



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jon Cicirelli

SUBJECT: PARK NAMING NOMINATION
GOLDEN OAK PARK

DATE: May 17, 2020

Approved

Date

5/21/20

COUNCIL DISTRICT: 2

RECOMMENDATION

Adopt “Golden Oak Park” as the name of a future park, located on the east side of Via del Oro approximately 300 feet north of Raleigh Road.

OUTCOME

Approval of the recommendation would guide the Department of Parks, Recreation and Neighborhood Services to record the site as Golden Oak Park in its parks’ inventory, and design and install a park name sign along Via del Oro as part of future park development (Attachment A – Location Map).

BACKGROUND

The City will acquire an approximately 1.5-acre fully developed park site from the iStar development project (formerly Tree of Life). Construction documents are being prepared and start of construction is anticipated this fiscal year. This neighborhood-serving park will feature several amenities including, a play lawn, playgrounds, exercise equipment, and a new oak tree planted in the center of the park per the Master Plan. A Master Plan was prepared with community input and approved by the City Council on February 28, 2017.

Staff solicited recommendations from the community on park names and conducted a poll to determine those most favored. In total, staff saw good community engagement with over 500 responses. Staff recommended the name “Urban Oak Park” to the Parks and Recreation Commission (PRC) during a public meeting on March 4, 2020. The Commission made an alternate recommendation and approved “Golden Oak Park” as its intended recommendation to Council.

ANALYSIS

City Council Policy Number 7-5, Naming of City-Owned Land and Facilities, establishes guidelines and procedures regarding the naming of City-owned land and facilities that are not public streets. Per the Policy, the City requires names be reflective of one of the following criteria:

- A. Geographic location;
- B. Prominent geographic feature or local reference point;
- C. Adjoining subdivision/community;
- D. Historical event;
- E. An individual who has been deceased for at least five years;
- F. An individual via a donation or sponsorship agreement; and
- G. A group via a donation or sponsorship agreement.

As a result of community polling, staff proposed the name Urban Oak Park because it aligned with local references to the oak trees that previously dominated the landscape in the area. Use of the adjective Urban was deemed appropriate as it conveyed the changing land uses in the area with high-density housing, employment and resources.

At its meeting of March 4, 2020, PRC recommended "Golden Oak Park." This name conforms with the City Council policy, in that it reflects the history of the neighborhood and a local reference point in the area. The name was supported by the public during the naming process and secured the second most votes. The name acknowledges the oak trees were once prominent in the area, which will be acknowledged by the planting of a new oak tree in the center of the park. The name also aligns with the geographic area, as the park is along the adjacent street "Via del Oro" which is Spanish for "Golden Way" or "Way of Gold."

PRC has the authority to consider public input while making its preferred recommendations to the City Council. Because no strong arguments or correlation to person, place or event was made, the change in name is supported by staff.

CONCLUSION

The park naming process follows City policy to develop suitable park names that reflect a broad range of criteria. The naming process is also based upon preference when more than one name is available. The PRC's recommendation for Golden Oak Park is consistent with Council Policy, reflects a preference for a name that aligns with the local landscape and references a local roadway, and was supported by the community as the second most favored name.

EVALUATION AND FOLLOW-UP

If the Council adopts this name, staff will coordinate with the City Clerk's Office and the Public Works Department Community Facilities and Architectural Services division to ensure that the name "Golden Oak Park" is recorded and included on park signage.

CLIMATE SMART SAN JOSÉ

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

PUBLIC OUTREACH

Staff completed a series of three online park naming survey processes to encourage public participation, to solicit name nominations, and to allow the public an opportunity to vote on qualifying names. The survey period was from July 12, 2019 to January 17, 2020.

Staff received 505 responses, with 18 qualifying names that met policy requirements being identified. Participants voted for favored names as follows; Urban Oak Park (89 votes), Golden Oak Park (56 votes), Lone Oak Park (47 votes), and Keesling Park (45 votes).

A list of all nominations and the number of votes each received is provided in Attachment B List of Nominated Names. The Nomination Form for the Naming of City-Owned Facilities is available in Attachment C.

COORDINATION

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

COMMISSION RECOMMENDATION/INPUT

On March 4, 2020, the Park and Recreation Commission conducted a public hearing to consider the staff recommendation "Urban Oak Park" as the naming of the new park. During the discussion Commissioners voiced concern that the recommendation is a misnomer, as the prominence of oak trees in the area have been greatly diminished by new development. Further, Commissioners suggested that the word "urban" invokes a mental image that is not reflective of the character of neighborhood. Commissioners also expressed concern that the name is the same as the development under construction and were worried that it would cause confusion among community, giving the impression that it is private park.

Commissioners reviewed the list of qualifying names (Attachment B: List of Nominated Names) that was provided with the staff report and discussed two alternative options: Big Blue Park and Golden Oak Park.

Big Blue Park was suggested to commemorate the surrounding technology campuses and IBM's former presence on the site (IBM has often been informally referred to as "Big Blue"). No major objections to "Big Blue" were discussed, though it was acknowledged that the nearby RAMAC Park also commemorates the technology district and history in the area. Alternatively, "Golden Oak Park" was suggested because it reflects the community's desire to acknowledge the oak trees, reference to a local roadway, received support from the community, and the term "golden" elicited positive connotations.

A motion to nominate "Golden Oak Park" as the name for this facility was put forth and seconded. Six commissioners voted in favor of this name and one commissioner voted against, and three were absent (6-1-3).

CEQA

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

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

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

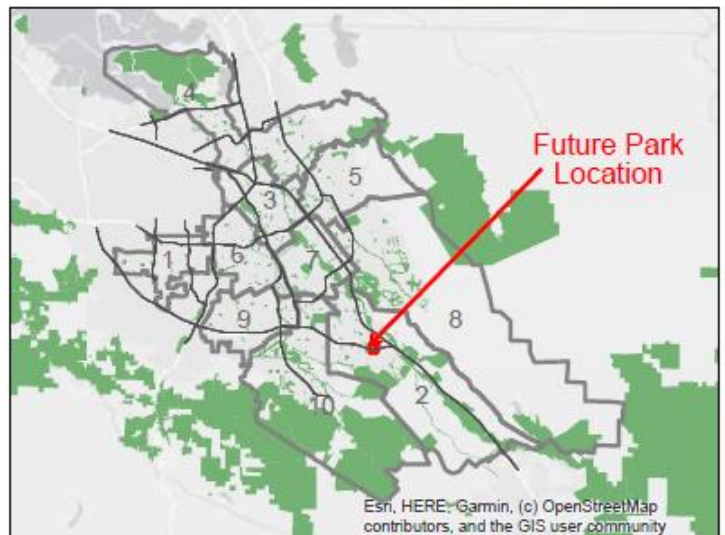
Attachments:

- A. Location Map
- B. List of Name Nominations
- C. Nomination Form

Attachment A – Location Map



ISTAR/GREAT OAKS
FUTURE PARK SITE
LOCATION MAP



0 75 150 300 Feet

Attachment B – List of Name Nominations

The justifications for name submissions provided by survey participants are unedited by staff. Fact checking for participant submissions only occurred for nominated names presented to the public for voting and considered by staff for recommendation to the Parks and Recreation Commission. The names presented to the public for voting in the surveys are identified with an asterisk.

Nomination	Justification Provided	Policy Conformance
*Urban Oak Park (89 votes)	Highlights San José’s urban character, the historical character of the area, and the new oak tree that will be featured in the center of the park (staff nomination).	Conforming; Prominent geographic or local reference point; Adjoining subdivision/community.
*Virginia Shaffer Park (11 votes)	Commemorates San José’s first female Council Member (staff nomination).	Conforming; Deceased individual.
*Via Del Oro Park (34 votes)	Translates to “The way of Gold.” Celebrates San José’s gold rush history and is the name of the adjacent street (staff nomination).	Conforming; Prominent geographic or local reference point; Adjoining subdivision/community.
*Lone Oak Park (47 votes)	It highlights the effort that the city and 300 years of property owners made to save this giant specimen all by itself in the coyote creek plains.	Conforming; Prominent geographic or local reference point; Adjoining subdivision/community.
*Golden Oak Park (56 votes)	Reflects the history of the trees there (and in San José) as well as an optimistic thought about a future in this area or a safe and serene place to rest "golden".	Conforming; Prominent geographic or local reference point; Adjoining subdivision/community.
*Tree of Life (41 votes)	The “Tree of Life” name is derived from the theme proposed by San José PRNS of Biomimicry. The submitted design is themed around a central specimen oak tree and focuses on the regional ecology associated with mature trees. The name also recognizes and is derive from the surrounding development and street name of “Great Oaks” (developer recommendation).	Conforming; Prominent geographic or local reference point; Adjoining subdivision/community.
*Monarch Park (38 votes)	It will bring attention to the plight of the Monarch Butterfly and with proper planning, can incorporate milkweed and become a park for these beautiful butterflies as well as for the residents of this area.	Conforming; Prominent geographic or local reference point.
*Big Blue Park (42 votes)	It was IBM (Big Blue), which was instrumental in nurturing and developing South San José Area and ushering new area of technology to the Silicon Valley.	Conforming; Prominent geographic or local reference point; Historical event.
*Keesling Park (45 votes)	Pays tribute to Horace Keesling, who planted walnut trees from San Jose to Gilroy in the 1900s, most of which still stand today. Because it has to do with the tree's that were planted here. To help the environment and grow and beautify the area.	Conforming; Deceased individual.
*Rosalind Franklin Park (27 votes)	Rosalind Elsie Franklin was an English chemist and X-ray crystallographer who made contributions to the understanding of the molecular structures of DNA, RNA, viruses, coal, and graphite. These were important discoveries on a global scale, and DNA is the center of the genetics industry today. All people should be proud to have a park named for something as notable as these discoveries.	Conforming; Deceased individual.

Progressive Park	Because IBM is all about being progressive in thinking, leadership, policy and action.	Conforming; Prominent geographic or local reference point; Historical event.
Great Oaks Park	Maybe a geographic name would be better, such as Great Oaks Park, but I'm not sure just how close this is to Great Oaks Blvd and I can't find the location on a map from the names given--they appear to be from a very different area of San José.	Conforming; Prominent geographic or local reference point; Adjoining subdivision/community.
Gran Roble Park	It reflects a part of San José's Hispanic culture. In the same spirit of naming the proposed Japantown park using a Japanese word of inspiration. This would be a literal translation into Spanish.	Conforming; Prominent geographic or local reference point; Adjoining subdivision/community.
Valley of Heart's Delight Park	Because this used to be all orchards. It would be honoring that heritage from the people who farmed the land.	Conforming; Prominent geographic or local reference point.
Silicon Valley Park	I chose this name because it symbolizes how San José is the heart of the Silicon Valley. This name suits the location of the park.	Conforming; Prominent geographic or local reference point.
Horace Little Park	Honoring an early San José settler likely tied to this particular plot of land as per the 1889 Santa Clara County map: https://www.loc.gov/resource/g4363s.la000039/?r=0.351,0.269,0.091,0.051,0 Little Park off Great Oaks Blvd seems apt as being descriptive of the park size, its location, as well as its history.	Conforming; Deceased individual.
Thomas J. Watson Park	He was the Chairman and CEO of IBM from 1914-1956. I prefer this over Big Blue because it recognizes the earliest history of the presence of IBM in the South valley. It is his efforts and his business that brought my family and many more to San José in 1956. Please refer to your favorite search engine for more information.	Conforming; Deceased individual.
RAMAC Park	N/A	Does not qualify because an existing park is already named RAMAC park.
Pat Dando Community Park	Pat was instrumental in helping everyone and in beautifying our surroundings. She was a public servant for many, many years.	Non-conforming; Individual deceased for less than five years.
Transient Park	Because of all the homeless that live over there and cut fences and destroy city property. I love a good new park, but the last few times I've visited parks near that area, me and my kids were greeted with more male homeless that were unstable than bother kids and parents.	Non-conforming; Does not meet the policy requirements
Donald J. Trump Park	Under President Trump, we're seeing the lowest unemployment in history and the highest prosperity for the middle-class.	Non-conforming; Individual must be deceased for at least five years.
Reflection Park	Because it will encompass San José's history to arrive here and reflects on its bright future.	Non-conforming; Not enough information provided to determine conformance.

Parky McPark Park	The park is fun. The name is fun.	Non-conforming; Does not reflect criteria outlined in the naming policy.
Parky McParkface Park	It's good and it's a park. The name describes the park accurately.	Non-conforming; Does not reflect criteria outlined in the naming policy.
Druggies and Homeless Alley Park	Because that is the result of San José officials and their liberal policies. It is what it will eventually become.	Non-conforming; Does not reflect criteria outlined in the naming policy.
Piazza Park	Italian for plaza.	Non-conforming; Not enough evidence was provided.
NIMBY HOBO Park	It is an accurate geographical and physical descriptor	Non-conforming; Does not reflect criteria outlined in the naming policy.
Scarnecchia Park	Because the Scarnecchias give back to the community - 2019 Neighborhood leader award, 2017 parks Volunteer award, Bikes for Kids Program	Non-conforming; Individual must be deceased for at least five years.
Rincon Park	N/A	Non-conforming; Not enough information provided to determine conformance.
Bambi Larson Park	So we don't forget her death as a result of the County "Sanctuary Policy."	Non-conforming; Individual must be deceased for at least five years.
Oasis Park	Peace refuge.	Non-conforming; Not enough information provided to determine conformance.
Shadow Tree Park	The park is shady with plenty of vegetation.	Non-conforming; Not enough information provided to determine conformance.
No Homeless Allowed Park	It's self-evident.	Non-conforming; Does not reflect criteria outlined in the naming policy.
Shirley Lewis Park	Shirley Lewis was a councilmember for two terms, one of the early female councilmembers, and a powerful advocate for the City's environmental programs. She was also employed as a recreation leader for the City of San José after graduating from San José State.	Non-conforming; Must be deceased for at least five years.

The Pat Pizzo Park	Pat Pizzo dedicated many hours of service to beautify and maintain parks here in San José. It would be a wonderful tribute to Pat.	Non-conforming; Must be deceased for at least five years.
Elizabeth Glaser Memorial Park	December 3rd, 2019 was the 25th anniversary of the passing of an incredible woman - Elizabeth Glaser. She found a way to turn a personal tragedy into an opportunity to save others by creating the Pediatrics Aids Foundation. And she did it all with class and compassion. Because of her persistence and fortitude to fight for herself, her family, and for all mankind, she is responsible for saving the lives of millions of people - and millions more for generations to come.	Non-conforming; Must be deceased for at least five years.
St. Nicholas Park	Wonderworker	Non-conforming; Not enough information provided to determine conformance.
Raccoon Park	Raccoon like it.	Non-conforming; Does not reflect criteria outlined in the naming policy.

Attachment C - Nomination Form



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

Person Submitting Nomination: Zacharias Mendez

Address: 200 E Santa Clara Street Daytime Phone: 408-793-4171

Name Proposed for Facility: Golden Oak Park

Location of Facility: At the Intersection of Via Del Oro and Emergent Way (Great Oaks)
(Include street address, cross street)

Nature of Facility to be Named: (Describe use, clientele and any special geographic or historic characteristics)
A public park with game tables, play lawn, shade trellis, playground, and landscaping.

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

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

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

The name highlights the areas history, acknowledging the oak trees once prominent in the area which will be reflected in the planting of a new oak tree in the center of the park. The name also aligns with the adjacent street "Via del Oro" which is Spanish for "Gold Way" or "Way of Gold."

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 _____

10/05

[Print This Form](#)

For your protection and privacy, please press the Clear This Form button after you have printed the form.

[Clear This Form](#)