

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jon Cicirelli

**SUBJECT: NAMING OF A NEW PUBLIC
PARK AT 1343 THE ALAMEDA**

DATE: March 6, 2023

Approved



Date

3/16/23

COUNCIL DISTRICT: 6

RECOMMENDATION

Adopt “The Beautiful Way Park” as an official park name per City Council Policy 7-5, Naming of City-Owned Land and Facilities, as recommended by staff and as a result of a public outreach process.

SUMMARY AND OUTCOME

Adoption of the park name facilitates the official naming of a 0.17-acre pocket park located at 1343 The Alameda.

BACKGROUND

The purpose of this memorandum is to facilitate officially naming the park to “The Beautiful Way Park” and to report back to City Council on direction it provided at the September 13, 2022, City Council meeting: 1) host a community meeting to seek feedback on an additional name option, “Clara Louise Lawrence Park,” for the approved park at 1343 The Alameda and 2) return to City Council with a name recommendation for the new park site at 1343 The Alameda¹

The 0.17-acre park site is located at 1343 The Alameda in the Shasta Hanchett Park Neighborhood at the corner of The Alameda and Hanchett Avenue (**Attachment A** - Park Location Map). The City of San José (City) purchased the site on July 27, 2018, and is in the process of developing a pocket park to replace the existing public parking lot.

¹ City of San José City Council, September 13, 2022 Meeting Minutes, Item 7-1,
<https://sanjose.legistar.com/MeetingDetail.aspx?ID=987805&GUID=2AD85CA7-6373-4AE0-B7A0-035F78906BE5&Options=&Search=>

The park naming and City of San José 1343 The Alameda [Master Plan](#) (Master Plan) for the future park was reviewed by the Parks and Recreation Commission (Commission) on June 1, 2022². The Commission recommended the Master Plan³ and the name, “The Alameda Park,” to City Council for approval.

On September 13, 2022, City Council adopted the park Master Plan and considered the Commission’s name recommendation⁴. However, during this meeting, staff received City Council direction to defer naming the park to allow the community an opportunity to consider a new name suggestion, “Clara Louise Lawrence Park⁵,” during a separate community meeting⁶.

Staff hosted an additional community meeting on November 3, 2022 and polled participants about a preferred park name (**Attachment B** - Community Survey Results (2021) and Poll Results from November 3, 2022). The poll included a list of qualified name options received from the previous naming surveys (**Attachment C** - List of Eligible Park Name Options) and the City Council-recommended name, “Clara Louise Lawrence Park.” Summaries of qualifying name options are also listed in Attachment C. The “Clara Louise Lawrence Park” name suggestion received little support from meeting participants. By the end of the meeting, participants agreed upon “The Beautiful Way Park” as the preferred official park name.

ANALYSIS

City Council Policy Number 7-5, Naming of City-Owned Land and Facilities⁷, (Policy 7-5) establishes guidelines and procedures the City follows to name City-owned land and facilities that are not public streets. Per Policy 7-5, official names must be reflective of one of the following criteria:

- Geographic location;
- Prominent geographic feature or local reference point;
- Adjoining subdivision/community;
- Historical event;

² June 1, 2022 Commission agenda:

<https://www.sanjoseca.gov/home/showpublisheddocument/86447/637892457206800000>

³ 1343 The Alameda Approved Master Plan dated August. 2-22,

<https://www.sanjoseca.gov/home/showdocument?id=90775&t=638017998392217116>

⁴ City of San José City Council, September 13, 2022 Meeting Agenda, Item 7-1,

<https://sanjose.legistar.com/MeetingDetail.aspx?ID=987805&GUID=2AD85CA7-6373-4AE0-B7A0-035F78906BE5&Options=&Search=>

⁵ Clara Louise Lawrence was a local poet and author known for her 1878 “The Valley of Heart’s Delight” poem: <http://fortheloveofapricots.com/2016/07/valley-of-hearts-delight/>

⁶ September 13, 2022 memorandum from Councilmember Dev Davis with the subject, “Delay Naming the Future Park on 1343 The Alameda”: <https://sanjose.legistar.com/View.ashx?M=F&ID=11231433&GUID=79A111B5-2A4B-4334-89D7-46DFD47FD26A>

⁷ Council Policy Number 7-5, Naming of City-Owned Land and Facilities:

<https://www.sanjoseca.gov/home/showpublisheddocument/12757/636669904910330000>

- An individual who has made significant contributions to San José, the state, the nation, or the world and 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.

Policy 7-5 also encourages names that reflect the City's ethnic and cultural diversity. The City's Racial Equity commitment⁸ supports identifying ways to improve outcomes for Black, Indigenous, Latino/a/x, Asian and Pacific Islander, and people of color.

Policy Alternatives

In alignment with recent community input, staff recommends the name "The Beautiful Way Park" as the official park name. "The Beautiful Way" is another name for The Alameda, which is the public street that aligns the park on the eastern property line and a local reference point. The Alameda was first referenced as "The Beautiful Way" in an 1878 poem titled, "An Arboreal Song of the Alameda (The Beautiful Way)"⁹.

The City Council can also adopt a name from the list of qualifying names received during past public meetings and surveys or adopt another name that meets the criteria of Policy 7-5. Below is a list of park name alternatives that meet Policy 7-5¹⁰.

Alternative #1: Select an alternative park name from the list of eligible names generated through the public outreach process.

Pros: The City Council could adopt a name from the list of qualifying names received through a public survey process. "Hanchett Park," "The Alameda Park," and "Shasta Hanchett Park" were the highest ranked names in the Department's public surveys and would also honor local reference points. Both "Hanchett Park" and "Shasta Hanchett Park" would reference nearby Hanchett Avenue and the Shasta Hanchett Park neighborhood. "The Alameda Park" would reference the nearby street, The Alameda, and The Alameda neighborhood.

Cons: The City Council would be selecting a name other than the one recommended by Department staff and supported by the community during the November 3, 2022 community meeting.

⁸ City of San José Office of the City Manager: <https://www.sanjoseca.gov/your-government/departments-offices/office-of-the-city-manager/office-of-racial-equity>

⁹ The 1878 poem, "An Arboreal Song of the Alameda (The Beautiful Way)", by Mrs. Mary H. Field published in the book, "An Arboreal Song of The Alameda (The Beautiful Way) Presented to the Ladies Benevolent Society of San Jose, Cal.,": <https://babel.hathitrust.org/cgi/pt?id=loc.ark:/13960/t5p84vf0t&view=1up&seq=16&skin=2021>

¹⁰ City of San José City Council, September 13, 2022, Meeting Synopsis/Draft Minutes, Item 7-1, <https://sanjose.legistar.com/View.ashx?M=M&ID=987805&GUID=2AD85CA7-6373-4AE0-B7A0-035F78906BE5>

Reason for not recommending: The “Hanchett” name has potential historical issues due to Lewis E. Hanchett’s involvement in the displacement of Chinese Americans in Los Angeles and the exclusive nature of residence parks¹¹. “The Alameda Park” name also has potential historical issues; The Alameda was built by Ohlone Native American labor under the orders of Father Magin Catala.

Alternative #2 “Clara Louise Lawrence Park”: This name was suggested after the community surveys and staff analysis had been completed. Clara Louise Lawrence was a local poet and author. She is best known for her depictions of early life in Santa Clara Valley in her “The Valley of Heart’s Delight” poem.¹² She was one of the original members of the San José branch of the League of American Pen Women and was a member of the San José Poetry Club. She also lived in the surrounding neighborhood, at 1146 Randol Avenue, between 1922 and 1942.¹³

Pros: This name would honor a local San José poet and author of “The Valley of Heart’s Delight” poem.

Cons: This name does not appear to have the support of the larger community. Nine people attended the November 3, 2022 community meeting. While a few members voiced initial support for the name during the meeting discussion, other members were unfamiliar with the name and were concerned the name was too obscure.

Reason for not recommending: This name was not considered by the larger community during the three community surveys held in 2021. It also received little support from community members participating in the November 3, 2022 community meeting.

Climate Smart San José Analysis

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

EVALUATION AND FOLLOW-UP

Once a name is adopted, staff will coordinate with the City Clerk’s Office to ensure the name is recorded and with the Public Works Department to ensure park signage during construction.

¹¹ Research Findings on Lewis E Hanchett (1872-1956), San José City Council, September 13, 2022, Meeting Details, Item 7-1, Attachment C, <https://sanjose.legistar.com/View.ashx?M=F&ID=11202521&GUID=CB8E998F-F975-4BAC-94D4-3645559043FE>

¹² Valley of Heart’s Delight poem, <http://fortheloveofapricots.com/2016/07/valley-of-hearts-delight/>

¹³ “The Valley of Heart’s Delight” article in Quicksilver County Park News, Newsletter of the New Almaden Quicksilver County Parks Association, Winter 2014-2015, Issue 115, <http://www.newalmaden.org/NAQCPA-docs/NAQCPA-Newsletter-W-2014-2015.pdf>

COORDINATION

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

PUBLIC OUTREACH

This memorandum will be posted on the City's Council Agenda website for the March 28, 2023 City Council meeting.

Outreach was undertaken for this item in addition to the agenda posting described above. These outreach efforts are described below.

The Department completed two community engagement processes, first in 2021, as part of an extensive engagement effort in conjunction with the park master plan, and then in an online community meeting held in November 2022, in alignment with the City Council direction provided to staff when the Master Plan was approved.

The 2021 outreach involved a multi-phase online survey process that encouraged public participation, solicited name suggestions, and allowed the public to vote on a preferred name option. The 2021 naming survey period took place between April 15, 2021 and November 17, 2021. Three online public surveys were held during the following dates:

Table 1 – Public Online Surveys

Workshop	Purpose	Date	Respondents
#1	Gathering programmatic data and park name suggestion survey	April 15, 2021 to April 30, 2021	167
#2	Present and evaluate two design options and park naming survey	July 12, 2021 to July 27, 2021	98
#3	Present and evaluate preferred design and final park naming survey	November 17, 2021 to December 3, 2021	66

Survey Distribution

The 2021 surveys were distributed through the Department's electronic communication and social media networks, including the Department's Capital Projects webpage and email distribution list. Electronic notices were provided via the City Council District 6 office, the Shasta Hanchett Park Neighborhood Association, internet sites including Facebook and Nextdoor, Park Advocates, and the Parks Foundation. Postcard notices were mailed to residents and property owners within 1,000 feet of the site.

Noticing for the November 3, 2022, community meeting included social media blasts through the Department's electronic communication and social media networks, as well as posting on the Department's Capital Projects webpage. Email notifications were sent to 197 email addresses obtained from the 2021 online survey participants, as well as Parks Advocates, the Parks Foundation, and the Shasta Hanchett Park Neighborhood Association. In addition, City Council District 6 staff notified its constituents.

Language Accessibility

The City offered language translation for all public workshops via the public workshop flyers. The flyers were translated into Spanish. Staff did not receive requests for translation, so translation services were not provided during the public workshops.

COMMISSION RECOMMENDATION AND INPUT

The Commission considered the Master Plan and park name on June 1, 2022.

Commissioner Ames moved to accept the Master Plan and recommended the name, "The Alameda Park," consistent with staff recommendation. The motion was seconded by Commissioner Choy. The motion carried (7-0-3). Absent: Commissioners Snider, Villarreal, and Vega.

The Commission has not considered staff's recommendation of the "Beautiful Way"; however, "The Beautiful Way" was included on the list of qualifying names the Commission could consider.

CEQA

Not a Project, File No. PP17-008, General Procedure and Policy Making results in no changes to the physical environment.

PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

/s/
JON CICIRELLI
Director, Department of Parks,
Recreation and Neighborhood Services

HONORABLE MAYOR AND CITY COUNCIL

March 6, 2023

Subject: Naming of a New Public Park at 1343 The Alameda

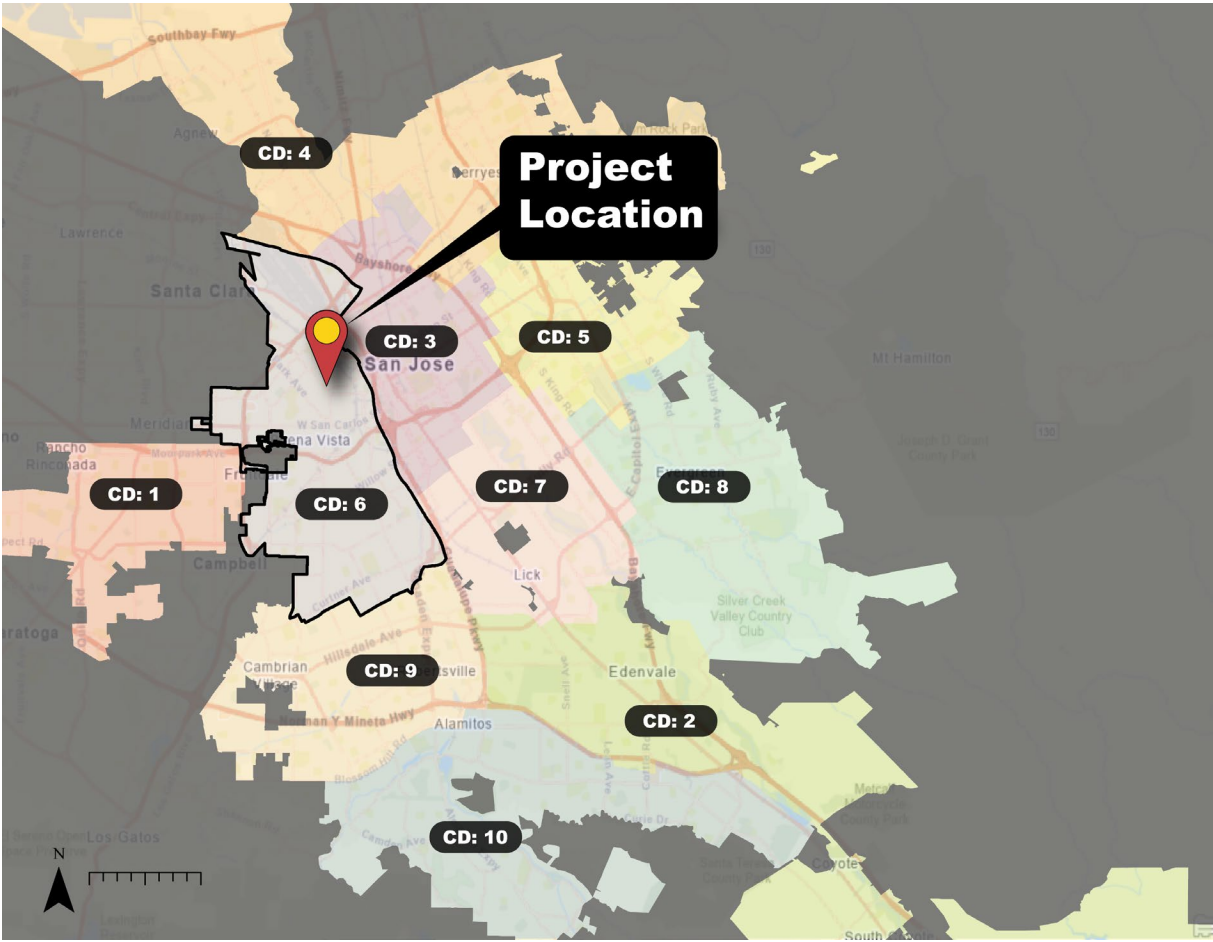
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The principal author of this memorandum is Rebekah Ross. For questions, please contact Rebekah Ross, at rebekah.ross@sanjoseca.gov.

ATTACHMENT

- A. Park Location Map
- B. Community Survey Results (2021) and Poll Results from November 3, 2022
- C. List of Eligible Park Name Options

Attachment A: Park Location Map

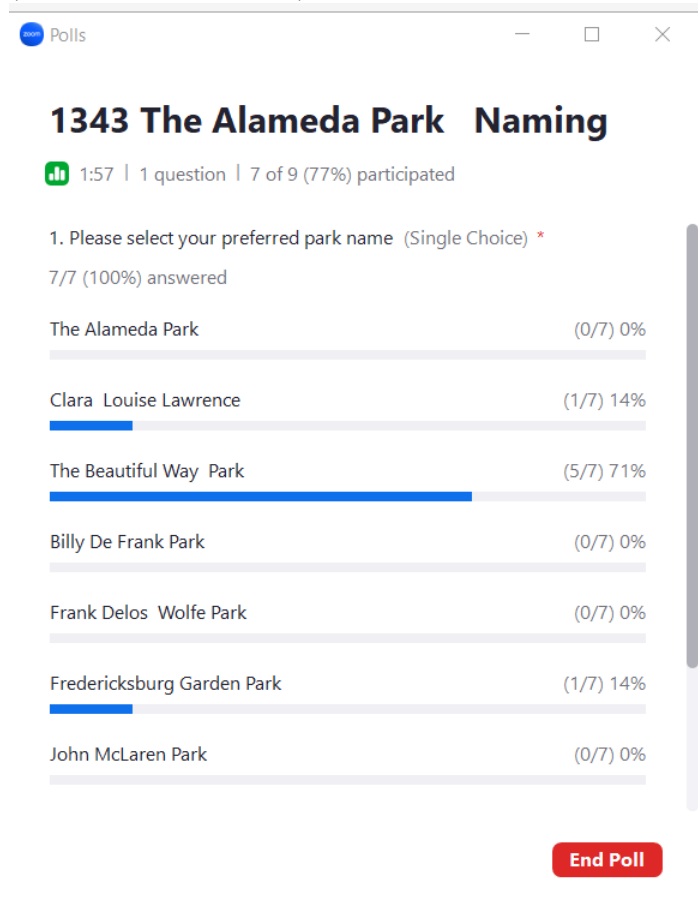


Attachment B: Community Survey Results and Poll Results from the November 3, 2022 Meeting

- Poll Results from the November 3, 2022, Community Meeting
- Park Naming Results of Survey #3, Final Voting Survey (11/17/2021)
- Park Naming Results of Survey #2, Voting Survey (7/12/2021)

Poll Results from the November 3, 2022, Community Meeting

(Screenshot of Poll Results)



(Screenshot of Answer Choices for the Poll)

1343 The Alameda Park Naming Poll

Please select your preferred park name below.

Single Choice

- ☐ The Alameda Park
- ☐ Clara Louise Lawrence Park
- ☐ The Beautiful Way Park
- ☐ Billy De Frank Park
- ☐ Frank Delos Wolfe Park
- ☐ Fredericksburg Garden Park
- ☐ John McLaren Park
- ☐ Muwekma Ohlone Park
- ☐ Susan O'Malley Park
- ☐ Wheelman Park

Park Naming Results of Survey #3, Final Voting Survey (11/17/2021)

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

Park Naming Results of Survey #2, Voting Survey (7/12/2021)

Answer Choices	Responses	
Shasta Hanchett Park	24.39%	20
Hanchett Park	21.95%	18
The Alameda Park	21.95%	18
Muwerkma Ohlone Park	7.32%	6
The Beautiful Way	7.32%	6
Fredericksburg Park or Fredericksburg Garden	6.10%	5
Sycamore Park or Quercus Lobata Park	4.88%	4
Fossey Park (Dian Fossey)	1.22%	1
Susan O'Malley Park	1.22%	1
John McLaren Park	1.22%	1
Rachel Carson Park	1.22%	1
Frank Delos Wolfe Park	1.22%	1
Wheelman Park	0.00%	0
Joey Franco Park	0.00%	0

Attachment C: List of Eligible Park Name Options

- **List of Name Options Considered at the 11/3/22 Community Meeting**
- **Staff Analysis of Name Suggestions from the 2021 Community Surveys**

List of Name Options Considered at the 11/3/22 Community Meeting

(All name options listed below meeting the eligibility criteria defined in Council Policy 7-5)

Name Option	Reasoning	Alignment with the City's Naming Policy (Policy 7-5)
The Alameda Park	The name references the nearby street and neighborhood. The Alameda is a portion of the El Camino Real, or "Royal Road," and was built to connect the Pueblo of San José with the Mission of Santa Clara de Asís.	References the geographical location of the park by referencing the neighborhood surrounding the park and the nearby street.
Clara Louise Lawrence Park	Local poet and author of "The Valley of Heart's Delight" poem.	Deceased individual that has been deceased for more than 5 years.
The Beautiful Way Park	Early nickname for The Alameda. The first known reference of The Alameda as "The Beautiful Way" was in an 1878 poem, titled, "An Arboreal Song of the Alameda (The Beautiful Way)."	References the geographical location of the park by referencing the nearby street.
Billy De Frank Park	William Price (a.k.a. Billy De Frank) was a popular African American LGBTQ+ activist.	Deceased individual that has been deceased for more than 5 years.
Frank Delos Wolfe Park	Frank Delos Wolfe was a well-known architect that designed many homes in the San José area in the Neoclassical, Prairie, and Spanish Revival styles. He partnered with Charles McKenzie to design homes in Hanchett Park.	Deceased individual that has been deceased for more than 5 years.
Fredericksburg Garden Park	The Fredericksburg Brewery, later known as the Fredericksburg Brewing Co., stood on The Alameda between 1869 and 1918.	References a prominent historical geographical feature or local reference point.
John McClaren Park	John McLaren was the landscape architect that designed the streetscape for the Hanchett Residence Park development in 1907. He is better known for his design of Golden Gate Park in San Francisco.	Deceased individual that has been deceased for more than 5 years.
Muwekma Ohlone Park	References the Muwekma Ohlone tribe that live and/or lived in modern-day Santa Clara Valley.	Reflects a name of historical significance – the original inhabitants of the area.

Susan O'Malley Park	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.	Deceased individual that has been deceased for more than 5 years.
Wheelman Park	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."	Reflects a name of historical significance.

Staff Analysis of Name Suggestions from the 2021 Community Surveys

<i>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.</i>			
Key			
Name aligns with the City's Naming Policy (City Council Policy Number 7-5). The 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 1 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 didn't state the reason for this name suggestion.)	Yes, because it's a geographic description and refers to the parks 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 neighborhoods 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 street.
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 he is a deceased individual that has been deceased for more than 5 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	Yes, because it references a geographical reference point, the El Camino Real. The Alameda street becomes El Camino Real as it

		in a few years when we learn they did something wrong.	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	<p>This name is too similar to the Santa Clara county Fairgrounds located on Tully Road.</p> <p>The name would otherwise qualify because it references a historical geographical reference point near the park site, the original fair grounds site, known as “Agricultural Park,” located between The Alameda, Race Street, Park Avenue, and Hester Avenue².</p> <p>However, this</p>
10	Fossey Park	Dian Fossey went to SJSU and helped with Gorilla conservation.	<p>Yes, because she is a deceased individual that has been deceased for more than 5 years.</p> <p>Dian Fossey is well known for her work with gorilla conservation. She attended San Jose State University when it was known as San Jose State College³.</p>
11	Frank Delos Wolfe Park	Frank Delos Wolfe is the famed san José architect who built many go 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.	<p>Yes, because he is a deceased individual that has been deceased for more than 5 years.</p> <p>Frank Delos Wolfe was a well-known architect that designed many homes in the San Jose area in the Neoclassical, Prairie, and the Spanish Revival styles⁴. He partnered with Charles McKenzie to design homes in Hanchett Park⁵.</p>
12	Frank Fiscalini	Frank was the prior councilmember and is responsible for establishing the Billy De Frank Center on the Alameda.	No, the person does not appear to be 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.	<p>Yes, because refers to a historical prominent geographic feature or local reference point.</p> <p>The Fredericksburg Brewery, later known as The Fredericksburg Brewing Co, stood on the Alameda between 1869 and 1918⁶.</p>

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. <i>(See note about the Fredericksburg Brewery above.)</i>
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.	Yes, because of the geographic reference point. The name references a nearby street and neighborhood name. However, this name may have implications that don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
17	Hanchett Community Corner	(The respondent didn’t 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 don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
18	Hanchett Neighborhood Park	(The respondent didn’t 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 don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
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 don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
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 don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
21	Hanchett Pocket Park	(Two survey respondents suggested this name.) It’s true to	Yes, because of the geographic reference point. The name references a nearby street and

		the location and scale of the park. Named for the neighborhood.	neighborhood name. However, this name may have implications that don't align with the City's commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
22	Hanchett Park or Shasta Park	(The respondent didn't 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 don't align with the City's commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
23	Joey Franco Park	Local market once located next to the park	Yes, because it references a former geographic reference point, the PW Supermarket ⁷ . Joey Franco, one of the owners of the supermarket, has been deceased for more than 5 years ⁸ . Very little information was found on Joey Franco. More research should be done on Joseph P Franco for determining what contributions he made.
24	John McLaren Park	Relevant to Hanchett Park neighborhood	Yes, because he is a deceased individual that has been deceased for more than 5 years. John McLaren was the landscape architect that designed the streetscapes for the Hanchett Residence Park development in 1907 ⁹ . He is probably better known for his design of Golden Gate Park in San Francisco ¹⁰ .
25	Lola Williams	https://en.wikipedia.org/wiki/Lola_Williams	No, not deceased five years or more. Lola Williams could be considered for a future park naming. Lola Williams was a civil rights activist and was San José's first City Councilmember. She passed away in 2019 ¹¹ .
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. The Muwekma Ohlone inhabited the Santa Clara Valley area for thousands of years before Spanish settlers arrived ¹² .
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 a deceased individual that has been deceased for more than 5 years. Pat Tillman was born in Fremont, California then later attended middle school and high school in San José ¹³ .
32	Rachel Carson Park	Rachel Carson wrote “Silent Spring” and brought about the ecology movement and the ban on DDT.	Yes, because she is a deceased individual that has been deceased for more than 5 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 have implications that don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
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 don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.

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 don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
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 don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
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 don’t 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 don’t align with the City’s commitment to Racial Equity. Note: See the research on Lewis E Hanchett in Attachment D.
42	Something Hispanic could be appropriate. Paseo Park...	It’s a nod to the Spanish history of the area but also it 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 Jose 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 ¹⁴ . The San Jose and Santa Clara Railroad, which operated along The Alameda, were the first interurban railroad service in the state ¹⁵ .

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 a deceased individual that has been deceased for more than 5 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 ¹⁶ .
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 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 didn't 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	Explain 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 Jose with Mission Santa Clara, it became a vital artery of transportation and commerce over two centuries." The Mercury News https://www.mercurynews.com/2014/01/26/the-alamedas-makeover-san-joses-snipers-alley-could-again-be-beautiful-way/	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 ¹⁷ . It is also later referenced in the Mercury News in 1909 ¹⁸ 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's 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 didn’t 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.” and “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 With the Bicycle” by Ralph M. Pearce, 2017	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 ¹⁹ . The original track was located at the San José Agricultural Park near the Alameda and Race Street ²⁰ .
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 1900’s. 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 ²¹ .” The club organized rides, races, and outings throughout the Bay Area ²² .