiscal analysis was conducted.