



**Draft for Parks and Recreation Commission
review on May 8, 2013**

Council Date: June 25, 2013

SUBJECT: Discussion and Possible Action Regarding Naming of New City-owned Park at 545 Santa Real Avenue

BACKGROUND

On March 18, 2008, Council accepted the dedication of park land as part of the Fusion Sunnyvale Project. The Fusion Sunnyvale Project is a 242-unit townhouse development at the corner of Duane Avenue and DeGuigne Drive. The approximately 1.0 acre of park land was to provide park and open space benefits to the future occupants of the new subdivision and neighborhood.

In 2012, O'Brien Homes, the developer of the Fusion Sunnyvale Project made improvements to develop the park located at 545 Santa Real Avenue at their expense. The park was then conveyed to the City and opened to the public.

On December 4, 2012, City Council discussed ways to proceed with naming the new City-owned park and took action to have staff proceed by using the same process when naming Plaza del Sol (RTC 12-289). The process involves soliciting suggestions from the public citywide, the Parks and Recreation Commission reviews all suggestions and forwards the top ten to Council for final decision. In February 2013, Public Works Department staff held a contest to name the new park.

EXISTING POLICY

Council Policy 7.3.23 "Naming/Renaming Parks & Recreation Facilities"
(Attachment A)

DISCUSSION

The contest to name the new park was advertised to the public via postings to the City's website, email notices, and social media. Drop boxes for the public to submit suggestions were located at the Library, Community Center and Civic Center. The City received 174 entries, representing 116 different names for consideration (Attachment B—Name the Park Entries). Residents of the Fusion Sunnyvale development were asked for park name suggestions by the developer in fall 2012 and are included in the 174 entries received.

In accordance with the process, the Parks and Recreation Commission (PRC) is to review the suggested entries and narrow them down to the top ten names for Council consideration. The Parks and Recreation Commissioners were provided with the list of suggested entries as an informational item at their

meeting of April 10, 2013 for discussion at a subsequent commission meeting (Attachment C – Excerpt of Draft PRC meeting minutes).

The PRC reviewed the compiled list of park names at their meeting of May 8, 2013. The PRC voted... (Attachment D – Excerpt of draft PRC meeting minutes)

FISCAL IMPACT

There is no fiscal impact related to naming of the park. Operating costs for the existing 1.0 acre park dedicated by O'Brien Homes will be absorbed within the existing Public Works Department 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.

A representative from the Sunnyvale Historical Society and Museum Association was contacted via mail and solicited for input in naming of the park.

The Parks & Recreation Commission reviewed this item at their regular meetings of November 14, 2012 (Attachment E), April 10, 2013 (Attachment C) and May 8, 2013 (Attachment D).

The City Council reviewed this item at their meeting of December 4, 2012. (RTC 12-289)

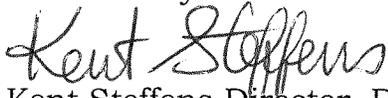
ALTERNATIVES

1. City Council selects a name from the Parks & Recreation Commission recommended top ten names.
2. City Council does not select a name as recommended by the PRC and direct other action.

RECOMMENDATION

There is no staff recommendation.

Reviewed by:



Kent Steffens Director, Department of Public Works

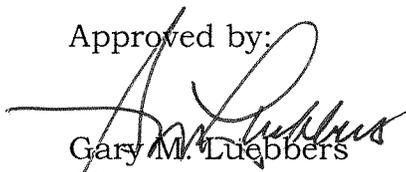
Prepared by: Scott Morton, Superintendent of Parks & Golf

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
- B. List of Name the Park Entries
- C. Draft Meeting Minutes of Parks and Recreation Commission of April 10, 2013
- D. Draft Meeting Minutes of Parks and Recreation Commission of May 8, 2013
- E. Meeting Minutes of Parks and Recreation Commission of November 14, 2012

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

Name the Park at 545 Santa Real Contest Entries									
Entries	Proposed Park Name	Reason for Name	Fax	Box	Email	Mail	Phone	Fusion Residents	Social Media
174	Total Entries Received		1	33	107	1	0	22	10
2	Oasis Park	1 of the suggestions came from a resident of the Fusion Development			1			1	
1	Savor-woods Park	None			1				
2	SunSpot Park	Looks like a small but pleasant sunny rest stop			2				
1	Farkas Park	Roy Farkas was a long-time employee in the Parks Maintenance Division who retired in late 2012			1				
2	Rancheros del Sol Park	None			2				
3	Benner Park	In Honor of Edwina Benner, first female mayor of Sunnyvale and first one in all of California.			2	1			
1	DeGuigne Park	None			1				
1	Serrawood Park	None			1				
1	The Meadows	None			1				
1	Duane Park	None			1				
1	The Isles	None			1				
7	Santa Real Park	1 of the suggestions came from a resident of the Fusion Development		4	2			1	
2	Highland Park	Since it's closed to Highland Terrace			2				
2	Tranquility Park	Visitors get peace & harmony at this new park located in Sunnyvale			2				
1	Endeavour Park	The space shuttle Endeavour flew over this park on its last flight into retirement on September 21, 2012. Sunnyvale has a long history with the aviation industry and it would be a great marker for our past and the future.			1				
1	Primavera Park	Primavera translates from Spanish meaning "spring"			1				
3	Serenity Park	Sounds like a good name. 1 of the suggestions came from a resident of the Fusion Development			1			1	
1	Steve Wozniak Park or Woz Park	It would be an awesome tribute to a person who grew up here and made a massive impact on the world.			1				

1	Michael Tayaotao Park	Please consider a Sunnyvale hometown hero. http://www.sfgate.com/default/article/Sunnyvale-Marine-27-killed-in-Anbar-province-in-2525989.php						
1	O'Brien Park	None				1		
1	Yriigo Park	"Lupe Yriigo (1781-1864), an Ohlone Indian, who was appointed an alcalde at Mission Santa Clara, was given a land grant in 1844, and retained over 800 acres (3 km2) until his death in 1864."				1		
1	Rancho Yriigo Park	From a life-long resident				1		
1	Posolmi Park	Named for Posolmi Village, the Ohlone village that was located in the northwest corner of Sunnyvale prior to settlement by Mexicans and Americans.				1		
1	Rancho Posolmi Park	From a life-long resident				1		
1	Centennial Park	To celebrate Sunnyvale's 100 years of incorporation (a year late)				1		
1	Gold Rush Park	None				1		
1	Faithful Park	None				1		
1	Niner Nation Park	None				1		
1	Kaep Park	None				1		
1	Crabtree Park	None				1		
1	Turlock Park	Where Kaepernik is from				1		
2	Del Sol Park or Parque Del Sol	Del sol means of the sun in Spanish				2		
4	Loren L. Wiser Park	In honor of the late City arborist Loren Wiser who passed away in 2007. Throughout his 36 years of employment with the City, Loren was devoted to caring for the City's urban forest. One of his greatest accomplishments was saving the huge Oak tree at the Community Center. He also cared for the patch of 70 year-old plus redwood trees located in Downtown during the demolition of the mall. He knew every tree on every City street and spent many years volunteering as "Santa" for generations of children at the annual SEA Christmas party.				4		
1	Destiny Park	None				1		
1	Industrial Park	None				1		

1	Collins Park	Historical Enterprise Farmers		1				
1	Briggs Park	Historical Enterprise Farmers		1				
1	Wright Park	Historical Enterprise Farmers		1				
1	Sun Park	None		1				
1	Crossman Park	May have come up with the name Sunnysvale (Walter E. Crossman)		1				
1	Hidden Green Park	From a resident of the Fusion Development					1	
1	Happy Park	From a resident of the Fusion Development					1	
1	Graceland Park	From a resident of the Fusion Development					1	
1	Pulse Park	From a resident of the Fusion Development					1	
1	Hideaway Grove	From a resident of the Fusion Development					1	
1	Haiku Gardens	From a resident of the Fusion Development					1	
3	Green Park	From a resident of the Fusion Development		1		1		
1	Unity Park	From a resident of the Fusion Development					1	
6	Sunnyside Park	From a resident of the Fusion Development		3		1		1
1	Sunnysvale Park	None						1
1	Sunnysvale Glen Park	From a resident of the Fusion Development						1
1	Rosalia Park	From a resident of the Fusion Development						1
1	It's a Good Life Park	From a resident of the Fusion Development						1
1	Landon Curt Noll Park	From a resident of the Fusion Development						1
1	Sunrise Park	From a resident of the Fusion Development	1					1
2	Sunset Park	From a resident of the Fusion Development						1
1	Horizon Park	From a resident of the Fusion Development						1
1	Sunshine Park	From a resident of the Fusion Development						1
1	Good Life Park	From a resident of the Fusion Development						1
1	Kings Park	From a resident of the Fusion Development						1
1	Cervantes Park	In honor of the men and women who settled in Sunnysvale and poured their blood, sweat, and tears into making Sunnysvale the great community				1		
1	A'a Park	It's one type of lava formation				1		
1	Saoirse Park	Saoirse in Celtic/Irish mean "freedom" or "liberty" and because Sunnysvale has Irish roots.		1				
1	The Real Sunnysvale Park	It's a good plan		1				
3	Libby Park	Named after the large canning factory that used to run along Evelyn Avenue many years ago.		1		1		1
1	Ria Park	I like the name Ria.		1				
1	Bernal Park	It really brings out the fitness! The species of the best City ever!		1				
1	Greenwood Park	None		1				

1	The Lincoln Union Park	For the unity of our country	1						
1	Steward Park	Most park names in Sunnyvale are named after the closest street or on that street	1						
1	Rancho Pastoria Park	From a life-long resident		1					
1	Dawson Park	From a life-long resident			1				
1	Joshua Hendy Park	From a life-long resident			1				
1	Sweetcorn Park	From a life-long resident			1				
2	Borregas Park	None			2				
1	Friendship Park	None							1
1	Cherry Park	Due to the fruit Sunnyvale used to grow							1
1	Mark Pelosi Park	Mark is from Sunnyvale and plays for the Farmed Liverpool FC soccer team in Liverpool, England. He is a local kid and can inspire Sunnyvale youth to go for their dreams and stay healthy.							1
22	Ron Swegles Park or Swegles Park	In honor of the late Councilmember			21				1
4	Stan J. Kawczynski Park or Stanislaus J. Kawczynski Park	In honor of the late Councilmember				3			1
1	Silicon Park	None							1
2	Yes Virginia Park	Since its on Santa Real (Yes, Santa is real)			1				1
1	Big Santa Park	Because the park is on Santa Real		1					
2	Sunnyview Park	None		1	1				
1	Technology Park	None			1				
1	Millennium Park	None			1				
1	Circles Point Park	None			1				
1	Linda Vista Park	None			1				
1	Hi-Tech Park	Many older parks are historical names so it fits to have a "new history" name.			1				
1	Technology Park	Many older parks are historical names so it fits to have a "new history" name.			1				
1	Sunnyvale Silicon Valley Park	Many older parks are historical names so it fits to have a "new history" name.			1				
1	Micro Park	Since the land was originally part of Advanced Micro Devices and since it is quite small and that's what AMD produced			1				
1	Park Sunny	Bright and sunny new park located in Sunnyvale			1				
1	New Bloom Park	Park that prosperity and happiness to all visitors and Sunnyvale residents, like new blooms do			1				

1	Idylwild Park	Simply because that's a pretty name and one of the nearby streets is named that.							
1	Bonita Park	Spanish for "beautiful"							
1	Sunnyoaks Oaks Park	This is a good name due to the many Oak Trees that lead to the park.							
1	Mariposa Park	Most of the Sunnyvale Parks have names that remind us of Sunnyvale's historic orchards, canneries and families who settled into Sunnyvale long ago. Good examples are San Antonio, Murphy, Las Palmas, De Anza, Ortega -- just to name a few							
1	Luna Park	Most of the Sunnyvale Parks have names that remind us of Sunnyvale's historic orchards, canneries and families who settled into Sunnyvale long ago. Good examples are San Antonio, Murphy, Las Palmas, De Anza, Ortega -- just to name a few							
1	Dave's Municipal Park								
1	Larson Park	After Sunnyvale Public Safety Officer Gary L. Larson who was the first Sunnyvale officer killed in the line of duty over 50 years ago. Having a park in his name would honor his family and give the community a lasting reminder of his heroism.							
1	A little Rest & Relaxation in Sunnyvale Park	None							
1	Teeny Tiny Sunny Park	Because it's so small							
1	Over Built Neighborhood Park	Too many homes in the neighborhood							
1	Too Small Park	None							
1	Picnic Park	None							
1	Scrambles Park	It sounds cute and will other laugh							
1	Multi Happy Park	More happiness for every Sunnyvale resident							
1	Sunnymount Park	Keep everything sunny							
1	Springfield Park	None							
1	Sunnyside Up Park	Since it's a developing area, it should become a sunny side of town							
1	Kids Park	Because kids play there							
1	Cali Sun Park	Because Sunnyvale is sunny							
1	Library Park								

PUBLIC COMMENTS - None**PUBLIC HEARINGS/GENERAL BUSINESS**

2. Determine process to select top ten names from Park Naming Contest.

Superintendent Morton introduced the topic of naming of the park at 545 Santa Real Avenue. He provided the Commissioners with a list of the 174 names submitted by the public in a park naming contest. The Commissioners have been charged with narrowing down the list to their top ten names, which will then move forward to the City Council for their final decision. Commissioners were reminded that the selected name must meet Council Policy 7.3.23 Naming/Renaming Parks and Recreation Facilities. Council is tentatively scheduled to take action on this item at their June 25, 2013, meeting.

The Commissioners decided they would each identify 10 names from the list and provide it to Administrative Aide by May 1, 2013. The names will be compiled by staff for review and discussion at the May 8, 2013 Parks and Recreation Commission meeting.

NON-AGENDA ITEMS AND COMMENTS**Board Members Oral Comments**

Commissioner Harms requested information from Dog Park meetings. Superintendent Morton shared that two public meetings have been conducted with 15 people and 8 dogs in attendance. An online survey is available to the public; staff expects a significant number of people to participate in the survey. The Study Issue on this item is tentatively scheduled for the July 23, 2013 City Council meeting.

Commissioner Kinder shared that he will move to Roseville at the end of April.

Chair Kinder requested update on the restaurants at Sunnyvale's Golf Courses. According to Superintendent Morton, the Snack Shack at Sunnyvale Golf Course is open and the restaurant is expected to open in May. Meanwhile, the Sunken Gardens restaurant is open.

Staff Oral Comments

Director Rosenblum introduced Daniel Wax, Superintendent of Community Services. Dan shared he has worked as Division Manager for the City of San Jose, overseeing 50+ community centers and a \$15 million operating budget. He also worked for 20 years at UCLA managing facilities and recreation programs. He is a graduate from Cal Berkeley and completed his graduate program at Tulane.

**DRAFT
MEETING MINUTES OF PARKS
AND RECREATION
COMMISSION ON MAY 8, 2013
ARE FORTHCOMING**

MOTION: Chair Kinder moved and Vice Chair Pochowski seconded to approve Consent Calendar Item 1.A. as presented.

VOTE: 5-0 motion passed unanimously.

PUBLIC COMMENTS – None

PUBLIC HEARINGS/GENERAL BUSINESS

2. Draft Report to Commission: Naming of Park at 545 Santa Real Avenue

Superintendent Morton presented the staff report. He said that the Commission should consider and make a recommendation to Council based on Council Policy 7.3.23 Naming/Renaming Parks and Recreation Facilities.

Commissioners asked questions about the park naming suggestions received from neighbor input and the Sunnyvale Historical Society and Museum Association, the City-wide naming contest for Plaza del Sol, and whether there was a neighborhood association located in the area of the park.

The public hearing was opened. There were no speakers and the public hearing was closed.

MOTION: Commissioner Pasqua moved and Vice Chair Pochowski seconded to recommend to Council that the selection of a park name be open to community residents.

Director Rosenblum suggested, if the Commission chooses to do this, that they recommend Council create a list of park names for the community residents to vote on so names are appropriate, not leave it open-ended.

Commissioner Pasqua amended his motion.

MOTION: Commissioner Pasqua moved and Vice Chair Pochowski seconded to recommend to Council that the selection of a park name be open to community residents, that the selection process used for the naming of Plaza del Sol be followed, and that the Commissioners can participate in the proposed future process by suggesting park names.

In addition, the park name suggestions given by resident of the Fusion Sunnyvale development and listed in the report should be included as selections in the naming process: 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, Rosalie 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.

VOTE: 5-0 motion passed unanimously.

Chair Kinder offered two additional park name suggestions.

- Semiconductor Park
- Veterans Park

Chair Kinder asked Commissioners to email Superintendent Morton if they have any other park name suggestions. Chair Kinder also suggested that Commissioners visit locations in Sunnyvale, such as the new park, so that they will be familiar with the areas.

Superintendent Morton handed out pictures of the new park. In response to Commissioners' questions, he said that the new park lacks a tot lot and does not meet all park criteria because the developer donated it, and they were not required to meet park criteria. There is no current project for park site improvements. There are no restrictions on the park; it is the same as any other City mini-park.

3. Draft Report to Commission: Discussion and Possible Action on Request for Proposals for a License to Operate Public Swim Programs at Fremont High School Pool

CS Manager Grove presented the staff report. She said that the Commission and Council do not typically review a Request for Proposals (RFP), but an exception was made because of the community interest.

Commissioners' questions were answered regarding the RFP including the amount of annual revenue, percentage of revenue increase each year, the City reserving the right to provide the swim program at the pool, input from users and other groups, whether the pool is highly utilized or whether it needs to be promoted and draw in new users, and significant changes such as more non-summer open swim throughout the year which might change the type of swim programs offered.

Commissioners asked questions about fee waivers. Superintendent Steward said there was a maximum limit budget on fee waivers, and she would get back to the Commissioners with that information.

CS Manager Grove said she would get back to the Commissioners with the number of swim teams.

The public hearing was opened.

Chair Kinder referred to an email from a member of the public commenting on City versus independent operation of the pool.

Holly Lofgren, Chair, Friends of Fremont Pool, said it is evident that Sunnyvale residents are overall very pleased with the pool operation, the operator and the programming. The parking lot situation is resolved, and she is waiting for the timeline to have the locker room drains fixed. Ms. Lofgren stated she provided input to the RFP during the community input process and most of her suggestions were incorporated. She requested several additional changes to the RFP to "tighten up the language." She provided her written comments to Vice Chair Pochowski.

Lisa Fischer-Colbrie, former president of Sunnyvale Swim Club, stated that the RPF should not mandate non-summer open swim. It is better to place as a suggestion because a mandate can have a negative impact on how the pool is run and the programs offered. It is not clear to her that increased non-summer open swim is needed; it would have a negative fiscal impact if it is not needed. She stated that the City had no will or manpower to operate the pool in 2000.

Dave Peterson, California Sports Center, said he supports approving the RPF with changes. He said the non-summer months' requirement is a major change in expectation of performance, and he requested that the non-summer months' requirement on page 16 be eliminated. If the requirement is not eliminated, then he requested that the City seriously look at the request and reality of offering open swim in the winter in an Olympic-size outdoor pool. The expectation on the return of 544 hours