

Attachment B: Staff Analysis of Name Suggestions Received and Analysis

Staff reviewed the name suggestions for compliance with the City's Naming Policy and provides this information to inform the public and decision makers on qualifying names for the park.

Key

Name aligns with the City's Naming Policy (City Council Policy Number 7-5). The Parks and Recreation Commission can recommend one of these names to the City Council. The City Council can also adopt one of these names.

Name does NOT align with the City's Naming Policy (City Council Policy Number 7-5)

Name qualifies, but was combined (Similar names were combined into one name for voting)

#	Proposed Name (As submitted by respondent)	Reasoning (As submitted by respondent)	Does Name Align with the City's Naming Policy? (Staff analysis)
1	1343	(The survey respondent did not state the reason for this name suggestion.)	Yes, because it is a geographic description and refers to the park's address at 1343 The Alameda. However, it is questionable whether the use of a number is an appropriate name for a park.
2	Alameda or Hanchett Park	Because of the location.	Yes, because it references the geographical location of the park by referencing the neighborhood surrounding the park and the nearby streets.
3	Alameda Parklet	It tells the location.	Yes, because it references the geographical location of the park by referencing one of the neighborhoods surrounding the park and the nearby streets.
4	Billy De Frank Park	Billy De Frank Center is down the street and is another way to show that San José, particularly The Alameda, is a welcoming neighborhood to all.	Yes, because Billy De Frank is an individual that has been deceased for more than five years. William Price (a.k.a. Billy De Frank) was a popular African American LGBTQ+ activist ¹ .
5	Bird Park	Laurie Bird leads the Hanchett community association, and she has been diligent in her support of the community.	No, the person is not deceased.
6	Camino Park	Using the Camino Real. Whatever you pick, don't pick a person's name as you'll have to rename it in a few years when we learn they did something wrong.	Yes, because it references a geographical reference point, the El Camino Real. The Alameda becomes El Camino Real as it heads north into Santa Clara and up the peninsula.
7	Cato Park	"Cato" means knowledgeable and wise. Great name especially if you have a learning vibe.	No, because it does not align with the policy criteria.
8	Corner Pocket on the 'Meda	It's a cute way of saying what it is.	Yes, because it references the geographical location of the park by referencing The Alameda.
9	Fairground	Relate to history.	This name is too similar to the Santa Clara County Fairgrounds located on Tully Road.

¹ Information on William Price from the Billy De Frank LGBTQ+ Community Center:
https://www.defrankcenter.org/index.php?option=com_content&view=category&id=35

			The name would otherwise qualify because it references a historical geographical reference point near the park site, the original fairgrounds site, known as “Agricultural Park,” located between The Alameda, Race Street, Park Avenue, and Hester Avenue ² .
10	Fossey Park	Dian Fossey went to SJSU and helped with Gorilla conservation.	Yes, because Dian Fossey is an individual that has been deceased for more than five years. Dian Fossey is well known for her work with gorilla conservation. She attended San José State University when it was known as San José State College ³ .
11	Frank Delos Wolfe Park	Frank Delos Wolfe is the famed San José architect who built many of the great homes and bungalows in Hanchett Park. The look and feel of this area is literally his design. He is not honored anywhere in the city that I am aware of, what better place than one of the neighborhoods he has such a distinct mark on.	Yes, because he is an individual that has been deceased for more than five years. Frank Delos Wolfe was a well-known architect that designed many homes in the San José area in the Neoclassical, Prairie, and the Spanish Revival styles ⁴ . He partnered with Charles McKenzie to design homes in Hanchett Park ⁵ .
12	Frank Fiscalini	Frank was the prior councilmember and is responsible for establishing the Billy De Frank Center on the Alameda.	No, unable to confirm nominee is deceased.
13	Fredericksburg Garden	As we grow, we need to make a connection with our community’s history. It gives us a connection to our essence, our soul.	Yes, because refers to a historical prominent geographic feature or local reference point. The Fredericksburg Brewery, later known as the Fredericksburg Brewing Co, stood on the Alameda between 1869 and 1918 ⁶ .
14	Fredericksburg Park	Historical. Area used to be a brewery named Fredericksburg.	Yes, because it refers to a historical prominent geographic feature or local reference point.

² History of Shasta Hanchett Park, San José: <https://historysanjose.org/history-of-the-shasta-hanchett-park-neighborhood/>

³ Biography of Dian Fossey: https://en.m.wikipedia.org/wiki/Dian_Fossey

⁴ History of Frank Delos Wolfe’s architectural projects in the San José area: <https://www.pastheritage.org/Wolfe.html>

⁵ Brief summary of Frank Delos Wolfe’s work in San José in partnership with Charles McKenzie: https://en.wikipedia.org/wiki/Frank_Delos_Wolfe

⁶ History of the Fredericksburg Brewery: <https://www.brewerygems.com/fredericksburg.htm>

			See note about the Fredericksburg Brewery above.
15	Geographic Reference Point	Alameda Park	No, because it does not align with the policy criteria.
16	Hanchett Park	(Twenty respondents suggested this name. Fourteen individuals cited the geographical location as the reasoning for this name suggestion, pointing to the street name and adjacent neighborhood name. Two individuals identified the name as historical. One individual noted that “we don’t really have a park in the Hanchett Park neighborhood so this could be fitting.” Two individuals referenced Lewis E. Hanchett, the original developer of Hanchett Residence Park. ⁰)	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name. However, this name may have implications that do not align with the City’s commitment to racial equity. See the research on Lewis E. Hanchett contained in Attachment C ⁷ .
17	Hanchett Community Corner	(The respondent did not provide a reasoning for the name suggestion.)	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name. However, this name may have implications that do not align with the City’s commitment to racial equity. See the research on Lewis E. Hanchett in Attachment C.
18	Hanchett Neighborhood Park	(The respondent did not provide a reasoning for the name suggestion.)	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name. However, this name may have implications that do not align with the City’s commitment to racial equity. See the research on Lewis E. Hanchett in Attachment C.
19	Hanchett Parklet	Because this is the entrance to the Hanchett Park neighborhood.	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name. However, this name may have implications that do not align with the City’s commitment to racial equity. Note: See the research on Lewis E. Hanchett in Attachment C.
20	Hanchett Plaza	Named for location and purpose.	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name. However, this name may have implications that do not align with the City’s commitment to racial equity. Note: See the research on Lewis E. Hanchett in Attachment C.

⁷ References to Attachment C refer to the attachment included with the September 13, 2022 City Council memorandum.

21	Hanchett Pocket Park	(Two survey respondents suggested this name.) It is true to the location and scale of the park. Named for the neighborhood.	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name. However, this name may have implications that do not align with the City's commitment to racial equity. Note: See the research on Lewis E. Hanchett in Attachment C.
22	Hanchett Park or Shasta Park	(The respondent did not provide a reasoning for the name suggestion.)	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name. However, this name may have implications that do not align with the City's commitment to racial equity. Note: See the research on Lewis E. Hanchett in Attachment C.
23	Joey Franco Park	Local market once located next to the park.	Yes, because it references a former geographic reference point, the PW Supermarket ⁸ . Joey Franco, one of the owners of the supermarket, has been deceased for more than five years ⁹ . Very little information was found on Joey Franco. More research should be done to determining his contributions.
24	John McLaren Park	Relevant to Hanchett Park neighborhood.	Yes, because he is an individual that has been deceased for more than five years. John McLaren was the landscape architect that designed the streetscapes for the Hanchett Residence Park development in 1907 ¹⁰ . He is better known for his design of Golden Gate Park in San Francisco ¹¹ .
25	Iola Williams	https://en.wikipedia.org/wiki/iola_williams	No, an individual who has not been deceased five years or more. Iola Williams could be considered for a future park naming. Iola Williams was a civil rights activist and was San José's first African-American City Councilmember. She passed away in 2019 ¹² .
26	Muwekma Ohlone Park	It honors the people who lived here before.	Yes, because it reflects a name of historical significance – the original habitants of the area.

⁸ Articles regarding the PW Supermarkets and Joey Franco: <https://www.metroactive.com/features/columns/Silicon-Alleys-Grocery-Stores-13th-and-Washington-San-Jose.html> and https://www.bizjournals.com/sanjose/blog/2010/09/pw_makes_it_official_-_theyre_closing.html

⁹ Obituary for Joseph P. Franco: <https://www.legacy.com/us/obituaries/mercurynews/name/joseph-franco-obituary?id=27898953>

¹⁰ Historical and descriptive data on the architectural significance of five residences in Hanchett Residence Park along Martin Avenue by the Historical American Buildings Survey: <https://tile.loc.gov/storage-services/master/pnp/habshaer/ca/ca0900/ca0969/data/ca0969data.pdf>

¹¹ Article on John McLaren, "The Man Who Planted Two Million Trees" <https://www.kalw.org/show/crosscurrents/2019-09-25/john-mclaren-the-man-who-planted-two-million-trees>

¹² Article on Lola Williams after her death in 2019: <https://sanjosespotlight.com/iola-williams-first-african-american-councilwoman-in-san-jose-dies/>

			The Muwekma Ohlone inhabited the Santa Clara Valley area for thousands of years before Spanish settlers arrived ¹³ .
27	New Vision	It has an open, inviting, and creative feeling to it!	No, because it does not align with the policy criteria.
28	Ohlone Lands	Perhaps this is a starting point to integrate the park.	Yes, because it reflects a name of historical significance – the original habitants of the area. The Muwekma Ohlone inhabited the Santa Clara Valley area for thousands of years before Spanish settlers arrived.
29	Ohlone Park (or Muwekma Ohlone Park)	A nod to honor those who came long before us.	Yes, because it reflects a name of historical significance – the original habitants of the area. The Muwekma Ohlone inhabited the Santa Clara Valley area for thousands of years before Spanish settlers arrived.
30	Park on the Alameda	Because this is what it is.	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name.
31	Pat Tillman Park	SJ native who left a football career to join the Army after 9/11. This would be a more logical naming choice if we had been able to build a park at the corner of Park and Tillman Avenues, but perhaps it could be considered here.	Yes, because he is an individual that has been deceased for more than five years. Pat Tillman was born in Fremont, California then later attended middle school and high school in San José ¹⁴ .
32	Rachel Carson Park	Rachel Carson wrote “Silent Spring” and brought about the ecology movement and the ban on DDT.	Yes, because she is an individual that has been deceased for more than five years. However, it is not clear what connection Rachel Carson has to this specific park site.
33	Rose Bush Park	Referring to the Rose Garden	This name is too similar to the name of the San José Municipal Rose Garden located on Naglee Avenue. The name would otherwise qualify because it references a prominent local reference point, the Rose Garden.
34	Roses	It fits with the neighborhood.	This name is too similar to the name of the San José Municipal Rose Garden located on Naglee Avenue. The name would otherwise qualify because it references a prominent local reference point, the Rose Garden.
35	Shasta Hanchett Green	Ties to the neighborhood location.	Yes, because of the geographic reference point. The name references nearby streets and a neighborhood name. However, this name may

¹³ The Ohlone in Santa Clara: <https://libguides.scu.edu/ohlone>

¹⁴ Brief biography on the life of Pat Tillman: https://en.wikipedia.org/wiki/Pat_Tillman

			have implications that do not align with the City's commitment to racial equity. Note: See the research on Lewis E. Hanchett in Attachment C.
36	Shasta Hanchett Historical Parking Lot...not!	It's in the Shasta Hanchett neighborhood. It was historically a parking lot. The reference point is that is now a parking lot.	Yes, because of the geographic reference point. The name references nearby streets and a neighborhood name. However, this name may have implications that do not align with the City's commitment to racial equity. Note: See the research on Lewis E. Hanchett in Attachment C.
37	Shasta Hanchett Park	(Three survey respondents suggested this name "It's the name of the area and also a fun play on words." "That is the name of the neighborhood this park will be in.")	Yes, because of the geographic reference point. The name references nearby streets and a neighborhood name. However, this name may have implications that do not align with the City's commitment to racial equity. Note: See the research on Lewis E Hanchett in Attachment C.
38	Shasta Hanchett Pocket Park	(Two survey respondents suggested this name "It's right next to the entrance to Shasta Hanchett Park. Clear geographical identity" and "Reflects location and historic site.")	Yes, because of the geographic reference point. The name references nearby streets and a neighborhood name. However, this name may have implications that do not align with the City's commitment to racial equity. Note: See the research on Lewis E. Hanchett in Attachment C.
39	Shasta Park	(Two survey respondents suggested this name.)	Yes, because of the geographic reference point. The name references a nearby street and a neighborhood name.
40	Shasta-Hanchett	Lock in the 'hood branding'.	Yes, because of the geographic reference point. The name references nearby streets and a neighborhood name. However, this name may have implications that do not align with the City's commitment to racial equity. Note: See the research on Lewis E. Hanchett in Attachment D.
41	Shasta Hanchett Park, Hester Park	Something simple that indicates where it is	Yes, because of the geographic reference point. The name references nearby streets and a neighborhood name. However, this name may have implications that do not align with the City's commitment to racial equity. Note: See the research on Lewis E. Hanchett in Attachment C.
42	Something Hispanic could be appropriate. Paseo Park...	It is a nod to the Spanish history of the area but also means "walk" which suggests the spot is looking to make things more pedestrian friendly.	No, because no specific name was suggested. It does not align with the policy criteria.

43	Something honoring history of San José and the Alameda		No, because no specific name was suggested. It does not align with the policy criteria.
45	Streetcar Bend	The Alameda used to have streetcars that went all the way to SF. This area represents the only major bend in that path. This would be a good name (and plaque) to have in the area to commemorate the loss of a public good (accessible transport) with the installation of another.	Yes, because of a historical geographic reference point and a historic prominent feature. The Alameda had a rich history of trolley service from 1868 until 1938 ¹⁵ . The San José and Santa Clara Railroad, which operated along The Alameda, was the first interurban railroad service in the state ¹⁶ .
46	Susan O'Malley Park	I knew Susan O'Malley when she was working at the Institute of Contemporary Art in San José. She was an artist herself and was born and raised in San José. She passed away in 2015. Her legacy should not be forgotten.	Yes, because she is an individual that has been deceased for more than five years. Susan O'Malley was a local artist and former curator of the San José Institute of Art. She was born and raised in San José ¹⁷ .
47	Sycamore Park or Quercus Lobata	Trees that are symbolic for the area.	Yes, because it references prominent geographic features – the trees in the area. More research should be done to confirm whether these tree species are prominent in the area.
48	The Alameda Park	(Two survey respondents suggested this name.) “Wordplay, non-controversial, easy to remember”	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name.
49	The Alameda Pocket Park	It is where it is located and it indicates the type of park it is.	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name.
50	The Alameda Square	(The survey respondent did not state the reason for this name suggestion.)	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name.
51	The Alameda-Julian Parklet	Explains location and size.	Yes, because of the geographic reference point. The name references nearby streets and a neighborhood name.
52	The Beautiful Way Park	The Beautiful way was an original nickname for The Alameda and has history, symbolism, and significance. “The Alameda is known as California’s first true road, sometimes called ‘The Beautiful Way.’ Originally built to link the Pueblo of San José with	Yes, because of the geographic reference point. The name references a nearby street. The first known reference of The Alameda as “The Beautiful Way” was in an 1878 poem ¹⁸ . It is also later referenced in the Mercury News in

¹⁵ History of Trolley Service: <https://historysanjose.org/plan-your-visit/history-park/trolley-barn/>

¹⁶ History of the Alameda in San José: https://en.wikipedia.org/wiki/The_Alameda,_San_Jose

¹⁷ Susan O'Malley, a voice for art, dies at 38: <https://www.mercurynews.com/2015/03/07/susan-omalley-a-voice-for-art-dies-at-38/>

¹⁸ “An Arboreal Song of the Alameda (The Beautiful Way)”: <https://babel.hathitrust.org/cgi/pt?id=loc.ark:/13960/t5p84vf0t&view=1up&seq=16&skin=2021>

		Mission Santa Clara, it became a vital artery of transportation and commerce over two centuries.” Mercury News https://www.mercurynews.com/2014/01/26/the-alamedas-makeover-san-joses-snipers-alley-could-again-be-beautiful-way/	1909 ¹⁹ and in a 1910 article of the San Francisco Chronicle, titled, “The Lost Beautiful Way: The Old Alameda of Santa Clara Mission.” More recently, it is referenced in the title of the book, “The Alameda: The Beautiful Way,” published by The Alameda Business Association in 2006.
53	The name of the native tribe in this area to remind people of what was here before	To remind people of what was here before.	Yes, because it reflects a name of historical significance – the original habitants of the area. The Muwekma Ohlone inhabited the Santa Clara Valley area for thousands of years before Spanish settlers arrived.
54	The organizers of Hanchett Park development	It is because of them that the place exists.	No, because it does not align with the policy criteria.
55	The Zone on the Alameda	The Zone is a reference to ‘the place’ to visit. The Alameda is the location.	Yes, because of the geographic reference point. The name references nearby streets and a neighborhood name.
56	Urban Outfitters	(The survey respondent did not state the reason for this name suggestion.)	No, because it does not align with the policy criteria.
57	Velodrome Park	(Two survey respondents suggested this name.) “An homage to San José Burbank Velodrome – The public art could be an old fashion bike, and the terraced seating could be angled like the track.”; “It references the historic bicycle raceway that once stood near the site in 1895. It’s a nod to our San José history that ties into the current “reintroduction” of cycling (i.e., bicycle lanes) in our city. It will engender questions about the name itself and thus promote further discussion about San José’s past and future. Reference: https://www.sourisseauacademy.org/ “The Valley’s Love Affair	Yes, because it reflects a historic geographic reference point. “Velodrome” references the San José Burbank Velodrome bicycle racing track that operated between 1935 and 1941 ²⁰ . The original track was located at the San José Agricultural Park near The Alameda and Race Street ²¹ .

¹⁹ San José Mercury News, July 4, 1909 pages 2 and 18: *San José Mercury News* (San José , California), July 4, 1909: 2. *NewsBank: America's News – Historical and Current*.

<https://infoweb.newsbank.com/apps/news/document-view?p=AMNEWS&docref=image/v2%3A1126156B6E3010F0%40EANX-NB-1149AE5D8BE3BF38%402418492-1149AE5EC35005C0%401>.

²⁰ A history of bicycle track racing in San José: the Burbank Velodrome years, 1935-1941:

https://scholarworks.sjsu.edu/cgi/viewcontent.cgi?article=1740&context=etd_theses

²¹ Historical information about San José’s First Velodrome: <https://bikesiliconvalley.org/2011/01/blast-from-the-past-bicycles-in-the-news-in-1938/>

		With the Bicycle” by Ralph M. Pearce, 2017	
58	Water on Earth	Rumbling in the heart.	No, because it does not align with the policy criteria.
59	Wheelman Park	A velodrome was located at the old agricultural grounds at this location. The Garden City Wheelman were established in San José in the early 1900s. Cycling is a health vibrant activity and is relevant today as it was when it was the height of technology when the club was formed.	The name “Wheelman” references a San José cycling club from the 1890’s, known first as “The Garden City Cyclers” and later renamed as the “Garden City Wheelmen ²² .” The club organized rides, races, and outings throughout the Bay Area ²³ .

²² Garden City Wheelmen: https://www.wooljersey.com/wiki/Garden_City_Wheelmen

²³ Garden City Wheelman vs. Sanson Wheelmen of Stockton, October 26, 1919: <https://calisphere.org/item/9ee8191137fa2cf5aeb013259c931fc5/>