



City of Sunnyvale

Agenda Item-No Attachments (PDF)

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REPORT TO PARKS AND RECREATION COMMISSION

SUBJECT

Recommendation to City Council on Naming New City Park at the Vale Development

BACKGROUND

As part of the conditions of approval for the residential development project known as "The Vale", located at 915 DeGuigne Drive and 936 E. Duane Avenue, the Developer was required to dedicate to the City and construct park improvements for an 0.8 acre public park at the southwest corner of Duane Avenue and DeGuigne Drive. Conditions of Approval can be found in Report to Planning Commission No. 15-1072. The concept plan for the park is shown as Attachment 2. The construction of the park is substantially completed; punchlist items and park dedication will be finalized for the park opening in Summer 2018.

Naming of a new park follows Council Policy 7.3.23 "Naming/Renaming Parks & Recreation Facility" (Attachment 3) as well as the process established by the Council on June 8, 2004 for naming Plaza Del Sol (Report to Council (RTC) 04-314) and used in naming Swegles Park in 2013 (RTC 13-144). The process set forth was established to engage the community in the park naming decision and first involved soliciting suggestions from the public citywide. Then the Parks and Recreation Commission reviews all suggestions and forwards a recommendation to City Council for a final name decision. In 2013, the Commission forwarded the top ten names to the City Council and the Commission can again forward the top ten names or can recommend fewer than 10 names to City Council, at the Commission's discretion.

Over a four-week period from March 5 to April 2, 2018, staff solicited names through a variety of City established communication resources for suggested names for the new park. The majority of responses were received from suggestion boxes strategically placed around the City, Open City Hall, and direct email.

The City Council is scheduled to consider this item on July 17, 2018.

EXISTING POLICY

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

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

DISCUSSION

Soliciting the park name for consideration 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 220 entries, representing 121 different names for consideration (Attachment 4 - Name the Park Entries).

In accordance with the Council Policy, the Parks and Recreation Commission is to review the suggested entries and as it did in 2013, forward the top ten names to the City Council or recommend fewer than 10 names to City Council, at the Commission's discretion.

FISCAL IMPACT

There is no fiscal impact related to naming of the park. Operating costs for the 0.8 acre park will be absorbed within the existing Parks Program operating budget.

PUBLIC CONTACT

Public contact was made through posting of the Parks and Recreation Commission agenda on the City's official-notice bulletin board, on the City's website, and the availability of the agenda and report in the Office of the City Clerk.

ALTERNATIVES

1. Recommend the top ten names move forward for consideration and selection by the City Council.
2. Recommend fewer than the top ten names move forward for consideration and selection by the City Council.

RECOMMENDATION

There is no staff recommendation.

Prepared by: Jim Stark, Superintendent, Parks and Open Space

Reviewed by: Charles Taylor, Director, Public Works

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Reserved for Report to Council
2. Vale Park Concept Plan
3. Council Policy 7.3.23 Naming/Renaming Parks & Recreation Facilities
4. List of Name the Park Entries