



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jon Cicirelli

SUBJECT: NAME A FUTURE PUBLIC PARK
"BRUZZONE PARK"

DATE: November 12, 2019

Approved

Date

11-22-19

COUNCIL DISTRICT: 4

RECOMMENDATION

Adopt the name "Bruzzone Park" for a future public park located near the intersection of Mercado Way and Bruzzone Way in San José.

OUTCOME

Adoption of the name would result in the official naming of a new, City owned, public park (to be constructed) in the Flea Market North project site as "Bruzzone Park" as recommended by the Parks, Recreation and Neighborhood Services Department, and the Parks and Recreation Commission (Commission).

BACKGROUND

Pursuant to Council Policy Number 7-5, Naming of City-Owned Land and Facilities, the City Clerk receives nominations for the naming of public facilities, which are forwarded to the appropriate commission for review and recommendation. The process calls for a commission to hold a public hearing on nominations prior to forwarding a recommendation to the City Council.

This item, was originally heard by the Commission during the June 6, 2018 meeting. At that time, the Commission was presented with nominations for the naming of two new turnkey parks planned within in the Flea Market North Project; "Mercado Park" and "Reunion Park." The Commission recommended that the City Council accept "Mercado Park" as the name for the park site located near the intersection of Mercado Way and Sierra Road, and asked City staff to return to the Commission with alternative names for the second park site located at the intersection of Mercado Way and Bruzzone Way (see Attachment 1 – Future Park – Location Map), after completing additional community outreach.

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ANALYSIS

At the Commission’s request, staff worked with Council District 4 staff to conduct online engagement soliciting name nominations. Among the suggestions, the City received several nominations, such as “Poppy Park” and “Innovation Park,” but these did not provide supporting documentation to adequately ensure conformance with City Council Policy Number 7-5, Naming of City Owned Land and Facilities. Online engagement was conducted for approximately two weeks and generated nearly 50 responses, from which the most common public comments suggested that the park be named after adjacent streets; therefore, staff is recommending the name Bruzzone Park.

Staff finds that the nomination of “Bruzzone Park” conforms with City Council Policy Number 7-5, in that it reflects the park’s close geographic proximity to Bruzzone Way and would commemorate an individual who made significant contributions to San José. Among his accomplishments in San José, John Bruzzone, a veteran, local businessperson, and historic preservationist, is remembered for his selfless preservation, restoration, and public dedication of the Roberto/Sunol Adobe, one of only two remaining mud-brick adobes in San José (see Nomination Form- Attachment 2).

CONCLUSION

Adoption of the name would result in the naming of a future City owned public park in the Flea Market North project site as “Bruzzone Park” as recommended by Parks, Recreation and Neighborhood Services Department staff, and the Parks and Recreation Commission.

EVALUATION AND FOLLOW-UP

Should the City Council adopt the name Bruzzone Park, Parks, Recreation and Neighborhood Services staff will work with the City Clerk’s Office and the Department of Public Works Community Facilities and Architectural Services to oversee that the name “Bruzzone Park” is recorded and included on park signage and advertisement.

CLIMATE SMART SAN JOSE

The recommendation in this memo has no effect on Climate Smart San José energy, water, or mobility goals.

PUBLIC OUTREACH

Draft Master Plans for the future parks within the Flea Market North project were presented to the community during a public meeting on March 16, 2016. Park names were solicited at that

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time with none received. The Commission discussed potential park names on December 7, 2016, June 6, 2018 and again on October 3, 2019.

Naming of the park was posted on the City's website for the December 18, 2018 City Council hearing and for the December 7, 2016, June 6, 2018 and October 3, 2019 meetings.

Staff actively invited public submission of park name nominations throughout the park design and public outreach processes. Per the Commission request, staff worked with Council District 4 staff to conduct online engagement to solicit name nominations. Online engagement was conducted for approximately two weeks and generated nearly 50 responses, from most common public comments suggested that the park be named after adjacent streets which is consistent with Policy 7-5 and staff's recommendation.

COORDINATION

This memo was coordinated with the City Manager's Budget Office and the City Attorney's office.

COMMISSION RECOMMENDATION/INPUT

As referenced above, this item was first considered by the Commission on June 6, 2018. Afterwards, staff completed additional online community outreach. Subsequently, on October 2, 2019, the Commission conducted a public hearing to consider the nomination for the name "Bruzzone Park." During this meeting, no members of the public spoke on behalf of the nomination. At the meeting, four commissioners voted in favor of "Bruzzone Park." Three commissioners recommended against the name, and three commissioners were absent for the vote (4-3-3).

The votes against the recommendation were not necessarily against the name Bruzzone Park, but more based on a desire that the name of the park be presented by a member of the public rather than staff. Staff explained that despite several rounds of community engagement, and at least three public meetings, that a name for this park that meets the policy criteria hasn't been officially presented by the public. Additionally staff clarified that "Bruzzone Park" was initially and informally presented to staff from a member of the public along with some other recommendations. Several commissioners then made some good suggestions on how to further engage the public in future outreach efforts. Staff is supportive of the suggestions and will continue to seek ways to expand public outreach processes.

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CEQA

Not a Project, File No. PP 17-008, General Procedure & Policy Making results in no changes to the physical environment.

/s/

JON CICIRELLI

Director, Department of Parks,

Recreation and Neighborhood Services

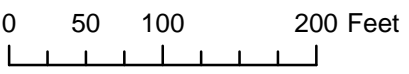
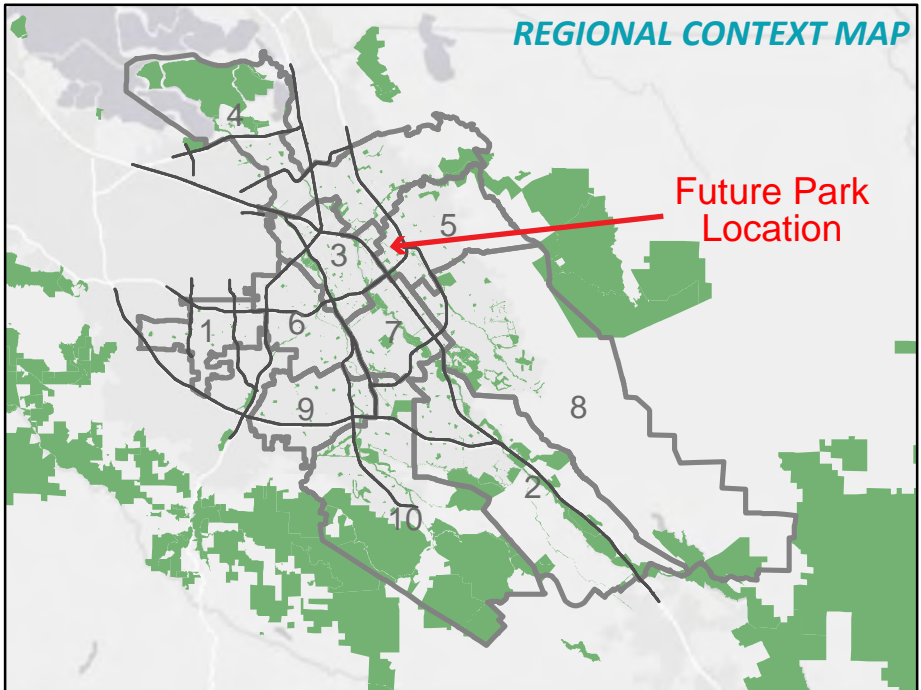
For questions, please contact Nicolle Burnham, Deputy Director, at (408) 793-5553.

Attachment 1 - Future Park Site – Location Map

Attachment 2 - Naming of City-Owned Facilities Nomination Form – Bruzzone Park



**ATTACHMENT 1
FUTURE PARK SITE
LOCATION MAP**





ATTACHMENT 2

CITY OF SAN JOSÉ Naming of City-Owned Facilities NOMINATION FORM

Person Submitting Nomination: Zacharias Mendez

Address: 200 East Santa Clara St, San Jose, CA 95113 Daytime Phone: 408.793.4171

Name Proposed for Facility: Bruzzone Park

Location of Facility: Mercado Way and Bruzzone Way, approx. 200 ft east of Coyote Creek.
(Include street address, cross street)

Nature of Facility to be Named: (Describe use, clientele and any special geographic or historic characteristics)

3.6 acre public park with dog park, central green, exercise equipment, picnic areas, sports courts, trees, and landscaping.

Is this site/structure of potential historic significance? Yes No

If yes, please submit parcel number and a summary of bibliographical resources.

Appropriateness of Name to Facility: (Briefly characterize the nominated individual, group, event or feature. Describe why naming would be appropriate. If the facility is proposed to be named after an individual, attach no more than one page outlining a brief biography and significant contributions to the community.)

See attached background information.

Naming this park after John Anthony Bruzzone, Sr. would satisfy several of the goals of the City's Naming Policy for City Owned Facilities (Policy 7-5), including: geographic relationship to the adjacent street name and would recognize an individual who made a 'significant contribution' to San Jose through his social, business, and historic preservation activities. John Bruzzone, will long be remembered for his selfless preservation and restoration of the Roberto/Sunol Adobe (now a museum); one of only two remaining mud-brick adobes in San Jose.

Submit Nomination to: City Clerk, San José City Hall, 200 E. Santa Clara Street, San José, CA 95113

FOR CITY CLERK'S USE ONLY

Referred to the following Commission or Committee:

Airport Arts Child Care Disability Advisory Historic Landmarks

Library Parking Advisory Parks & Recreation Senior Citizens Youth

Other _____