

CITY OF TUCSON PARKS AND RECREATION
APPLICATION FOR NAMING A PARK PROPERTY OR AMENITY

Date of Submission: 10/23/18 Date Received: 10/25/18

Applicant: William G Dupont

Agency/Organization (if applicable): COLONIA SOLANA HOMEOWNERS ASSOCIATION

Address (Street, City, Zip): [REDACTED]

Phone Number (daytime): [REDACTED]

Email Address: [REDACTED]

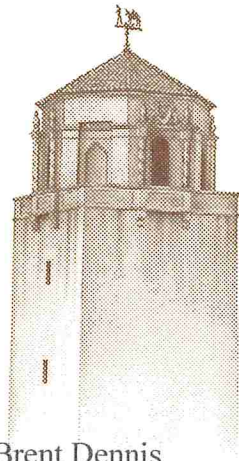
Park Property or Amenity (current name): Rose Test Garden

Proposed Name: Cole Peterson Rose Garden

Applicant Relationship to Honoree: Friend of President of Colonia Solana

Required Documents (please submit all supporting documentation with this application form):

- Application Form (this form)
- Biographical sketch, historical information, and/or explanation of the contributions of the individual, family, or group
- Justification: Why this park (or amenity)? Why this person or group? What is the connection between the two?
- A letter of acknowledgement from the corresponding City of Tucson Council Ward Office
- Evidence of Support:
 - Signed petitions (petition form and service area map supplied by TPRD):
 - Mini Park (1 acre or less): 50 valid signatures within ¼ mile
 - Neighborhood Park (1-15 acres): 100 valid signatures within ½ mile
 - Community Park (15-40 acres): 250 valid signatures within 1.5 miles
 - Metro Park (40-200 acres): 500 valid signatures within 3.0 miles
 - Regional Park (200+ acres): 750 valid signatures within 7.0 miles
 - Trail Segments (e.g. trails, walking paths, multi-use paths): 100 valid signatures per ½ mile length within ½ mile
 - Park Amenity (e.g. sports fields, playgrounds, picnic areas): 50-100 valid signatures depending on the amenity type within the service area for the related park size
 - A letter of approval from family, legal guardian, or representative if the honoree is deceased
 - Additional letters of support or other supporting documents (optional)



COLONIA SOLANA

HOMEOWNERS ASSOCIATION

October 15, 2018

Brent Dennis
Director Parks and Recreation
900 S. Randolph Way,
Tucson, AZ 85716

Colonia Solana is requesting the consideration by the City of Tucson to rename the current Reid Park Rose Garden in honor of Cele Peterson. As the rose was one of Cele's favorite flowers, Colonia Solana felt this was an appropriate way for our City to celebrate Cele's life and love of and for Tucson.

Cele's passing at 101 left us with her many contributions to our City. Her work to protect, enhance, enrich and educate residents and visitors about Tucson's many cultural aspects and rich history benefitted all in our community. She was the founder of the Tucson Children's Museum, the Arizona Theater Company, the Arizona Opera and Casa de los Niños which all continue to thrive today. Her love of Tucson's history is still apparent as we continue to celebrate Tucson's birthday during the entire month of August due to Cele's efforts.

Her flare for fashion began in 1931 when she opened the Coed Shop, then several years later, in 1937, she opened Cele Peterson's which was known nationally for designs sold within its wall, even special designs by Cele herself. Many movie stars and dignitaries would stop in Tucson to shop at her stores which expanded to 4 locations. As stated in many articles, Cele was Tucson's Grand Dame of Fashion.

Her voice hit the air waves in early forties with the radio show, Star of the Day, and her many appearances on Arizona Illustrated allowed her to inform us of the importance of working together, respecting all cultures and embracing our diversity. This combined with her sense of community, success as a businesswoman and philanthropist make Cele Peterson a true icon of Tucson who should be honored in a special and fitting way.

Therefore, Colonia Solana hopes that Mayor and Council will approve this effort to honor a brilliant and gracious person who enhanced so many lives in Tucson.

Thank you for your time and consideration,

Bill Du Pont, President
Colonia Solana Neighborhood



STEVE KOZACHIK
COUNCIL MEMBER

October 9, 2018

Brent Dennis
Director Parks and Recreation
900 S Randolph Way,
Tucson, AZ 85716

Dear Brent;

I'm writing this letter in strong support of naming the Reid Park Rose Garden in memory of Cele Peterson. Cele was for years not only a successful businesswoman in our community, but led by example in a wide variety of important social causes.

Ms. Peterson is one of Tucson's Grand Dames of Fashion. She opened her first retail shop in 1931 and in 1937 moved that store into the downtown core, changing the name to the familiar Cele Peterson's. Specializing in custom clothing design that received national recognition, Cele eventually had 4 successful stores in the Tucson area.

Cele Peterson was a founder of the Tucson Children's Museum, the Arizona Theater Company, the Arizona Opera and Casa de los Ninos. Through her work, Cele touched and changed thousands of lives in the Tucson area. We are a better community as a result of her fine work.

People like Cele come along rarely. Naming the Reid Park Rose Garden in memory of Cele Peterson is a fitting and appropriate gesture to her memory.

Sincerely,

Council Member, Steve Kozachik

El Encanto Estates Neighborhood Association
3100 E. Calle Portal
Tucson, AZ 85716

October 15, 2018

Greetings,

At its October 8, 2018 meeting, El Encanto Estates Neighborhood Association passed the following resolution:

We, the residents of El Encanto Estates are delighted to support the naming of the rose garden in Reid Park, for one of our distinguished residents, Cele Petersen. Always a lady of great fashion sense and taste, and the woman who founded the Cele Petersen dress stores that for years was THE place to buy interesting, unique, and stylish clothing, it seems only fitting to name the Rose Garden after her.

We look forward to visiting in the springtime, when the bushes are in bloom, the Cele Petersen Rose Garden.

Sincerely,



Margot W. Garcia
President, EEENA

10.20.18

BRENT DENNIS
DIRECTOR OF PARKS AND RECREATION
900 RANDOLPH WAY
TULSON, AZ 85716

DEAR MR. DENNIS,

IT IS WITH GREAT PLEASURE AND ENTHUSIASM THAT WE
GIVE OUR PERMISSION FOR THE ROSE GARDEN TO BE NAMED
AFTER OUR MOTHER, CELE PETERSON. SHE SPENT MANY HAPPY
HOURS ENJOYING THE BEAUTY OF THE ROSES. AS AN ARDENT
SUPPORTER OF OUR CITY AND ITS COMMITMENT TO PUBLIC PARKS,
SHE WOULD BE HONORED TO HAVE HER NAME ASSOCIATED WITH
THE ROSE GARDEN. WE ARE HONORED AS WELL, AND THANK YOU
KINDLY.

SINCERELY,
EVA, KATYA, AND QUINTA PETERSON

Eva Peterson

Katya Peterson

Quinta