



REPORT TO MAYOR AND COUNCIL

NO: _____

**Draft for Parks and Recreation Commission
review on November 14, 2012****Council Date: December 4, 2012****SUBJECT: Discussion and Possible Action Regarding Naming of New Park
at 545 Santa Real Avenue****BACKGROUND**

On February 27, 2007, City Council approved a 242-unit townhouse development at the corner of Duane Avenue and DeGuigne Drive, on a portion of the rezoned East Sunnyvale Industrial to Residential (ITR) study area (RTC 07-078). As part of the proposed project (known as Fusion Sunnyvale), the developer offered to dedicate approximately 1.0 acre of land as required by City ordinance. The parcel was to be utilized by the City as a park, providing park and open space benefits to the future occupants of the new subdivision. On March 18, 2008, Council voted to accept the proposed dedication of park land.

In 2012, O'Brien Homes approached the City and expressed an interest in developing the dedicated 1.0 acre parcel as a park at their own expense. City staff agreed provided the park improvements, including lighting, tables, landscaping and an open turf area were to be completed per City specifications. O'Brien Homes agreed and the park improvements were completed. The park land is being maintained for a minimum of 90 days by the developer as required before conveyance to the City. The new park, assigned the address of 545 Santa Real Avenue, needs to be named according to Council Policy 7.3.23 *Naming/Renaming Parks & Recreation Facilities* (Attachment A).

As more Industrial to Residential (ITR) land in this area is converted to residential use on adjacent lots, the 1.0 acre park is to be assembled into a larger open space for public use as park land. In 2011, the Planning Commission approved a proposed development by the Irvine Company of 162 town homes at 955 Stewart Drive that is located immediately to the south of the Fusion Sunnyvale Project. That project may provide additional parkland that would increase the size of the new park.

EXISTING POLICY

Council Policy 7.3.23 "Naming/Renaming Parks & Recreation Facilities"

DISCUSSION

As per Council Policy 7.3.23, the Parks & Recreation Commission is to consider and make recommendations to the City Council. Parks should be named after the planning district in which they are located. If that is not possible, the

following criteria are to be used in the naming of parks and recreation facilities:

1. Greatest consideration should be given to a name that has historical significance to the City of Sunnyvale or is in some other way associated with a Sunnyvale event or community related action.
 - Staff contacted board member, Laura Babcock of the Sunnyvale Historical Society and Museum Association to request suggestions of a name with historical significance related to that particular area of the city and surrounding street names specifically. Ms. Babcock inquired with the SHSMA and their response was that although there are a number of significant historical figures in the city's history including Francisco Estrada who received the area now known as Sunnyvale as a land grant in 1842 from Governor Alvarado, there is none with a relationship to that particular area.
2. Second consideration is to name a park after a school if it is either adjacent to one or is on land that was formerly used for a school.
 - This does not apply to this case.
3. Naming a park for a specific individual will only be considered if that individual has made a significant contribution to the City of Sunnyvale.
4. Finally, other name considerations will only be considered if one of those three criteria does not provide a suitable name.

Residents of the Fusion Sunnyvale development were asked for park name suggestions. The results were not ranked and are listed in no particular order as follows: Oasis Park, Fusion Park, Hidden Green, Happy Park, Graceland Park, Santa Real Park, Pulse Park, Hideaway Grove, Haiku Gardens, Serenity Gardens, Green Fusion Park, The Green, Unity Park, Sunnyside Park, Sunnyvale Glen Park, Rosalia Park, It's a Good Life Park, Landon Curt Noll Park, Sunrise Park, Sunset Park, Horizon Park, Sunshine Park, Good Life Park and Kings Park.

FISCAL IMPACT

There is no fiscal impact related to naming of the park. There is no current project for park site improvements. A new project may include removing the improvements made by the developer, or enhancing the existing improvements or developing additional dedicated land that is adjacent to the park. Consideration for development of a new park will be incorporated into the overall capital projects budget review for funding in the context of all projects and programs being proposed for Fiscal Year 2014/2015 which is currently underway.

Operating costs for the 1.0 acre park dedicated by O'Brien Homes will be absorbed into the existing operating budget.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

O'Brien Homes held a meeting with residents of the adjacent Fusion Sunnyvale project on September 8, 2012 and asked for suggested park names.

A representative from the Sunnyvale Historical Society and Museum Association was contacted via electronic mail and solicited for input in naming of the park to be suggested by the SHSMA.

The Parks & Recreation Commission reviewed this item at their regular meeting of November 14, 2012.

ALTERNATIVES

1. Council selects a name for the park located at 545 Santa Real Avenue.
2. Council takes no action at this time.
3. Other action as determined by Council.

RECOMMENDATION

There is no staff recommendation.

Reviewed by:



Kent Steffens Director, Department of Public Works

Prepared by: Scott Morton, Superintendent of Parks & Golf

Reviewed by:



Lisa Rosenblum, Director of Library and Community Services

Approved by:



Gary M. Luebbers
City Manager

Attachments

A. Council Policy 7.3.23 Naming/Renaming Parks & Recreation Facilities

COUNCIL POLICY MANUAL

Policy 7.3.23 Naming/Renaming Parks & Recreation Facilities**POLICY PURPOSE:**

The purpose of this policy is to provide the process and responsibility for naming or renaming City Parks and Recreation facilities.

POLICY STATEMENT:

Naming Parks and Recreation facilities shall be the responsibility of the City Council. Any name considerations will first be reviewed by the Parks and Recreation Commission who will make a recommendation to the City Council for naming or renaming any park and recreation facility. The following criteria will be utilized in naming Parks and Recreation facilities:

The majority of City parks presently have the name of the planning district in which they are located. Any new parks should follow the same pattern, if possible. Where this is not possible, the following criteria will be given consideration in naming a park or facility within a park:

1. Greatest consideration should be given to a name that has historical significance to the City of Sunnyvale or is in some other way associated with a Sunnyvale event, historical feature, or other community-related action.
2. Where open space has been purchased that was formerly school property or adjoined a school, and the name of the school has community significance or community recognition, consideration of the school name should be given in naming the park.
3. Naming a park for a specific individual will only be considered if that individual has made a significant contribution to the City of Sunnyvale. Names honoring individuals or families of living persons must be supported by compelling reasons.
4. Other name considerations will only be considered if one of the three above criteria does not provide a suitable name.
5. Facilities within a park which have not otherwise been named by Council may be provided identification signs by staff, limited to either the word "Sunnyvale" or the Park's official name, followed by a generic description of the facility. (e.g. "Las Palmas Dog Park" or "Sunnyvale Skatepark").

(Adopted: RTC 83-295 (7/5/1983); (Amended: RTC 05-284 (10/18/2005); (Clerical/clarity update, Policy Update Project 11/2005); Administrative update (March 2012))

Lead Department: Department of Library and Community Services