

SAN JOSE
**PARKS, RECREATION &
NEIGHBORHOOD SERVICES**

Approval of Masterplan and Park Naming for 1343 The Alameda

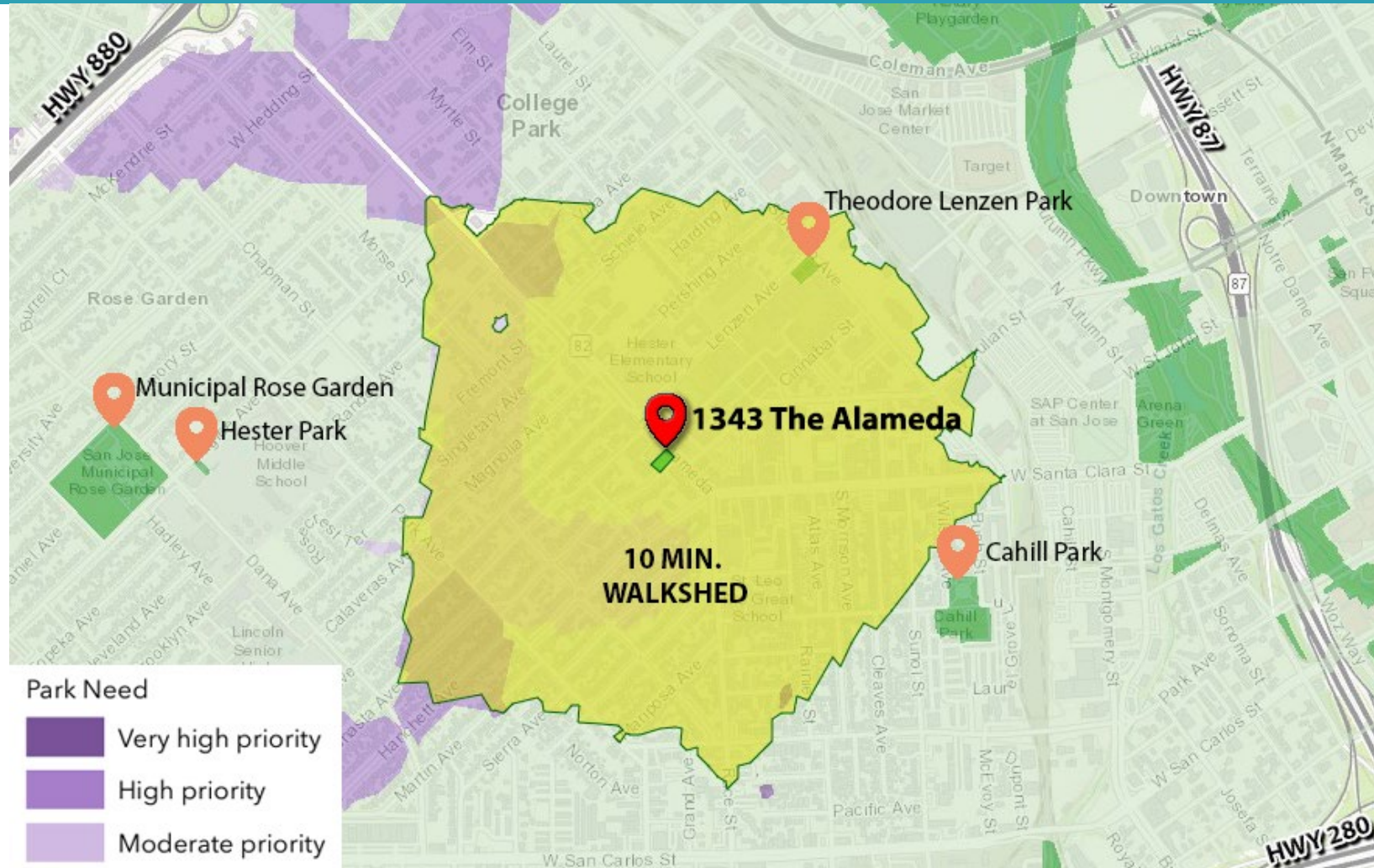
City Council: September 13, 2022

Presented by
Parks Manager, Hayde Pacheco
Interim Planner, Marybeth Bowman



VERDE DESIGN
LANDSCAPE ARCHITECTURE
CIVIL ENGINEERING
SPORT PLANNING & DESIGN

Park Context



Existing Site Location



North

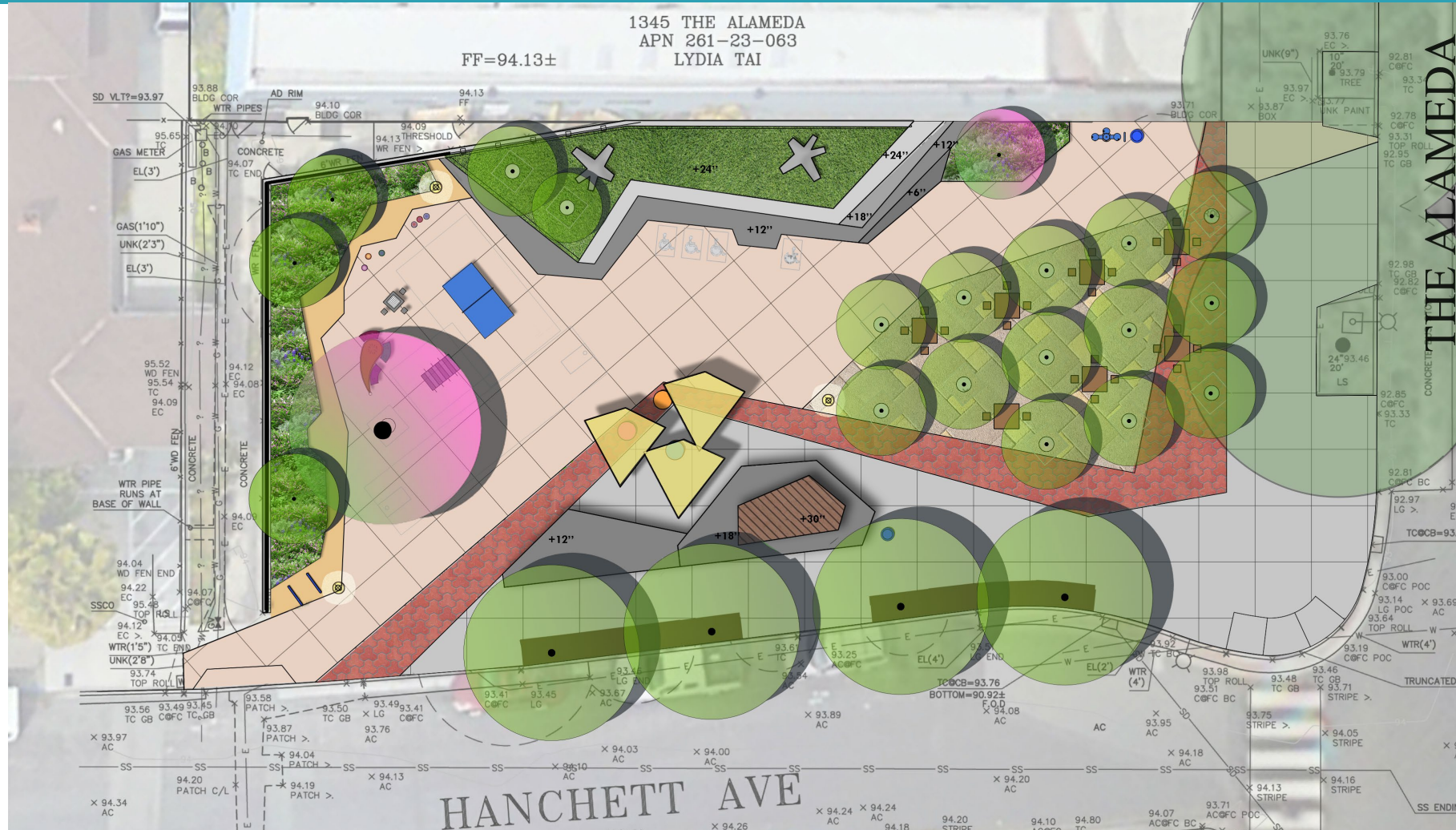
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Community Outreach

- Community Workshop # 1 (Data Gathering) April 15, 2021
- Survey # 1 (167 responses)
- Community Workshop # 2 (Design Refinement) July 12, 2021
- Survey # 2 (98 responses)
- Community Workshop # 3 (Final Plan) November 17, 2021
- Survey # 3 (66 responses)

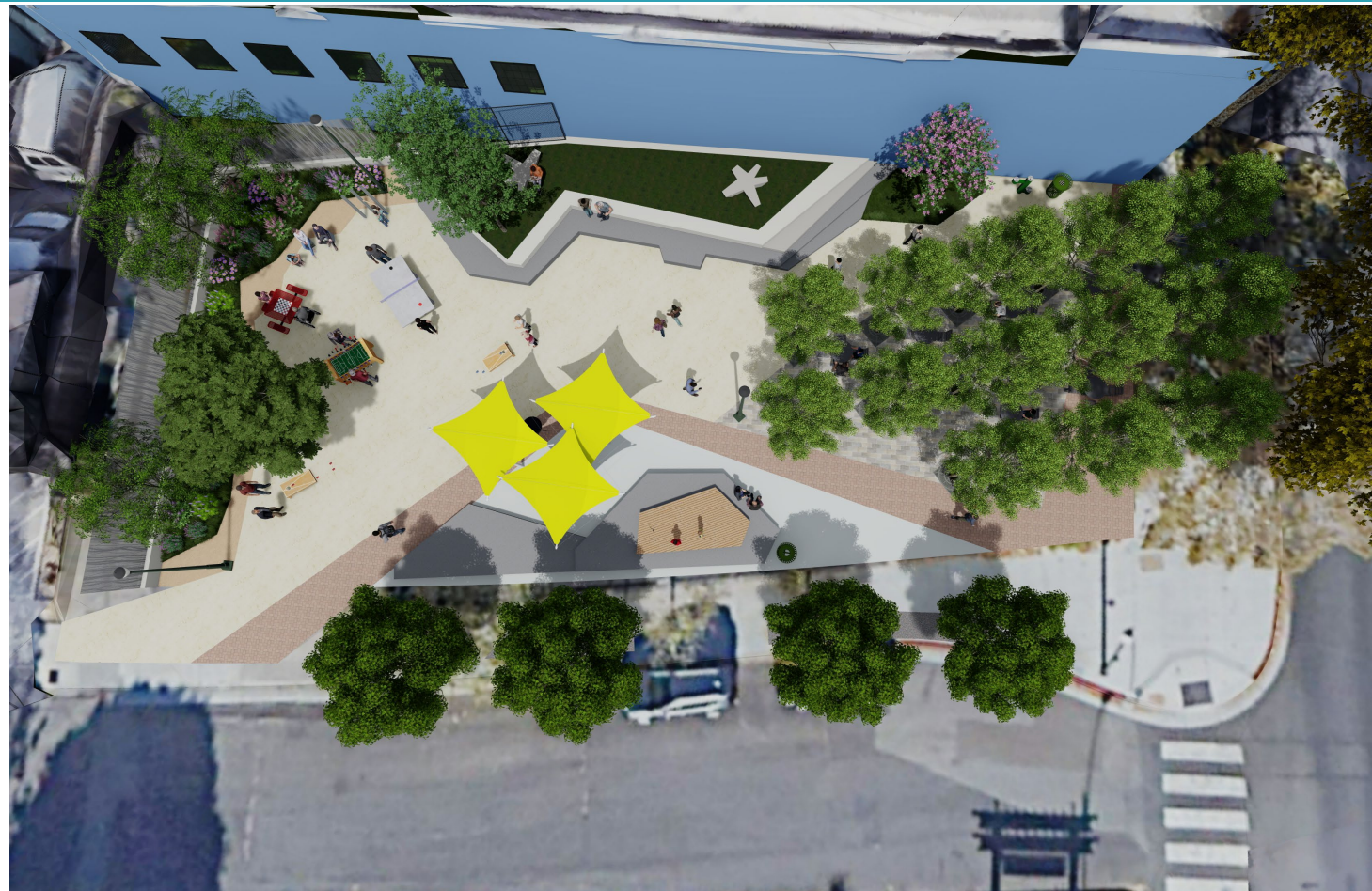
Master Plan



North

Graphic is not to scale

3D Renderings



Naming the Park

City Council Policy 7-5, Naming of City-Owned Facilities

Names must align with the following policy criteria:

- A geographic location
- Prominent geographic feature or local reference point
- An adjoining subdivision or community
- A historical event
- An individual who has been deceased for at least five years
- An individual via a donation or sponsorship agreement; or,
- A group via a donation or sponsorship agreement

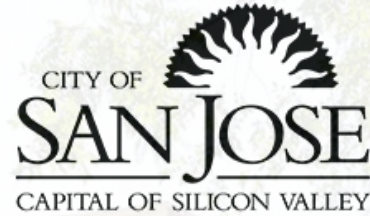
Results of the 3rd Ranking Survey

Answer Choices	Responses	
Hanchett Park*	42.37%	25
The Alameda Park	33.90%	20
Shasta Hanchett Park	23.73%	14
	Answered:	59

*After the survey closed a community member expressed concern the name “Hanchett Park” might have implications that don’t align with the City’s commitment to Racial Equity. As a result, staff researched the history related to the name “Hanchett.” This research did not conclusively confirm or eliminate concerns.

Recommendation

- (a) Adopt City of San José 1343 The Alameda Master Plan Report for a new public park.
- (b) Adopt “The Alameda Park” as the official park name as recommended by staff and the Parks and Recreation Commission and as a result of a public outreach process.



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Alternative Eligible Names

#	Name	Results (2nd Voting Survey)	#	Name	Results (2nd Voting Survey)
1	Shasta Hanchett Park	24.39%	11	Rachel Carson Park	1.22%
2	Hanchett Park	21.95%	12	Susan O'Malley Park	1.22%
3	The Alameda Park <i>(staff's recommendation)</i>	21.95%	13	Joey Franco Park	0.00%
4	Muwekma Ohlone Park	7.32%	14	Wheelman Park	0.00%
5	The Beautiful Way Park	7.32%	15	Billy De Frank Park	*
6	Fredericksburg Garden Park	6.10%	16	Camino Park	*
7	Sycamore Park or Quercus Lobata Park	4.88%	17	Pat Tillman Park	*
8	Fossey Park	1.22%	18	Streetcar Bend	*
9	Frank Delos Wolfe Park	1.22%	19	Velodrome Park	*
10	John McLaren Park	1.22%			

*These names were not included in the 2nd voting survey. Staff retroactively determined that these names comply with Policy 7.5.

Park Naming Results of the Final Voting Survey

Answer Choices	Responses	
Hanchett Park	42.37%	25
The Alameda Park	33.90%	20
Shasta Hanchett Park	23.73%	14

Research on the “Hanchett” Name

Survey respondent’s claim regarding Lewis E Hanchett:

The name. Hanchett was a racist and my deed along with everyone’s deeds have exclusionary verbiage that would not allow black people to buy into the development. I like the idea of the park but a group of neighbors will likely sue the city over the use of the name Hanchett.

11/17/2021 6:36 PM

Respondent’s reply to survey question #4:

“If you could change one thing about the plan what would that be?”

Research on the “Hanchett” Name

Research Conducted on Lewis E Hanchett:

- Contacted survey respondent for clarification and a sample of their deed
- Reviewed original deeds for properties along Martin Avenue in Hanchett Residence Park
- Researched and reviewed historic articles on Lewis E. Hanchett
- Spoke with experts on the history of LA’s Union Station
 - 2 historians from USC
 - 1 President of the Chinese Historical Society of Southern California

Research on the “Hanchett” Name

Results of the Research:

- Research was inconclusive
- Neither confirmed nor eliminated concerns

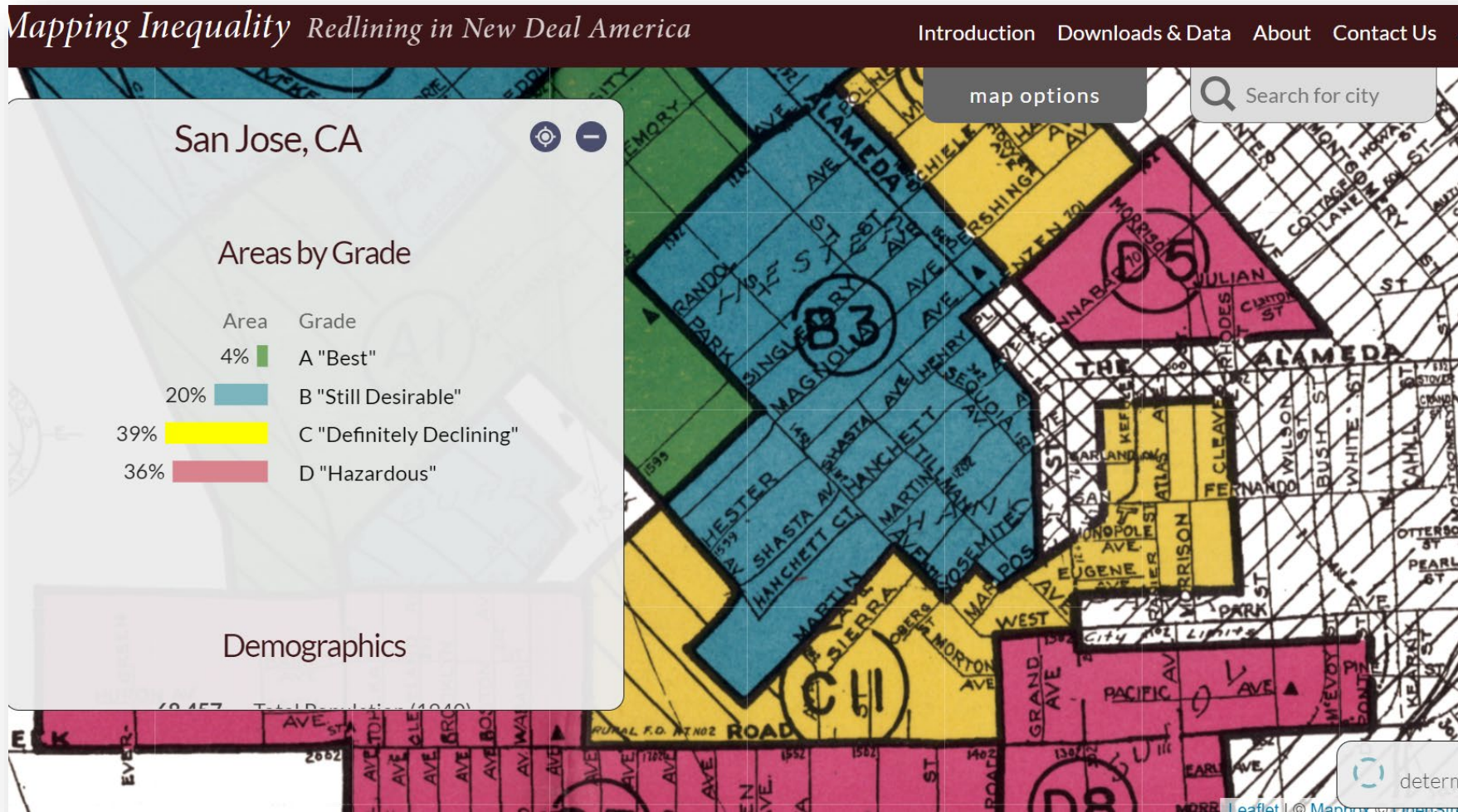
Implications of the Research:

- Concerns remained
- Name may not align with the City’s commitment to Racial Equity
 - Resident Parks were “characterized by their Conditions, Covenants, and Restrictions” (CC&Rs)
 - Neighborhood became exclusionary under Redlining in 1937
 - Hanchett bought up land in LA’s Old Chinatown, likely leading to displacement of Chinese Americans (1914)

Recommendation by staff:

- Consider the next highest ranked name, “The Alameda Park”

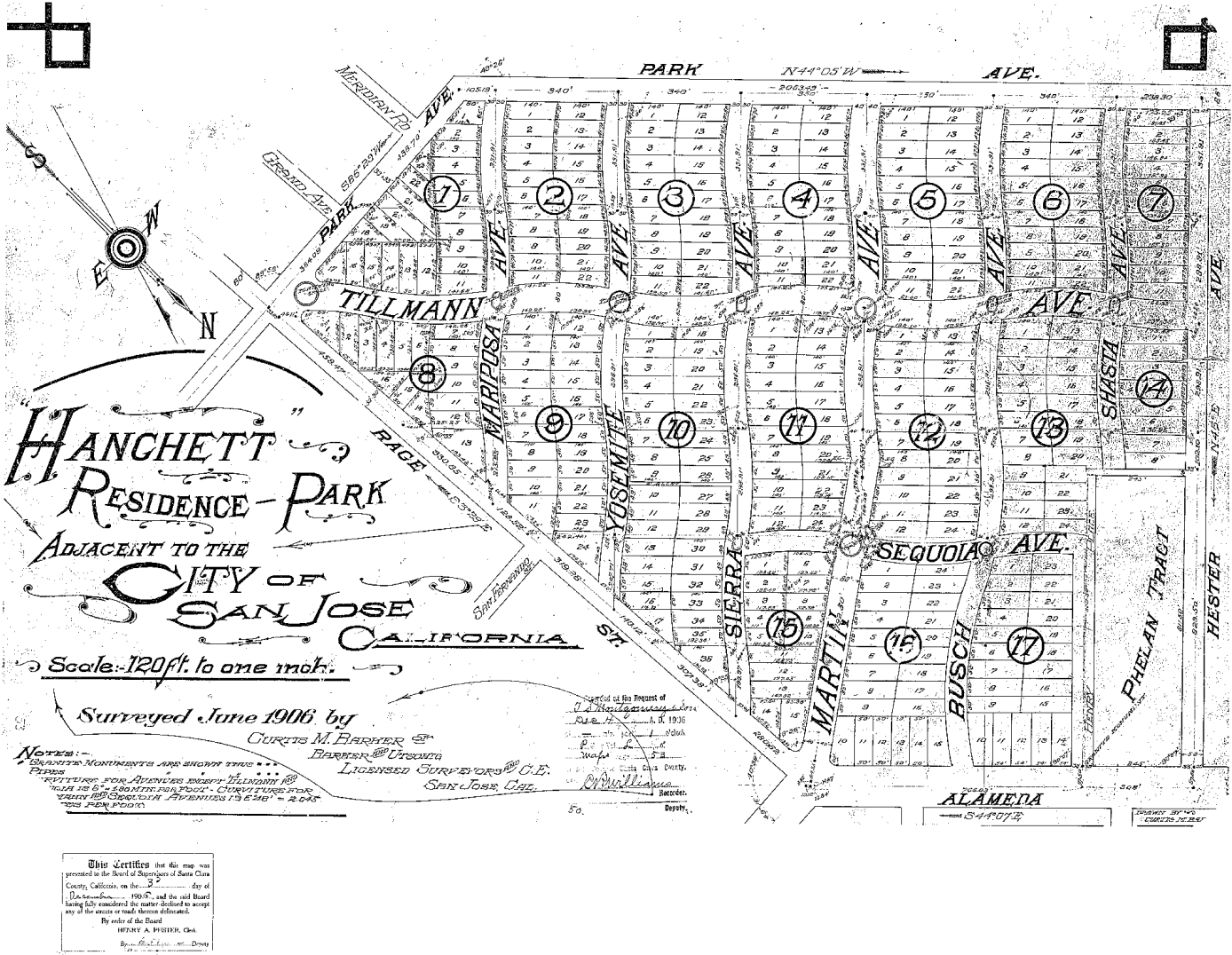
Research on the "Hanchett" Name



- Area around the park was redlined
- Hanchett Resident Park was graded “still desirable” and exclusive

Research on the “Hanchett” Name

53



Subdivision map for
Hanchett Residence
Park (1906)

City's Commitment to Racial Equity


CITY MANAGER

[Your Government](#) » [Departments & Offices](#) » [Office of the City Manager](#) »

RACIAL EQUITY



Racial Equity Resources



Immigrant Affairs

The Office of Racial Equity enables the City organization to embed a racial equity practice to examine and improve San José's policies, programs, and decision-making so that, ultimately, we improve outcomes for communities of color (Black, Indigenous, Latino/a/x and Asian and Pacific Islander). The Office is also responsible for the implementation of the Welcoming San Jose Plan, a set of strategies focused on inclusion and belonging of foreign-born communities, including immigrants and refugees.

<https://www.sanjoseca.gov/your-government/departments-offices/office-of-the-city-manager/office-of-racial-equity>

City of San José, California

COUNCIL POLICY

TITLE	NAMING OF CITY-OWNED LAND AND FACILITIES	PAGE	1 of 5	POLICY NUMBER	7-5
EFFECTIVE DATE	April 24, 1972	REVISED DATE	June 8, 2010		
APPROVED BY COUNCIL ACTION	4/24/72; 11/03/92, Item 9c; 11/23/93, Item 7(b)(6)(d); 6/8/2010, Item 2.18, Res. No. 75393;				

The City of San José has a naming policy to guide the naming of public land and facilities. This revision updates the criteria and process to be used in considering the naming or renaming of public land and facilities, other than City streets, which is covered in City Council Policy 6-5.

PURPOSE

To establish Council policy regarding the determination of names to be given to City-owned land and facilities that are not City streets.

POLICY

It is the policy of the City of San José to determine names for City-owned land and facilities after following the procedures set forth herein.

It is the Policy of the City of San José to encourage:

1. Naming which reflects the City's ethnic and cultural diversity;
2. Recognition of distinct geographic, environmental or developmental features, or names of historical significance in naming City lands and facilities;
3. Recognition of individuals who have made a significant contribution to San José, the State, the Nation or the World;
4. Naming as early in the capital planning and development process as possible; and
5. Sponsorship through significant funding support from private donors for the construction and/or ongoing maintenance and operations of City lands and facilities in exchange for naming options. The minimum sponsorship or donation amount necessary to achieve the level of significant sponsorship or donation shall be determined by the responsible Department's Fundraising and Sponsorship guideline¹ as approved by the City Manager, unless otherwise approved by City Council.

Park Name Survey Responses

	Survey 1, April 15, 2021	Survey 2, July 12, 2021	Survey 3, November 17, 2021
	What park name are you proposing?	Please choose which name you like best for the new park.	Please choose which name you like best for the new park.
Answered	88	82	59
Skipped	79	16	7