



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jon Cicirelli
Margaret McCahan

SUBJECT: SEE BELOW

DATE: December 5, 2018

Approved

Date

12-6-18

COUNCIL DISTRICT: 4

SUBJECT: APPROVAL OF A TURNKEY PARKLAND AND ADVANCE CREDIT AGREEMENT WITH S.J. SIERRA LLC AND BGT DEVELOPMENT, LLC, ACTIONS RELATED TO THE DEVELOPMENT OF TWO TURNKEY PARKS WITHIN THE FLEA MARKET NORTH PROJECT SITE, AND ADOPTION OF APPROPRIATION ORDINANCE AND FUNDING SOURCES RESOLUTION AMENDMENTS IN THE SUBDIVISION PARK TRUST FUND

RECOMMENDATION

- (a) Adopt a resolution to approve a Turnkey Park Improvement and Excess Credit Agreement for Tentative Maps No. PT15-067 and PT15-068 with S.J. Sierra Group, LLC, and BGT Development, LLC, ("Developer") to construct turnkey improvements at two park sites previously dedicated to the City as part of the Flea Market North Project, including:
 - (1) Master Plans for the two park sites; and
 - (2) Turnkey Park Improvement Plans for the two park sites.
- (b) Approve "Mercado Park" for the name for the park site located near the intersection of Mercado Way and Sierra Road, located approximately 450 feet north of Berryessa Road, and along the east side of Coyote Creek.
- (c) Adopt the following Appropriation Ordinance and Funding Sources Resolution amendments in the Subdivision Park Trust Fund:
 - (1) Increase the estimate for Developer Contributions by \$595,000;
 - (2) Establish the Mercado Park Design Review and Inspection appropriation to the Parks, Recreation and Neighborhood Services Department in the amount of \$297,500; and
 - (3) Establish the Bruzzone Way Park Design Review and Inspection appropriation in the Parks, Recreation and Neighborhood Services Department to the amount of \$297,500.

OUTCOME

Approval of the Turnkey Park Improvement and Excess Credit Agreement (Turnkey Agreement), will approve the Master Plans and Turnkey Park Improvement Plans for two new parks at sites previously dedicated to the City as part of the Flea Market Project. The Flea Market Project is split into two major development phases (Attachment 1), including areas to the north of Berryessa Road (Flea Market North) and areas to the south of Berryessa Road (Flea Market South). The two park sites that are the subject of this action are located on the north side of Berryessa Road within the Flea Market North Project. Approval of the recommendations will provide resources for initial improvement of these parks by providing the developer with credits of up to \$5,000,000 in exchange for the construction of park improvements [under the Parkland Dedication and Park Impact Ordinances (PDO/PIO); SJMC 19.38 and 14.25]. The Developer would apply these credits toward the parkland obligation for any units constructed in future phases of the Flea Market South Project.

Initial construction of baseline improvements will allow the City to open the parks at the Flea Market North site to the public as soon as possible, and will prepare the parks for future improvements when additional funding becomes available. The appropriation actions in this memorandum will fund the City's review of construction documents, project management, and inspections.

EXECUTIVE SUMMARY

Staff recommends the approval of this voluntary Turnkey Agreement to facilitate the construction of two previously dedicated park sites at the Flea Market North Project. The Developer will construct these turnkey facilities consistent with the Master Plans (Attachment 2) and Baseline Turnkey Park Improvement Plans (Attachment 3). The City will accept ownership and maintenance of these parks after construction is completed.

The Developer has already satisfied the parkland obligation for all units in the Flea Market North Project through trail improvements and the dedication of the two park site properties. The City does not currently have resources available to construct parks on these land-banked park sites. The City and the Developer wish to open these parks as soon as possible and propose to enter into a voluntary Turnkey Agreement for the construction of a first phase of park improvements. The cost of these improvements will exceed the Developer's parkland obligation for the Flea Market North Project. In exchange for constructing these improvements, the Developer will receive PDO/PIO credits, which could be applied toward the parkland obligation for future residential units that are planned within the Flea Market South Project.

The recommended actions in this memorandum also include naming one of the two park sites, and the appropriation actions to fund staff costs related to design review and inspection of the parks.

BACKGROUND

The Flea Market Project is located within the Berryessa/BART Urban Village on both sides of Berryessa Road between the former Union Pacific Railroad, now Bay Area Rapid Transit (BART) tracks to the east and Coyote Creek to the west. The Berryessa BART station is located immediately to the east of the Flea Market South.

The existing project zoning (File No. PDC16-001) allows:

- Up to 2,818 residential units (up to 1,000 units on the north side and up to 1,818 units on the south side);
- Commercial and/or industrial uses;
- 10.89 acres of public parkland;
- 23.58 acres of open space; and,
- 1.3 miles of public trails (Coyote Creek Trail and Penitencia Creek Trail).

The Flea Market project is an approximately 121-acre site, split into two major development phases (Attachment 1). The Flea Market North Project is currently under construction and is generally bounded by Coyote Creek to the west, Berryessa Road to the south, the BART tracks to the east, and existing single family homes along Chessington Drive and Bellemeade Street to the north. The Flea Market North project has already satisfied its parkland obligation through several recorded Parkland Agreements (SJ Permit Nos. 14008122, 15106296, and 16133960 PA) for the dedication of land and construction of public recreational improvements, including:

- 0.25-miles of the Coyote Creek Trail (from Berryessa Road to Mercado Way);
- 3.60-acre of parkland dedication (at Mercado Way and Sierra Road); and,
- 3.59-acre of parkland dedication (at Mercado Way and Bruzzone Way).

The Flea Market South site is generally bounded by, Berryessa Road to the north, Mabury Road to the south, Coyote Creek Trail to the west, and the BART tracks to the east. This portion of the overall project has approved development permits that could have allowed the construction of 1,818 units; however, these permits expired and it is necessary to re-entitle the project.

The Planning Division is currently leading efforts to develop the Berryessa Urban Village Plan and process a concurrent rezoning (File No. PDC17-051) for the Flea Market South Project. Parks, Recreation and Neighborhood Services staff is actively involved in this effort. If approved, the proposed rezoning would increase housing within the Flea Market South to a maximum of 3,450 residential units. As currently proposed, these housing units would have an obligation in accordance with the PDO/PIO to provide approximately 24-acres of parkland or equivalent in-lieu fees.

Parkland Development

During the master rezoning of the Flea Market Project, staff prioritized the acquisition of parkland, successfully securing two park sites and constructing 0.25 miles of the Coyote Creek trail system from Berryessa Road north. The parkland obligation for units in the north did not provide enough resources to also develop the park sites. As a result, the two park sites have been

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land-banked pending future development and would remain undeveloped until the City acquires funding for the design and construction of improvements.

The City and the Developer want to open these neighborhood parks as soon as possible. The Developer has offered to partially develop these park sites now, in exchange for future PDO/PIO credits equal to the cost of improvements. The Developer has agreed to install an estimated \$5,000,000 worth of improvements in the parks, including master planning, design, and City staff costs for design review and inspection. The proposed Master Plans (Attachment 2) were developed by HMM Landscape Architecture. The plans outline the theme of the parks and elements that are intended when the parks are completely built. Baseline Turnkey Development Plans (Attachment 3) show what will be built in the initial first phase of development, should Council approve the Turnkey Agreement.

The full build out of these parks under the Master Plans are currently estimated to cost \$8,619,000. The City and the Developer have agreed upon a limited scope of initial improvements within the agreed \$5,000,000 budget and the Developer will construct improvements to the parks per the Baseline Turnkey Development Plans. These limited improvements will provide functional and attractive parks to the community now, while also providing a framework for future improvements as funds become available. Advanced parkland credits have similarly been issued for other large projects, such as Communications Hill, to accelerate development, open new parks more quickly, and to acquire sizeable land dedications from phased developments.

ANALYSIS

The estimated parkland obligation for future units under the Flea Market South Project is based upon the 3,428 units proposed in the most recent Planned Development Rezoning (File No. PDC17-051). Under the PDO/PIO, 24-acres of parkland dedication would be required to fully satisfy the Project's parkland obligation. If approved, the attached Turnkey Agreement would provide credit toward this obligation of up to 2.54-acres, the equivalent of 362 units or \$5,000,000 in park impact fees under the current Schedule of Parkland Fees (Res. No. 78733). Staff has projected future PDO/PIO resources and needs, based upon the present value of park impact fees, current construction costs, and the proposed number of new residential units. These projections estimate that if park impact fees remain consistent, the Flea Market South parkland obligation would be sufficient to cover full build out of the Flea Market North parks. This would include the advance for initial improvements now, the construction of planned trail segments on Coyote and Penitencia Creeks, and the dedication and improvement of up to six acres of improved parkland in the Flea Market South, currently requested by staff.

The proposed voluntary agreement includes several provisions to reevaluate costs and designs prior to construction. This will ensure that the project stays on budget and is fair for both parties. As plans near completion, the agreement requires the Developer to secure competitive preliminary bids to evaluate how construction plans align with construction costs. Should these bids exceed the \$5,000,000 budget, or if the value of advanced parkland credits exceed the \$5,000,000 investment of the Developer, either party may choose to cancel the agreement before construction starts. If canceled, the City would receive completed master plans and construction

drawings, and the Developer would receive credits up to the value of verified work completed not to exceed the \$5,000,000 budget. The Agreement provides the Director of Parks, Recreation and Neighborhood Services and the Director of Public Works with administrative authority to assign parkland credits as appropriate, up to the \$5,000,000 budget. Once construction proceeds, the Developer is obligated to deliver the entire scope of work in the construction plans and must cover costs as needed. The City is in no way obligated to refund the value of any credits, should the Developer decline to develop residential units in the Flea Market South.

If the proposed advance parkland credits for the Flea Market South Project are not approved, the City will not have the resources to construct these parks until the Flea Market South Project begins construction of new residential units. Based upon the current project schedule, the earliest construction of the Flea Market South Project would proceed is 2021, and would depend in large part on California Department of Transportation's approval of a new interchange for access to Highway 101. If this agreement is approved, it is anticipated the parks would be fully constructed within three years.

Parks Design

HMH Landscape Architecture worked with staff to develop themes and master plans for both park sites, while taking a phased approach to construction. This allows some improvements to be constructed now, while preparing for future improvements as resources become available.

Both parks will provide distinct recreational experiences that complement the area's history. "Mercado Park"¹ is located near the center of the Flea Market North Project. It has been designed as a contemporary social area and plaza. Mercado Park reflects some of the unique elements of the existing San José Flea Market experience, including spaces to support small events like farmers' markets and park activation events. The other park, along Bruzzone Way, is closer to the Coyote Creek Trail and has a more natural feel, like a creekside meadow. It will have a large multi-use field, dog park, court games, and picnic areas. At this time a name has not been adopted for this second park and "Bruzzone Way Park" is a working title. Some spaces within each park are reserved as "flex spaces"². This will allow existing and future residents to influence how these parks evolve. All proposed park amenities complement other recreational opportunities and park facilities within the broader Berryessa community.

Proposed Park Names

City Policy 7-5, Naming of City-Owned Land and Facilities, establishes the process for naming public facilities. Per the Policy, the City encourages names that:

- reflect the City's ethnic and cultural diversity;
- recognize individuals who have made a significant contribution to the local, national, or global community;

¹ Pending name, requires City Council approval as part of this recommendation.

² Flex Spaces, as designated in the plan, are areas of the park sites reserved in size, dimension, and utility connections for the future construction of certain types of amenities like sports courts or a restroom. This allows flexibility for future residents/staff to decide what should be built through future community process and without great impact to other park improvements.

- recognize distinct geographic, environmental, or developmental features, or names of historical significance; and
- recognize individuals for their service to the community.

The proposed park name for Mercado Park conforms with Council Policy No. 7-5. The name commemorates the historic San José Flea Market as a long-standing cultural and geographic feature in San José. Approval of the name “Mercado Park” (Market Park, in Spanish) reflects the historic connection to the San José Flea Market. The park design supports small community events or farmers’ markets to carry on the Flea Market’s legacy.

The official nomination for “Mercado Park” is attached to this memorandum and includes background to support the naming (Attachment 4). This nomination was heard by the Parks and Recreation Commission on June 6, 2018. The Commission recommended the name “Mercado Park” and requested that staff return with alternate names for the park at Bruzzone Way. Additional detail on this hearing is provided in the Commission Recommendation/Input section.

Per the Parks and Recreation Commission’s request, staff worked with the office of Councilmember Lan Diep for District 4, to conduct additional community outreach on potential names for the second park at Bruzzone Way. During the entire month of September the Council Office engaged the community online and through the District 4 newsletter. Seeking feedback on the existing nomination for the Park at Bruzzone Way, the Council Office also requested any additional naming ideas for public consideration. Staff received approximately 50 responses, including several unique nominations and a majority that seemed to favor naming the park after an adjacent street. At this time a final name has not been selected for this second park. Staff will return to PRC and Council in the future with a naming recommendation for this park.

EVALUATION AND FOLLOW-UP

If this recommendation is approved, the City Council will name one of the two parks and provide final authorization to oversee design development and construction of the turnkey projects, including acceptance of the park improvements after final inspections have been completed. Department of Public Works staff, working with Parks, Recreation and Neighborhood Services and the Developer, will review and approve the project construction documents and will refine the design as necessary to align the project with City construction standards. Staff will return to Council with a name nomination for the second park along Bruzzone Way, once the Parks and Recreation Commission has recommended one for approval.

POLICY ALTERNATIVES

Alternative #1: The City Council could reject the Master Plans and/or the Turnkey Parkland and Excess Credit Agreement and/or any of its current terms.

Pros: Redrafting the Agreement and Master Plans could enable additional community input by new residents.

Cons: Further master planning of the park sites would delay park construction and may result in the Developer being less willing to front the cost of park development now. If the credits towards the South Flea Market Project are not approved, the City would not have the resources to construct the parks until at least 2021.

Reason for not recommending: The proposed turnkey improvements are consistent with the Flea Market Project Master zoning district. The proposed Turnkey Agreement facilitates the provision of constructed park amenities to the existing neighborhood now. Redrafting agreements and designs would entail additional soft costs and would further reduce the cost effectiveness of the limited project budget and the City would have to fund the construction of the parks.

Alternative #2: The City Council could not approve the name nomination of "Mercado Park."

Pros: This would allow additional opportunities for outreach and community engagement in the naming of the park.

Cons: This alternative would entail addition staff work and cost. Staff would not be able to continue to design the park with strong theming or identity and may have to delay construction to finalize park signage elements.

Reason for not recommending: The Parks and Recreation Commission recommended approval of the name "Mercado Park." Without an approved name, staff may not have strong design themes to enrich placemaking and construction plans.

PUBLIC OUTREACH

Draft master plans for these turnkey parks were presented at a community meeting on March 16, 2016. Preliminary park plans were shown, with a menu of potential park uses and features. Notice of this meeting was provided to residents within 1,000 feet of the project site. The meeting was well attended, but exact numbers are not available. Attendees were supportive of the conceptual designs, but also raised concerns about recommending park features without the input of future residents. The community emphasized they preferred immediate public use of the parks over waiting for any amenities. The inclusion of a dog park and walking paths were also of interest. Plans were refined since that meeting to provide flexibility for future improvements, align with the baseline project budget, and comply with City specifications.

The future park sites, acreage, and land use configuration of the project were approved through public outreach processes for the Project Rezoning (PDC03-108, PDC09-006, and PDC16-001) and associated Planned Development Permits (PD08-025, PD08-026, PD08-027, PD08-069, PD12-031 and PD16-002), as amended.

This memorandum will be posted on the City's website for the December 18, 2018, City Council agenda.

COORDINATION

This item has been coordinated with the Planning, Building and Code Enforcement Department, and the City Attorney's Office.

COMMISSION RECOMMENDATION/INPUT

The Flea Market Development Turnkey Parks Master Plan was presented to the Parks and Recreation Commission on December 7, 2016. The Commission recommended City Council approval of the Master Plans (5-3-2). Commissioner Mandair expressed a desire for additional community involvement in the design of the parks. Staff addressed this suggestion by adding "flex areas" (described above). Any future implementation of the Master Plans will include a community outreach component per Council policy.

Name nominations and Phase 1 Turnkey Improvement Plans for "Bruzzzone Way Park" and "Mercado Park" were presented to the Parks and Recreation Commission on June 6, 2018.

- a) The Commission moved to recommend to City Council the acceptance of "Mercado Park" as the name for the park site located near the intersection of Mercado Way and Sierra Road, and asked staff to return with alternative names for the second park site. The motion passed. (8-0-2-1). Abstain: Brooks-Immel and Adas. Absent: Lovely.
- b) The Commission moved to accept the staff report on Phase 1 Turnkey Improvement Plans. The motion passed (10-0-1). Absent: Lovely.

As described in the "Analysis" section of this memorandum, Parks, Recreation and Neighborhood Services staff has been coordinating with Council District 4 on naming options. A final name will be put forward in early 2019.

FISCAL/POLICY ALIGNMENT

This proposal is consistent with potential future park sites identified in the Envision San José 2040 General Plan and the Greenprint Strategic Plan 2009 Update. The new parks will help to fulfill the park and open space service goals in these adopted plans, as well as the Flea Market master zoning district and the upcoming Berryessa Urban Village Plan.

COST SUMMARY/IMPLICATIONS

Once completed, the annual operating and maintenance impact for baseline improvements at both parks is estimated to be approximately \$51,000 for Mercado Park and \$53,000 for Bruzzone Way Park in 2019-2020, and approximately \$79,000 for Mercado Park and \$81,000 for Bruzzone Way Park ongoing starting in 2020-2021. This funding would provide a basic level of service for 7.2-acres of newly improved parkland and amenities. This amount is consistent with the schedule of maintenance costs for other new parks in the City and was included in the 2019-2023 General Fund Forecast.

The Turnkey Agreement provides \$595,000 in revenue from the Developer to fund City staff administration, construction management, design review and inspection costs for development of the Bruzzone Way Park (\$297,500) and the Mercado Park (\$297,500).

BUDGET REFERENCE

The following table identifies the fund and appropriations to fund the City staff's construction administration, construction management, design review and inspection cost for development of the new park facilities.

Fund #	Appn #	Appn Name	Current Total Appn	Rec. Budget Action	2018-2019 Adopted Capital Budget Page	Last Budget Action (Date, Ord. No.)
375	R240	Developer Contributions	\$0	\$595,000	V-529	N/A
375	NEW	Mercado Park Design Review and Inspection	N/A	\$297,500	N/A	N/A
375	NEW	Bruzzone Way Park Design Review and Inspection	N/A	\$297,500	N/A	N/A

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CEQA

San José Flea Market General Plan Amendment & Planned Development Rezoning Final Environmental Impact Report (Resolution No. 73956) and Addenda thereto, File Nos. GP06-04-01 and PDC03-108.



MARGARET MCCAHAH
Budget Director

/s/

JON CICIRELLI
Acting Director, Parks, Recreation and
Neighborhood Services

I hereby certify that there will be available for appropriation in the Subdivision Park Trust Fund in the Fiscal Year 2018-2019 monies in excess of those heretofore appropriated there from, said excess being at least \$595,000.

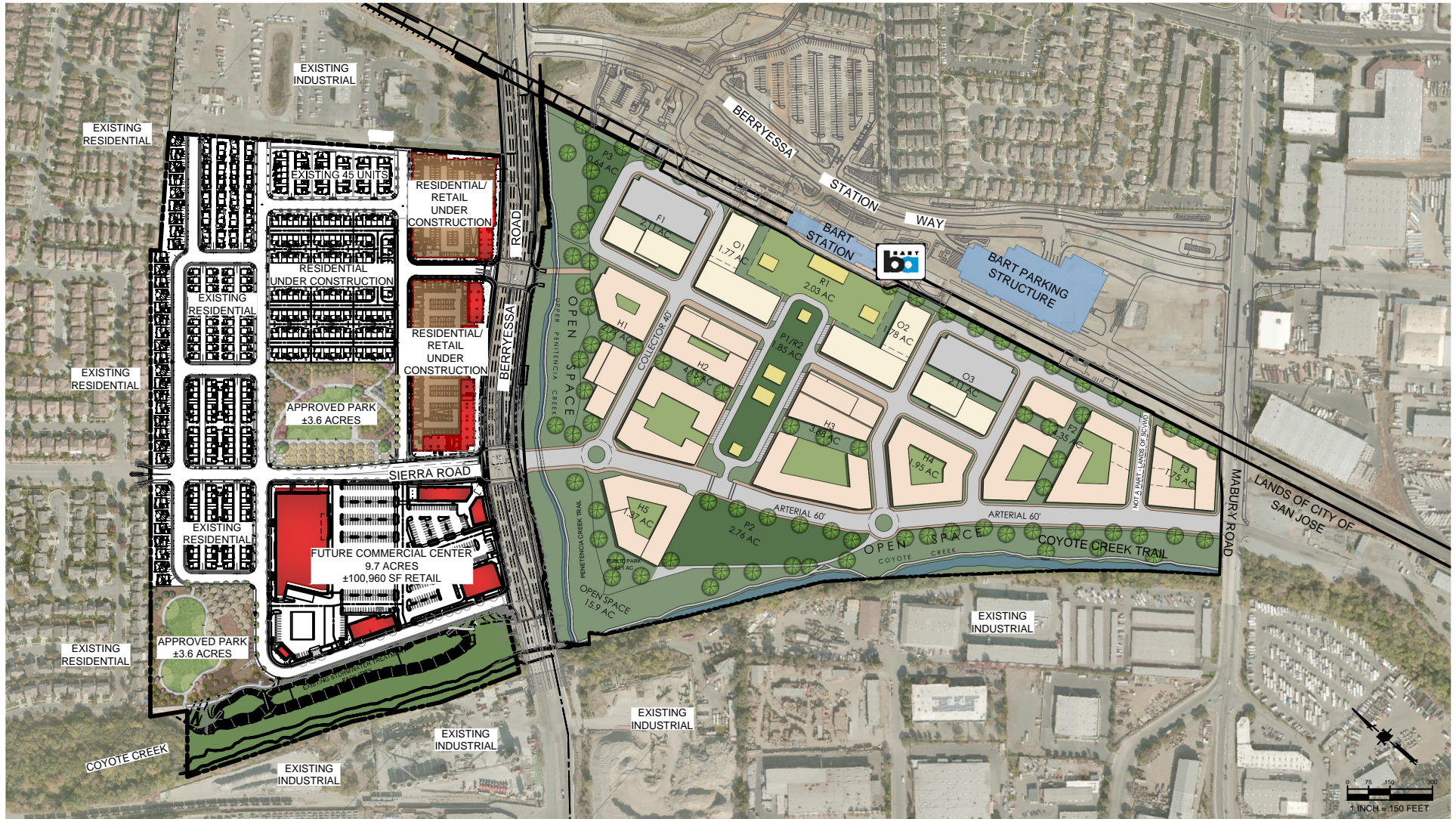


MARGARET MCCAHAH
Budget Director

For questions, please contact Nicolle Burnham, Deputy Director, at (408) 793-5514.

Attachments:

- 1) Flea Market Project – Flea Market Project Context Exhibit
- 2) Turnkey Parks Master Plans - Mercado Way Park and Bruzzone Way Park
- 3) Baseline Turnkey Park Improvement Plans - and Mercado Way Park and Bruzzone Way Park
- 4) Naming of City Owned Facilities Nomination Form – “Mercado Park”



ATTACHMENT 1 - FLEA MARKET PROJECT CONTEXT EXHIBIT

Scale: 1" = 150'

Drawn: DMJ Reviewed: TA
HMH#0068.14 | 11/27/18

FLEA MARKET PARKS | MERCADO WAY PARK



LANDSCAPE ARCHITECTURE

SAN JOSE, CALIFORNIA



MAINTENANCE ACCESS

BUTTERFLY GARDEN

- THEMED PLANTS
- BENCH
- STEPPING STONES

TERRACED GREEN

- SEATING CREATED W/ EARTH-WORK

MEDITATION GARDEN

- BOULDERS
- BENCHES
- ROCK GARDEN
- THEMED PLANTING

ACTIVE GREEN

ART SEATING NODES

ACTIVE PLAZA

- PICNIC TABLES
- TRASH RECEPTACLE
- SIGNAGE PLANTER WALLS
- BBQ
- DINING TABLES

GATHERING PLAZA

- SIGNAGE PLANTER WALLS
- SPECIALTY PAVING

LEGEND

- MULCH
- TURF
- CONCRETE
- SPECIALTY PAVING
- PLAY SURFACING
- DECOMPOSED GRANITE
- LIGHTING FIXTURE (SINGLE)
- DOUBLE HEADED LIGHT

ALL AGES OBSTACLE COURSE

- PARKOUR
- SAFETY SURFACING

HISTORICAL NODE

- BENCHES
- BOULDERS
- ARTIFACTS

2-5 YR OLD PLAYGROUND

- BENCHES
- FENCING
- PLAY EQUIPMENT

5-12 YR OLD PLAYGROUND

- BENCHES
- FENCING
- PLAY EQUIPMENT
- BBQ
- TABLES
- SHADE SAILS

FUTURE RESTROOM OR SERVICE BUILDING PAD

- 800 SQ. FT.
- (STUBBED UTILITIES)

ACTIVE PLAZA

- TRASH RECEPTACLES
- BBQS
- DINING TABLES

GAMING AREAS

- BOCCE
- TABLE TENNIS
- GAMING TABLES
- CORNHOLE



FLEA MARKET PARKS | BRUZZONE WAY PARK



SAN JOSE, CALIFORNIA

LANDSCAPE ARCHITECTURE

MAINTENANCE ACCESS

MEDITATION GARDEN

BENCHES
THEMED PLANTING
OPTION - CHILDREN BICYCLE
LEARNING TRACK

JR SPORTS EQUIPMENT

LABYRINTH GARDEN

BENCHES
THEMED PLANTING
OPTION - CHILDREN BICYCLE
LEARNING TRACK

ACTIVE GREEN

GOAL NETS

EXERCISE CIRCUIT TRAINING

STRETCHING & STRENGTH TRAINING EQUIPMENT
BENCHES

LEGEND

- MULCH
- TURF
- CONCRETE
- SPECIALTY PAVING
- DECOMPOSED GRANITE
- FIBAR
- LIGHTING FIXTURE (DOUBLE HEADED)
- LIGHTING FIXTURE (SINGLE)



SHADED GROUP DINING

LARGE DINING TABLES
SHADE SAILS

GATHERING PLAZA

BENCHES
PICNIC TABLES
BBQ
RECEPTACLES

BBQ AND PICNIC AREA

DG GAMING PLAZA

BBQ
TABLES
RECEPTACLES

SPORT COURT

PLAY SURFACE
FENCE W/GATES
TENNIS OR SMALLER (TBD)

DG GAMING PLAZA

BOCCE COURT
SCORE DEVICE
TABLES
BIKE RACK
CORN HOLE

DOG PARK

FOUNTAIN
BENCHES
RECEPTACLES
GATE SYSTEM
FENCING
FIBAR

COYOTE CREEK TRAIL CONNECTION



FLEA MARKET PARKS | BRUZZONE WAY PARK

SAN JOSE, CALIFORNIA



LANDSCAPE ARCHITECTURE

MAINTENANCE ACCESS

WILDFLOWER MEADOW

ACTIVE SPORT GREEN

LEGEND

MULCH

TURF

CONCRETE

SPECIALTY PAVING

DECOMPOSED GRANITE

FIBAR

LIGHTING FIXTURE (DOUBLE HEADED)

LIGHTING FIXTURE (SINGLE)



GROUP DINING

LARGE TABLES

PLAZA

CORNHOLE

BENCHES

PICNIC TABLES

BBQ

TRASH RECEPTACLES

BOCCE COURT

SCORE DEVICE

BIKE RACKS

DOG PARK

FOUNTAIN

BENCHES

RECEPTACLES

GATE SYSTEM

FENCING

FIBAR

COYOTE CREEK TRAIL CONNECTION



FLEA MARKET PARKS | MERCADO WAY PARK

SAN JOSE, CALIFORNIA



LANDSCAPE ARCHITECTURE



EXISTING FENCE

ACTIVE GREEN

GATHERING PLAZA
PARK SIGNAGE

ACTIVE PLAZA
PICNIC TABLES
CORNHOLE
TABLE TENNIS
TRASH RECEPTACLE



HISTORY NODE
BENCHES

2-5 YR OLD PLAYGROUND
BENCHES
FENCING
PLAY EQUIPMENT

5-12 YR OLD PLAYGROUND
BENCHES
FENCING
PLAY EQUIPMENT
BBQ
TABLES

LEGEND

MULCH

TURF

CONCRETE

SPECIALTY PAVING

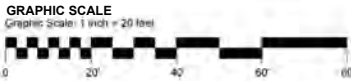
PLAY SURFACING

DECOMPOSED GRANITE

LIGHTING FIXTURE (DOUBLE HEADED)

LIGHTING FIXTURE (SINGLE)

GATHERING PLAZA
PARK SIGNAGE



ATTACHMENT #4



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

Person Submitting Nomination: John Garcia

Address: 1590 Berryessa Rd. San Jose, CA 95133 Daytime Phone: 408 590-9965

Name Proposed for Facility: Mercado Park

Location of Facility: Mercado Way & Sierra Rd. 95133
(Include street address, cross street)

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

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 document

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 _____

Mercado Park

In 1989, The San Jose Mercury News said, "The Flea Market is probably the cheapest trip to a foreign nation you can take without ever actually leaving the city limits." In fact, many of the customers and vendors shop and sell out here because it feels familiar. On any given day you'll hear a dozen languages spoken: Tagalog, Spanish, Farsi, Vietnamese, and many others. There are materials displayed in every texture and color under the sun. Exotic scents- from incense to barbeque ribs- waft down the isles. Walking down produce row you'll see fruit and vegetables from almost every continent. Vendors sell an eclectic mix of antique, handmade, used, and new items. All of this makes the San Jose Flea Market a truly international bazar.

The San Jose Flea Market has been a Bay Area institution since it opened in 1960. What started as a small market with twenty vendors and one hundred customers has grown to host more than four million people a year who visit almost a thousand vendors every weekend.

For many Bay Area families, going to the Flea Market is a family tradition passed down through the years. For some, it is a rite of passage to shop for dorm furniture the first time they leave home to attend college. For others, a weekend wouldn't be complete unless they went to the Flea Market for breakfast after church in colorful dresses and starched suits. Another favorite pastime is listening to the Mariachis play while drinking an ice cold beer and eating tacos.

If you ask a crowd of San Jose natives where they got their first job, a common answer would be: the San Jose Flea Market. We are one of the few businesses that has consistently hired teenagers. There are quite a few employees who go on to stay on for decades.

Generations of Californians have opened and run businesses that allowed their families to thrive. A low cost of entry to rent a space has allowed thousands of people (who otherwise would never have been able to afford it) to open their own business. The Flea Market is proud that we are known as a small business incubator. In fact, many vendors have used the Flea Market as a springboard to open other locations around the Bay Area. Rick's Furniture, Calderon's Tires, and dozens of other businesses have all started with locations at the San Jose Flea Market.

The San Jose Flea Market has been an important part of San Jose history. Our employees, vendors, and customers have made the Flea Market an integral part of their lives and the Bay Area landscape. The name Mercado Park ("mercado" meaning market in Spanish) honors the San Jose Flea Market's legacy and celebrates its diversity.