



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jon Cicirelli

SUBJECT: See Below

DATE: November 17, 2025

Approved

Date:

11/21/25

COUNCIL DISTRICT: 2

**SUBJECT: Adoption of an Official Park Name for a New Public Park at
Senter Road and Serenade Way**

RECOMMENDATION

Adopt "Tsugio Fujimoto Park" as the official name for the park located along Senter Road between Serenade Way and Diamond Heights Drive, as recommended by staff and the Parks and Recreation Commission and as a result of the public outreach process.

SUMMARY AND OUTCOME

Approval of the recommendation will officially name a new park located at Senter Road and Serenade Way and with City Council approval the park site will also be designated as chartered parkland.¹

BACKGROUND

The new 0.36-acre pocket park is located along Senter Road between Serenade Way and Diamond Height Drive.² The park is situated on a triangular piece of City of San José (City)-owned land previously occupied by an underutilized traffic island and is bounded by housing on all three sides. The site is on the southern edge of the South San José Planning Area in Council District 2 (Attachment A – Location Map). A former

¹ The park site is on City-owned land currently held by the Department of Transportation. The Department of Transportation intends to transition this site to chartered parkland in 2026.

² A pocket park is a small outdoor space, usually no more than ¼ acre that provides a safe and inviting environment for surrounding community members.

Cold War era Civil Defense siren is located on the site.³ The park provides walking, fitness opportunities, and a gathering space for the local community. Improvements include a native pollinator garden and new shade trees.

The park site was developed outside of the City's conventional master planning process. The concept of a park site started in 2021 through efforts lead by the Council District 2 Office (Council Office). In the spring of 2023, the Council Office conducted initial community outreach via a survey that led to the planning of the park site.

The Mayor's June Budget Message for Fiscal Year 2023-2024 directed the City Manager to allocate \$250,000 in one-time funding from the District's "C&C Fund" towards the undeveloped island on Senter Road near Serenade Way to transform the often blighted space into a beautiful location that neighbors can appreciate.⁴ The 2023-2024 Adopted Budget provided funding to convert the 0.36-acre parcel into a future park to increase recreational opportunities for the surrounding community.⁵

The community participated in the park planning process via a community survey initiated by the Council Office and a community meeting. On January 17, 2024, staff presented park concepts for feedback. In summary, the community voiced an interest in active and passive recreational amenities. The proposed amenities included exercise equipment, curved walking paths, game tables, benches, native plants/trees, and a pollinator garden. Instead of benches, another type of seating was provided at game tables. The park design is consistent with the community input. The park opened in December 2024. A park sign will be installed in summer or fall of 2026.

In addition, staff advanced a park naming process. Community members who participated in online public surveys expressed a preference (39%) to name this park "Fujimoto Park" to commemorate Tsugio 'Tee' Fujimoto and reflect on his years of service to the City of San José as a supervisor and park gardener (Attachment B – Online Public Survey Results). Staff recommends adopting the full name, "Tsugio Fujimoto Park" to more accurately honor the individual, Tsugio Fujimoto.

³ Civil Defense Sirens and fallout shelters were installed throughout the 1950s and 1960s. The siren in the park site was manufactured by Federal Siren and Signal. Civil Defense Sirens were abandoned in the 1980s with the end of the Cold War.

https://experience.arcgis.com/experience/e7ec197777d148afa8b78e361532e369#data_s=id%3AdataSource_4-DOT_Streetlight_8542%3A25

⁴ June Budget Message for Fiscal Year 2023-2024, June 7, 2023, Page 16, <https://www.sanjoseca.gov/home/showpublisheddocument/106328/638340101349570000>

⁵ Senter Road Parcel Development, 2023-2024 Adopted Capital Budget & 2024-2028 Adopted Capital Improvement Program, page 448, <https://www.sanjoseca.gov/home/showpublisheddocument/106302/638343650676570000>

On October 1, 2025, the Parks and Recreation Commission recommended naming the park site, “Fujimoto Park” based on staff’s recommendation, public outreach and public feedback.⁶

ANALYSIS

City Council Policy 7-5, Naming of City-Owned Land and Facilities, (Policy 7-5) establishes guidelines and procedures regarding naming City-owned land and facilities that are not public streets. Per Policy 7-5, the official names must reflect at least one of the following criteria:

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

Additionally, Policy 7-5 encourages names that reflect the City’s ethnic and cultural diversity. Staff will recommend names that reflect the intention of Policy 7-5 as well as names that align with the City’s Racial Equity commitment.⁷

Staff finds that naming the park “Tsugio Fujimoto Park” aligns with the City’s naming policy, most community participants, and the City’s objective for an inclusive and equitable park system.

The name, “Tsugio Fujimoto Park” reflects a deceased individual who made significant contributions to San José. Tsugio ‘Tee’ Fujimoto was an active member of the San José Landscape Gardeners Association and served as a landscape maintenance supervisor for the Parks, Recreation, and Neighborhood Services Department (the Department) from the late 1950’s until his retirement in 1982 (See Figure 1 for an image of Tsugio ‘Tee’ Fujimoto).⁸ Tsugio ‘Tee’ Fujimoto was commonly known as ‘Tee’ among his coworkers within the Department. Four retired gardeners suggested this park name to honor Tee’s high regard among his peers and “as a memory and tribute to his important

⁶ October 1, 2025, Parks and Recreation Commission Agenda:

<https://www.sanjoseca.gov/home/showpublisheddocument/124753/638947580826000000>

⁷ Equity Values and Standards Policy, Council Policy 0-22, RES2024-140, Item 3.5(b), 5/14/2024:

<https://www.sanjoseca.gov/home/showpublisheddocument/114681/638627814182830000>

⁸ Obituary for Tsugio Fujimoto (April 30, 1920 – July 15, 2015) Tsugio ‘Tee’ Fujimoto lived in San José for several decades while working for the City’s Parks, Recreation, and Neighborhood Services Department, <https://www.legacy.com/us/obituaries/mercurynews/name/tsugio-fujimoto-obituary?id=8106662>

work for the City of San José Parks Department” and for “his important role influencing a viable department as it expanded” (Attachment C – Analysis of Name Suggestions Received). His extensive knowledge of plants helped to guide the expansion and refining of parks development from 1957 to 1982. Tsugio ‘Tee’ Fujimoto supervised staff at the Municipal Rose Garden, the Japanese Friendship Garden, Kelley Park, City Hall, the Performing Arts Center, the Convention Center, and Happy Hollow Park & Zoo, as well as other locations. Those that worked with Tsugio ‘Tee’ Fujimoto describe him as very knowledgeable in his field of expertise, well-respected, and dedicated. Tsugio ‘Tee’ Fujimoto lived less than a block away from the Senter and Serenade park site.

Figure 1: Image of Tsugio ‘Tee’ Fujimoto

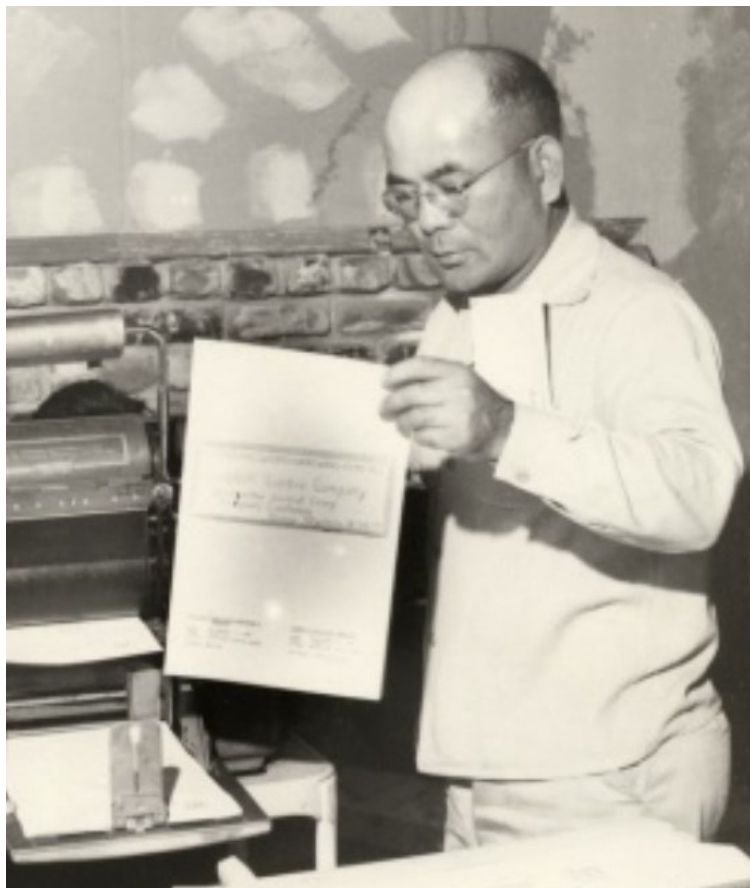


Image from the Densho Digital Repository in 1963 showing Tsugio Fujimoto working on the San José Landscape Gardeners Association newsletter.⁹

⁹ Cropped image of Tsugio Fujimoto in 1963, titled “George Hirano and Tsugio Fujimoto – Technicians,” in the San José Landscape Gardeners Association Photographic Collection, in Densho Digital Repository <https://ddr.densho.org/ddr-jamsj-1-231/>

Policy Alternatives

Alternative #1: *The City Council could select an alternative park name from the list of eligible names generated through the public outreach process.*

Pros: The City Council could adopt a different name from the list of qualifying names received through the public outreach process. Fujimoto Park, Serenade Park, and Clara Shortridge Foltz Park were the highest-ranked names in the public survey and would honor a local reference point and deceased individuals.

Cons: The City Council would be selecting a name other than the one recommended by the Parks and Recreation Commission and the results of the community surveys.

Reason for not recommending: Members of the Fujimoto family support the name “Tsugio Fujimoto Park.” It is consistent with public input and the Parks and Recreation Commission’s recommendation.

Alternative #2: *The City Council could suggest one or more new names per Council Policy.*

Pros: The City Council would be selecting a new name other than the one recommended by the Parks and Recreation Commission and the results of the community surveys.

Cons: The City Council would be selecting a name other than the one recommended by the Parks and Recreation Commission and the results of the community surveys. Additionally, the City Council would be selecting a name not previously considered by the community and the new name might not comply with Policy 7-5, which may result in delaying the naming.

Reason for not recommending: Members of the Fujimoto family support the name “Tsugio Fujimoto Park.” It is consistent with public input and the Parks and Recreation Commission’s recommendation.

Racial Equity Impact Analysis

The name, “Fujimoto Park,” represents a Japanese American internment camp survivor and veteran.¹⁰ Tsugio was among approximately 33,000 Japanese Americans who

¹⁰ Tsugio Fujimoto served in the US Army during his family’s forced internment in World War II. Source: Tsugio Fujimoto, World War II Memorial Registry: https://wwiiregistry.abmc.gov/honoree-search-results/?first_name=Tsugio&last_name=Fujimoto&hometown=isleton&branch_code=2&state_code=-1277&db_code%5B%5D=R&db_code%5B%5D=W

voluntarily served during World War II despite being confined in internment camps.¹¹ Tsugio 'Tee' Fujimoto was a World War II internment camp survivor who deeply valued the City job he received after returning from internment.¹² This history enriches the park's name, showing how naming public spaces can honor untold stories, address past injustices, and build community identity.

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 the Public Works Department to include the name on all park signage.

COORDINATION

The memorandum has been coordinated with the City Attorney's Office and City Manager's Budget Office.

PUBLIC OUTREACH

This memorandum will be posted on the City's Council Agenda website for the December 9, 2025 City Council meeting.

The Department completed a multi-phase public participation process that consisted of two community meetings and two online surveys. The process allowed the community to engage in the development of the conceptual park designs and name options for the park site.

In May 2023, the Council Office circulated a survey to engage residents and gain an understanding of the community's priority for the use of the space (Attachment D – Survey Circulated by Council District 2 in May 2023). On January 17, 2024, the Council Office hosted a community meeting at Christopher Elementary School. Approximately 20 community members attended the meeting.

¹¹ Of the approximately 120,000 Japanese Americans forcibly confined into internment camps, more than 33,000 Japanese American citizens voluntarily served in the military during World War II while their families remained confined in internment camps. "Japanese Americans At War," World War II Memorial, National Parks Service: <https://www.nps.gov/wwii/learn/historyculture/japanese-americans-at-war.htm>.

¹² This would be the second park honoring a Japanese American internment camp survivor, following City Council's April 29, 2025, adoption of the name "Eiichi Edward Sakauye Park." Additionally, two City facilities already recognize the City's Japanese American heritage: the Japanese Friendship Garden in Kelley Park and the Shirakawa Community Center, named for Councilmember George Shirakawa Senior.

During the community meeting, staff presented themed concepts. Members of the community voiced an interest in exercise equipment, curved pathways, game tables, benches, a pollinator garden, and California native plants and trees. The community input informed the final park design. The park was officially opened to the public on December 9, 2024.

Staff used the December 9, 2024, ribbon cutting ceremony as an opportunity to kick off the park naming community engagement process. Public engagement consisted of two online community surveys and an in-person community meeting.

The first online public survey (December 7 to December 23, 2024) opened immediately prior to the December 9, 2024, ribbon cutting ceremony. Survey participants were provided a list of name suggestions and given the opportunity to suggest additional name suggestions. Staff received 129 responses to the survey (Attachment B). In addition to the name suggestions provided by staff, the first online survey resulted in 21 name suggestions with five qualifying names that aligned with Policy 7-5. Additionally, a name suggestion, was received via a letter resulting in the “Fujimoto Park” name suggestion, raising the total number of name suggestions to 22. Similar and redundant name suggestions were combined to allow the public to vote on a qualified list of name options (Attachment C).

On May 27, 2025, staff presented the park naming to the Melody-Serenade Neighborhood Association. A total of nine attendees attended the meeting, including members of the neighborhood association, the Council Office councilmember and staff, and a retired gardener who spoke on behalf of the “Fujimoto Park” name recommendation. The neighborhood association livestreamed the meeting. Staff provided an update on the park naming, reviewed the results of the first online survey, provided an overview of the naming process, reviewed the name options for the second public survey, and encouraged the public to complete the online survey.

The second online public survey (May 27 to June 11, 2025) opened immediately following the presentation to the neighborhood association. Participants ranked the name options in the order of their preference. Staff received 122 responses to the survey, which resulted in the following name preference order: 1) Fujimoto Park; 2) Serenade Park; and 3) Clara Shortridge Foltz Park.¹³ The response with the largest weighted score informed staff’s recommendation for the park site.

The community was notified of the meeting and surveys via the following methods:

- Targeted social media notification through the Department’s Facebook, Nextdoor.com, Instagram, and Facebook accounts to residents within two miles

¹³ Staff recommends adopting the full name, “Tsugio Fujimoto Park,” to more accurately honor the individual, Tsugio Fujimoto.

of the development site. In total, the social media blasts resulted in 5,238 impressions, 36 interactions, and a reach of 4,899 on Facebook; 413 impressions on Nextdoor.com; and a reach of 3,789 and 155 interactions on Instagram.

- Email notifications sent include the Melody-Serenade Neighborhood Association, Council District 2 staff, Seven Trees Branch Library, six schools within a 10-minute walk of the park site, Project Hope staff, San José Parks Advocates, San José Parks Foundation, over 40 community organizations, and various individuals. In total, 15 email blasts resulted in over 1,156 email notifications sent to the constituents listed above.

The survey and outreach materials were made available in English, Spanish, and Vietnamese. The first survey received responses in English only. The second community survey received 122 responses in English and four responses in Spanish.

COMMISSION RECOMMENDATION AND INPUT

The Parks and Recreation Commission considered the staff recommended name, “Fujimoto Park” during the October 1, 2025, meeting.¹⁴ A member of the Fujimoto family and two retired gardeners spoke on behalf of the staff recommendation during the meeting. Additionally, two public comment letters supporting the name recommendation were read aloud. During the public comments, the family member shared that Tsugio ‘Tee’ Fujimoto was a World War II internment camp survivor who deeply valued his City job after losing everything during internment.¹⁵ Tsugio ‘Tee’ Fujimoto was also a veteran who served in the armed forces during his forced internment.

Staff committed to reach out separately to the public commenters to capture the stories and make them available to the public.

Vice Chair Barocio motioned to approve the Park Naming for the Senter and Serenade item, which was seconded by Commissioner Morrow. The motion was carried (8-0-2, Snider and Garcia-Barnwell absent).

¹⁴ Parks and Recreation Commission Agendas and Minutes: <https://www.sanjoseca.gov/your-government/departments-offices/parks-recreation-neighborhood-services/get-involved/boards-commissions/parks-recreation-commission>

¹⁵ Tsugio Fujimoto’s family was interned in several locations, beginning with Walerga Assembly Center near Sacramento, followed by Tule Lake, Jerome, and Rohwer internment camps. During internment, the family lost their home and business as well as their possessions. Source: Interview transcript of Tsugio’s sister, Betty Kashiwagi in “Preserving California’s Japantowns Collection, Densho Digital Archive, Segments 11 and 12, December 8, 2009: <https://ddr.densho.org/media/ddr-densho-1010/ddr-densho-1010-2-transcript-16aa54b7e3.htm>

HONORABLE MAYOR AND CITY COUNCIL

November 17, 2025

Subject: Adoption of an Official Park Name for a New Public Park at Senter Road and Serenade Way

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CEQA

Not a Project. File No. PP17-008, General Procedure and Policy Making resulting 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, Parks, Recreation, and
Neighborhood Services Department

For questions, please contact Rebekah Ross, Planner IV, Parks, Recreation, and Neighborhood Services Department, by email at rebekah.ross@sanjoseca.gov.

The principal author of this memorandum is Marybeth Bowman, Part-Time Planner, Parks, Recreation, and Neighborhood Services Department. For questions, please contact by email at marybeth.bowman@sanjoseca.gov.

ATTACHMENTS

- A. Location Map
- B. Online Public Survey Results
- C. Analysis of Name Suggestions Received
- D. Survey Circulated by Council District 2 in May 2023

ATTACHMENT A: LOCATION MAP



Figure 1: Site Location Map

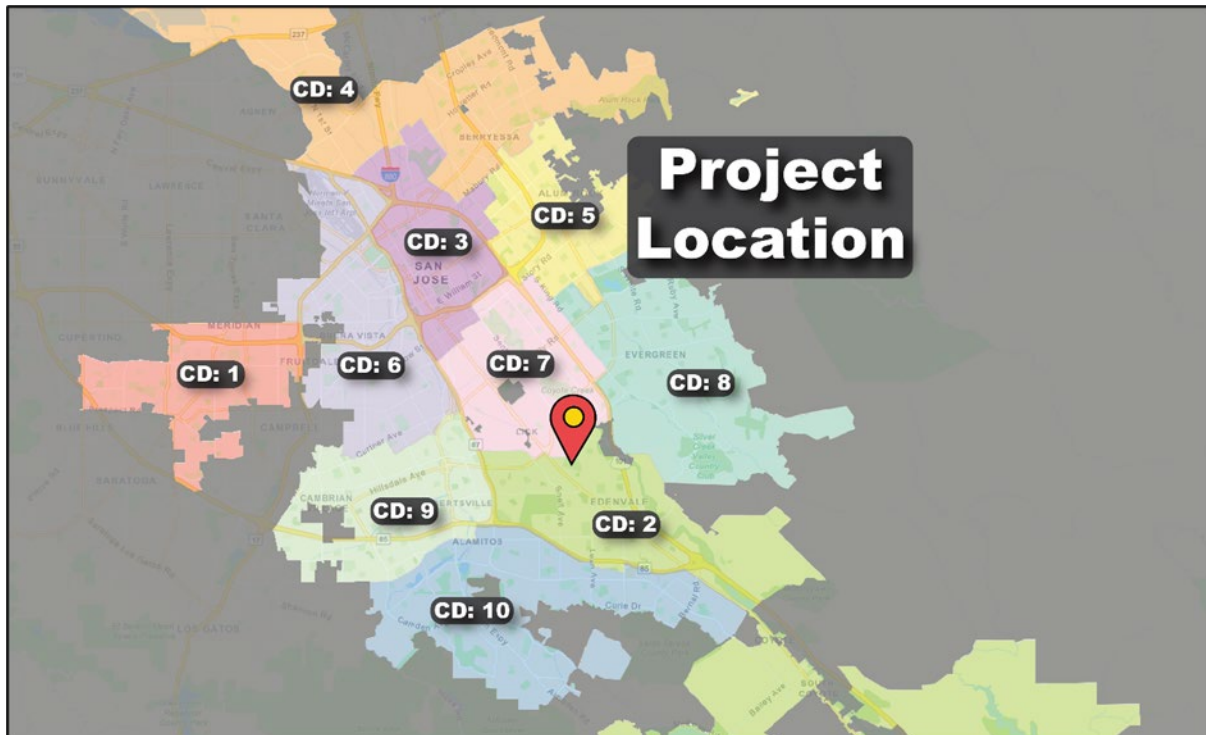
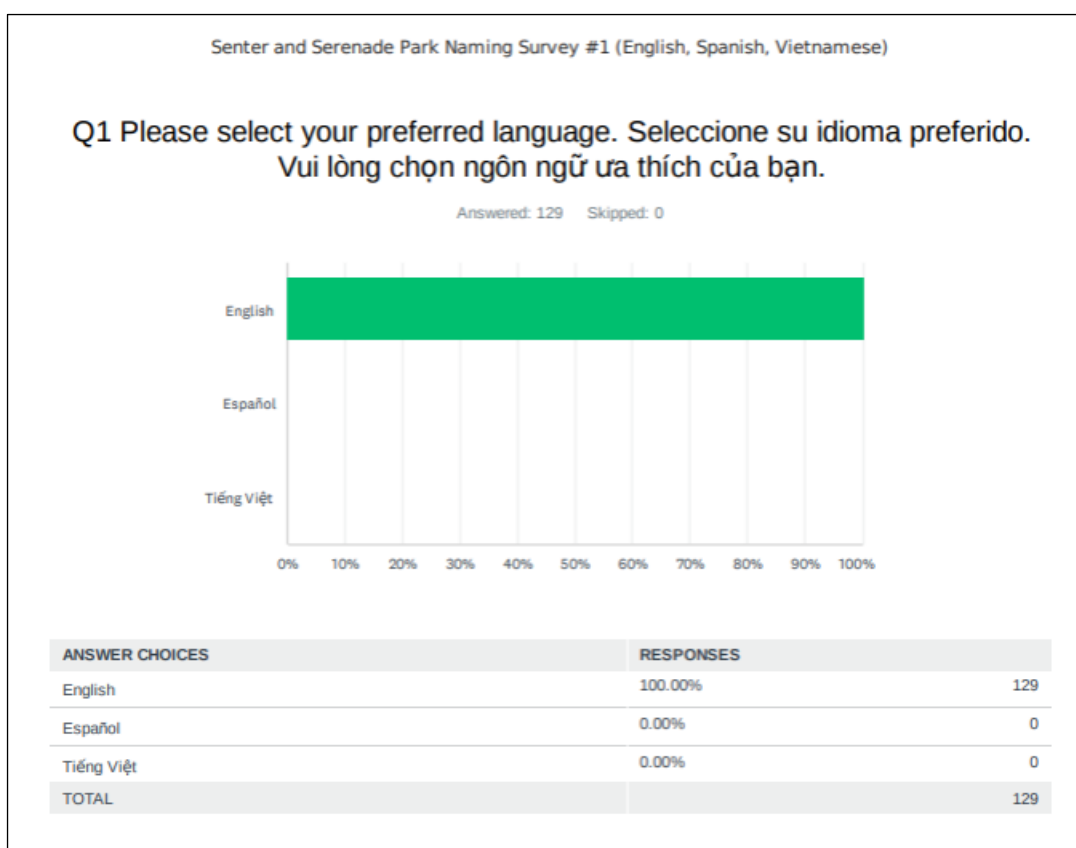


Figure 2: Regional Location Map

ATTACHMENT B: ONLINE PUBLIC SURVEY RESULTS

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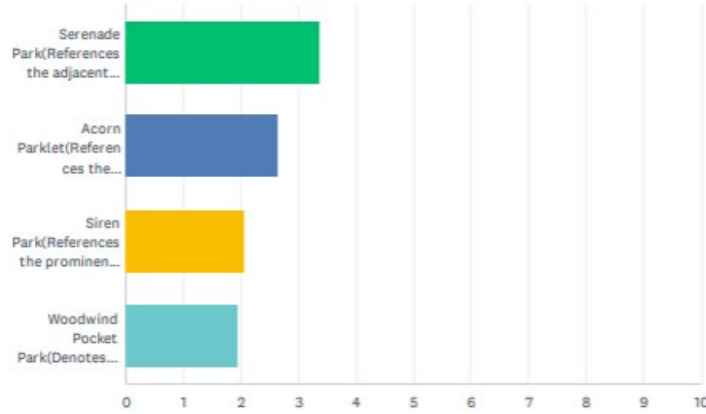
Survey 1: Name Suggestions



Senter and Serenade Park Naming Survey #1 (English, Spanish, Vietnamese)

Q2 Instructions: Please rank the name options listed below in the order of your preference by either clicking on the arrows or moving the names up or down. Names are listed alphabetically.

Answered: 92 Skipped: 37



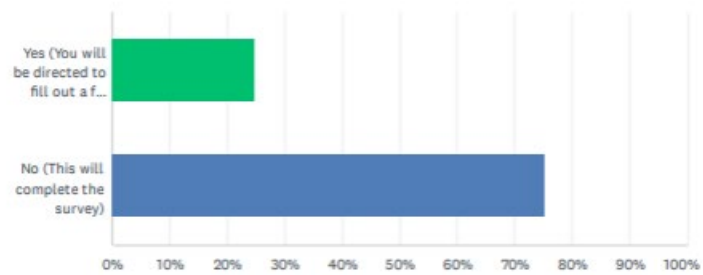
	1	2	3	4	TOTAL	SCORE
Serenade Park(References the adjacent street, Serenade Way, and also honors the musical theme of the adjacent neighborhood.)	57.61% 53	25.00% 23	14.13% 13	3.26% 3	92	3.37
Acorn Parklet(References the presence of acorns on the ground and oak trees on the site.)	25.00% 23	27.17% 25	34.78% 32	13.04% 12	92	2.64
Siren Park(References the prominent geographical feature on the site, the Cold War era Civil Defense Siren. Civil Defense sirens and fallout shelters were installed throughout the 1950s and 1960s. The sirens were used throughout the Cold War to alert residents of a potential missile strike. These sirens were scattered throughout and were typically located in areas that were once near the City boundary.)	9.78% 9	26.09% 24	23.91% 22	40.22% 37	92	2.05
Woodwind Pocket Park(Denotes a musical instrument, or woodwind, while playing off the idea of a "woodland." The park site has several trees on it.)	7.61% 7	21.74% 20	27.17% 25	43.48% 40	92	1.93

(Survey Question 2, ranking of staff-provided name suggestions)

Senter and Serenade Park Naming Survey #1 (English, Spanish, Vietnamese)

Q3 Do you want to suggest an additional name for consideration?

Answered: 97 Skipped: 32



ANSWER CHOICES	RESPONSES	
Yes (You will be directed to fill out a form with your name suggestion)	24.74%	24
No (This will complete the survey)	75.26%	73
TOTAL		97

Senter and Serenade Park Naming Survey #1 (English, Spanish, Vietnamese)

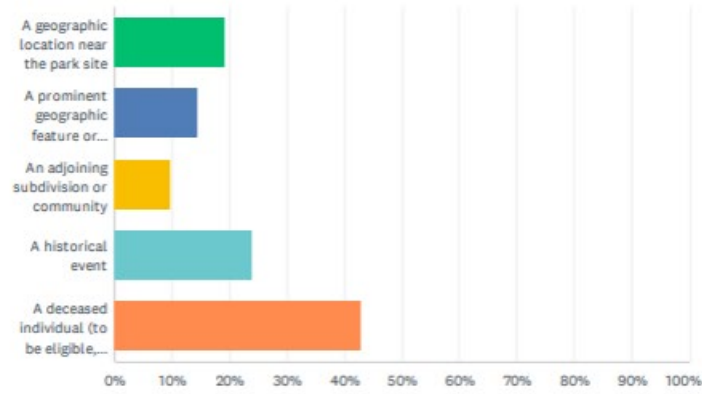
Q4 What park name are you proposing?

Answered: 21 Skipped: 108

#	RESPONSES	DATE
1	Harmony Park; Symphony Park;	12/20/2024 8:29 PM
2	Roberto Clemente Park	12/18/2024 7:09 PM
3	The Turnabout Triangle Park	12/11/2024 8:45 PM
4	1777	12/11/2024 6:58 PM
5	Memorial for those Lost on the Streets	12/11/2024 2:01 PM
6	Alma Perdida	12/11/2024 1:41 PM
7	Senter Serenade Park	12/11/2024 1:15 PM
8	Phoenix Community Park	12/11/2024 11:45 AM
9	Alma Perdida [LostSouls]	12/11/2024 11:16 AM
10	Almas Perdidas (Lost Souls)	12/11/2024 10:47 AM
11	Alma Perdidas	12/11/2024 10:07 AM
12	Alma Perdida (Lost Souls)	12/11/2024 8:44 AM
13	Long Pham Memorial Park	12/11/2024 6:53 AM
14	Serenade Oaks Park	12/10/2024 6:47 PM
15	Peace Parklet	12/10/2024 3:33 PM
16	SENER OF SERENITY	12/10/2024 3:26 PM
17	Alma Perdida	12/10/2024 2:01 PM
18	S&S Junction Park	12/10/2024 1:51 PM
19	Clara Flotz	12/10/2024 9:23 AM
20	Rudd Park	12/9/2024 7:00 PM
21	Stanley Rudd Park	12/9/2024 6:24 PM

Q5 Select how the name aligns with the City's Naming Policy.

Answered: 21 Skipped: 108



ANSWER CHOICES	RESPONSES	
A geographic location near the park site	19.05%	4
A prominent geographic feature or local reference point near the park site	14.29%	3
An adjoining subdivision or community	9.52%	2
A historical event	23.81%	5
A deceased individual (to be eligible, an individual must have been deceased for at least five years and have made significant contributions to San José, the State, the Nation, or to the World)	42.86%	9
Total Respondents: 21		

Senter and Serenade Park Naming Survey #1 (English, Spanish, Vietnamese)

Q6 Why is this a good name for the park? If you are suggesting the name of an individual, provide a brief biography including any significant contributions to the community and how long that person has been deceased. Please include any relevant sources.

Answered: 21 Skipped: 108

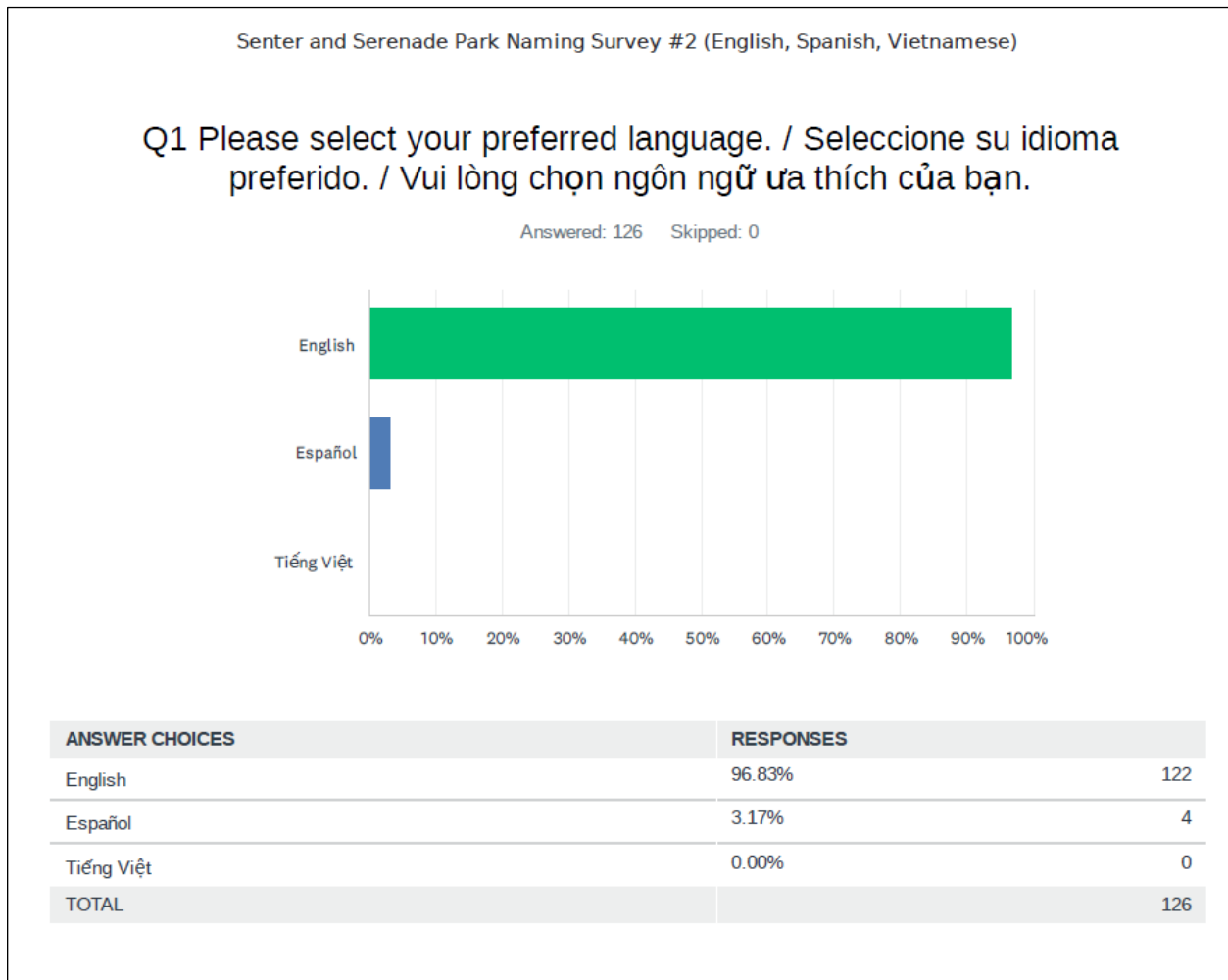
#	RESPONSES	DATE
1	Each name will flow with the theme of the nearby subdivision homes within walking distance to the pocket park.	12/20/2024 8:29 PM
2	Roberto Clemente was an important figure for the game of baseball and people everywhere. Major League Baseball has an annual award in his name for the player that "best exemplifies the game of baseball, sportsmanship, community involvement and the individual's contribution to his team". Clemente passed away in an airplane crash while delivering supplies to earthquake victims in Nicaragua.	12/18/2024 7:09 PM
3	This park represents and reclaimed property and a turn around of that property.	12/11/2024 8:45 PM
4	The year San Jose was founded	12/11/2024 6:58 PM
5	We lose hundreds of unhoused residents every year, and we should make this a visible thing to bring awareness to people to take action	12/11/2024 2:01 PM
6	it honors all of the unhoused people who have died in the zip code 95113	12/11/2024 1:41 PM
7	Combines the names of both nearby streets.	12/11/2024 1:15 PM
8	How about "Phoenix Park"? You know, the Greek, Egyptian and Persian myth of the bird reborn from its own ashes. Cool analogy to the land reclaimed from dirt and dis-use! Would make no for some attractive signage, TOOooo!	12/11/2024 11:45 AM
9	This honors the unhoused people who have died in this Zip code in the last 5 years	12/11/2024 11:16 AM
10	This would be a loving, respectful, and sobering tribute to the lives of the unhoused people who have died in 95111 in the last 5 years.	12/11/2024 10:47 AM
11	The lost souls of folks who have lived in this community, unsheltered, can be honored	12/11/2024 10:07 AM
12	Numerous unhoused people have perished at or near this site. Source: Coroner	12/11/2024 8:44 AM
13	Long Pham is a fallen Community Service Officer	12/11/2024 6:53 AM
14	Combines the name of the street nearby for a reference point and the oaks planted in the landscaping	12/10/2024 6:47 PM
15	This is a more aspirational name than purely historical (though the word peace represents the peace times after all wars the US has been involved in). Peace is something the world needs now and always. Also, there's the 'P' alliteration and the name is short since it's a small park.	12/10/2024 3:33 PM
16	Beautiful serene location	12/10/2024 3:26 PM
17	For the last five years, including this one, several "Lost Souls" or "Alma Perdida" have died in 95111, near this location. They have died from hyperthermia, vehicle incidents, suicide, drug incidents and more. We should recognize the loss of these local "lost souls."	12/10/2024 2:01 PM
18	Geography serenade and senter rd junction	12/10/2024 1:51 PM
19	First woman lawyer in San Jose, died in 1934.	12/10/2024 9:23 AM
20	Stanley Rudd owned Prune Orchards along with his family Brother William and Sister Mr and Mrs Charlie Johnson . My family picked prunes with many other families in the area.From the 1950 through the 1960's.	12/9/2024 7:00 PM

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Senter and Serenade Park Naming Survey #1 (English, Spanish, Vietnamese)

21	Mr. Rudd passed away several years ago. He owned many acres in the area.	12/9/2024 6:24 PM
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Survey 2: Park Naming Ranking

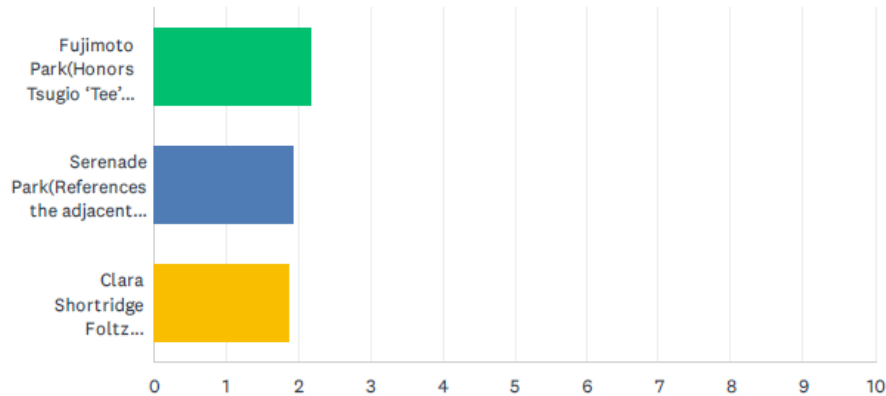


Question 2 Name Ranking Results (Consolidated Results: English and Spanish responses combined)

Senter and Serenade Park Naming Survey #2 (English, Spanish, Vietnamese)

Q2 Instructions: Please rank the name options listed below in the order of your preference by either clicking on the arrows or moving the names up or down. Names are listed alphabetically.

Answered: 112 Skipped: 18



	1	2	3	TOTAL	SCORE
Fujimoto Park(Honors Tsugio 'Tee' Fujimoto (1920-2015), a retired San José parks gardener and parks maintenance supervisor, known among his peers for his respect, attention to detail, knowledge, and tutelage. His knowledge of plants helped to guide the expansion and refining of parks development from 1957 to 1985. Mr. Fujimoto resided less than a block from the park site.)	39.29% 44	40.18% 45	20.54% 23	112	2.19
Serenade Park(References the adjacent street, Serenade Way, and also honors the musical them of the adjacent neighborhood. The name also compliments the name of nearby Melody Park. The streets in the immediate neighborhood have musical themed names, such as Serenade Way, Concerto Drive, Rhapsody Way, Symphony Lane, and Lullaby Lane.)	34.82% 39	23.21% 26	41.96% 47	112	1.93
Clara Shortridge Foltz Park(Honors Clara Shortridge Foltz (1849-1934), a suffragist and the first woman ever admitted to the bar in California. She's known for helping open up the California law practice to women in 1878 and for helping set the stage for the establishment of a public defender.)	25.89% 29	36.61% 41	37.50% 42	112	1.88

ATTACHMENT C: ANALYSIS OF NAME SUGGESTIONS RECEIVED

Senter and Serenade Survey #1 – Analysis of Name Suggestions

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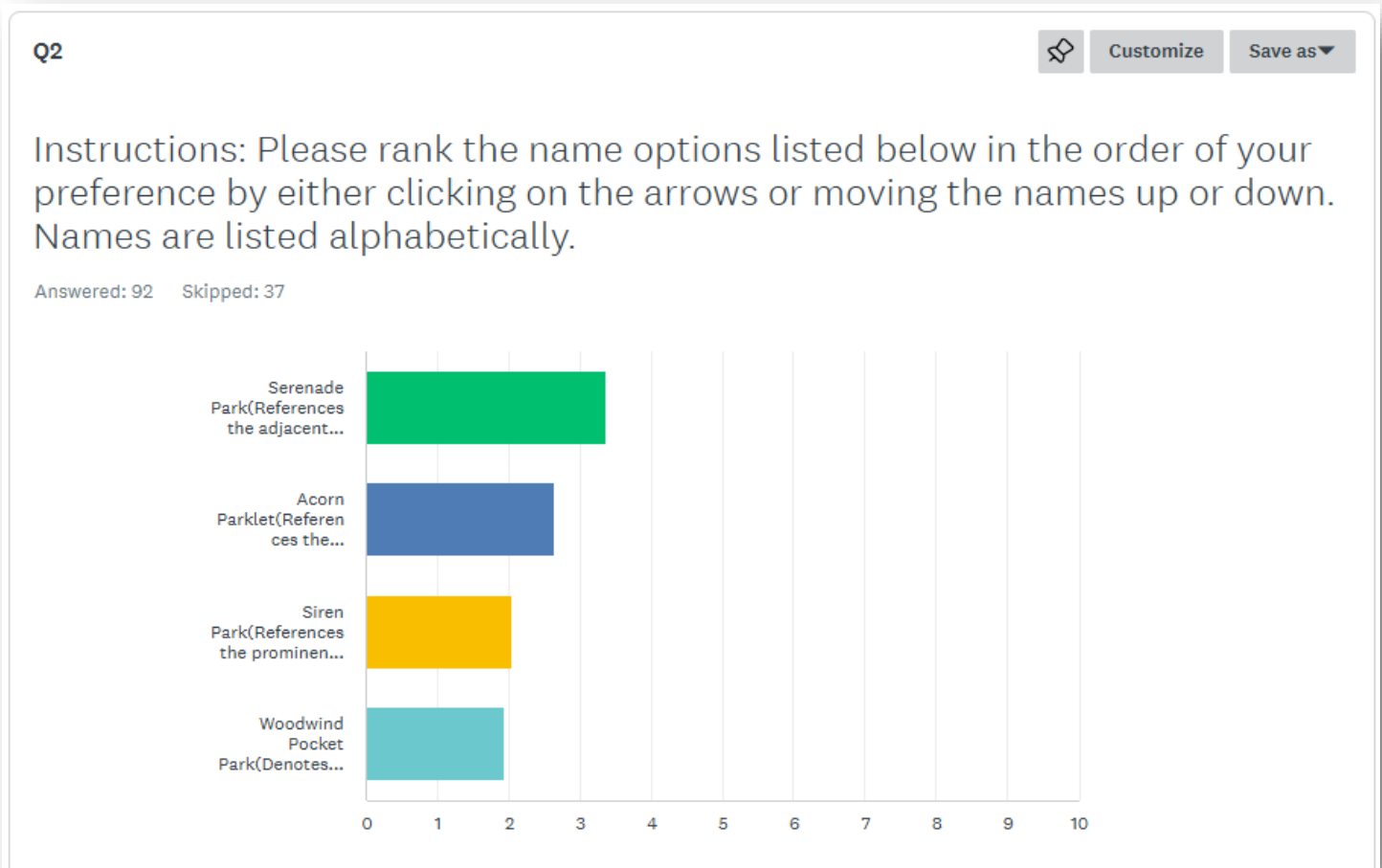
1. Staff Suggested Potential Names (From Survey#1)

These names were included in the survey document. Based on the context of the site and research that was conducted, staff came up with these name suggestions for the park site. Each of these names meet the naming criteria defined in [Council Policy 7-5, Naming of City-Owned Land Facilities](#). Survey participants were offered both the opportunity to rank the staff name suggestions in order of preference as well as the opportunity to offer additional name suggestions.

Staff Name Suggestion	Reasoning/Background for the Name Suggestion
Acorn Parklet	References the presence of acorns on the ground and oak trees on the site.
Serenade Park	References the adjacent street, Serenade Way, and also honors the musical theme of the adjacent neighborhood . The streets in the immediate neighborhood have musical themed names, such as Serenade Drive, Concerto Drive, Rhapsody Way, Symphony Lane, and Lullaby Lane.
Siren Park	References the prominent geographical feature on the site, the Cold War era Civil Defense Siren . Civil Defense Sirens and fallout shelters were installed throughout the 1950s and 1960s. The sirens were used throughout the Cold War to alert residents of a potential missile strike. These sirens were scattered throughout and were typically located in areas that were once near the City boundary.
Woodwind Pocket Park	Denotes a musical instrument, or woodwind, while playing off the idea of a “woodland.” The park site has several trees on it.

2. Question 2 Survey Results – Ranking of Staff Name Suggestions

Question 2, Ranking of Staff Name Suggestions



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3. Response Rate to Survey Results

Do you want to suggest an additional name for consideration?	Count of Response
No (This will complete the survey)	73
Yes (You will be directed to fill out a form with your name suggestion)	24
Skipped	32
Total:	129

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4. Frequency of Name Suggestions (Received from Survey Respondents)

Row Labels	Count of NAME SUGGESTION:
1777	1
Alma Perdida	2
Alma Perdida (Lost Souls)	1
Alma Perdida [LostSouls]	1
Alma Perdidas	1
Almas Perdidas (Lost Souls)	1
Clara Foltz	1
Harmony Park; Symphony Park;	1
Long Pham Memorial Park	1
Memorial for those Lost on the Streets	1
Peace Parklet	1
Phoenix Community Park	1
Roberto Clemente Park	1
Rudd Park	1
S&S Junction Park	1
SETER OF SERENITY	1
Senter Serenade Park	1
Serenade Oaks Park	1
Stanley Rudd Park	1
The Turnabout Triangle Park	1
Fujimoto Park (name suggestion received through a letter endorsed by 4 individuals)	1
Grand Total	22

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5. Name Suggestions Received Via Form (Letter)

Suggested Name for New Park located on Senter Road at Serenade Way

FUJIMOTO PARK

Fujimoto Park. Many of us who worked for or knew Tsugio 'Tee' Fujimoto had respect for his knowledge and dedication to landscape maintenance. Mr Fujimoto resided two houses from the park on the south side of Senter Road. 'Tee' embodied the idea that every park landscape should be well kept and attended to routinely by parks staff. He believed that if someone was not tired at the end of a work day they were not doing the job right. He encouraged hard work and learning plant maintenance on the job, through offered training, or by enrolling in junior college courses in the area. Tee was direct and emphatic to his new and older workers who followed his practices. If your parks were orderly and praised by others he would offer respect that helped his workers develop the right way. Though direct and contrite in his direction and tone he understood the nature of his workers and others. We who knew him appreciated his knowledge, respect, and attention to detail to help make park maintenance staff better. He was known to the Japanese community for his integral membership in the active Japanese Landscape Gardeners Association that was viable in the San Jose community in the 1950s, 60s, and 70s.

Al Kowabata, the original Japanese Friendship Gardener, and Mr Fujimoto were highly regarded and referred to when the City of San Jose was expanding and refining its parks development from 1957 to 1985.

We who worked for or with Mr Fujimoto feel he best represents the spirit and integrity of the San Jose Parks Department. Tee was never given recognition for his important role influencing a viable department as it expanded. We feel it is befitting and deserved that this newly developed park bear his name as a memory and tribute to his important work for the City of San Jose Parks Department.

With reverence and respect,

Gary Zatkin, Gardener Happy Hollow Park and Zoo(1980-89), Retired.

Dan Sommers, Gardener the Rosegarden(1978-86), Retired

Ed Flemate, Gardener Central San Jose Parks(1977-84), Retired

John Leone, Gardener Guadalupe Gardens, (1979-86), Retired

Gary Zatkin, gzatkin@sbcglobal.net 408 717 3517 3452 Pitcairn Way, SJ, Ca 95111

6. Analysis of Name Suggestions (Received from Survey Respondents)

Analysis of Question 4, "What name are you proposing?"

Name Suggestion Survey (Survey #1) Results & Analysis <i>(Staff reviewed the name suggestions for compliance with the City's Naming Policy)</i>			
Table Legend			
Name complies with the City's Naming Policy (Green row)			
Name does NOT comply with the City's Naming Policy (Red row)			
*Similar names that were consolidated/combined (Name suggestion with *)			
Multiple name submissions by same respondent (Yellow row)			
#	Proposed Name (As submitted by respondent)	Reasoning (As submitted by respondent)	Does Name Comply with the City's Naming Policy ? (Staff analysis)
1	1777	Historical event. The year San Jose was founded.	No, although the founding of San José was a historical event, this is too broad of a description for a small park. Additionally, the use of a stand-alone number is not desirable for a park name.
2	Alma Perdida* (Alma Perdida (Lost Souls), Alma Perdidas, etc)	(Six suggestions received with variations of Alma Perdida.) A Historical event. "For the last five years, including this one, several "lost souls" or "Alma Perdida" have died in 95111, near this location. They have died from hyperthermia, vehicle incidents, suicide, drug incidents and more. We should recognize the loss of these local "lost souls." "Numerous unhoused people have perished at or near this site. Source: Coroner." This honors the unhoused people who have died in this Zip code in the last 5 years." "The lost souls of folks who have lived in this community, unsheltered, can be honored." "This would be a loving, respectful, and sobering tribute to the lives of the unhoused people who have died in 95111 in the last 5 years."	No, because the name does not align with the applicable criteria . Additionally, the name is too similar to an existing community center, Alma Community Center , and could cause confusion for visitors.
3	Clara Foltz Park	First woman lawyer in San Jose, died in 1934.	Yes, because the individual referenced (Clara Shortridge Foltz) has been deceased for at least 5 years (1849-1934) and made significant contributions to the City and to the State. Clara Shortridge Foltz was the first woman ever

			admitted to the bar in California. She also helped pave the way for the establishment of public defenders. Clara Shortridge Foltz moved to San José in 1875.  Pictured: Clara Shortridge Foltz Source 1: Barrier Breaker Source 2: First Female Lawyer Source 3: Lawyer and Reformer Source 4: Biography
4	Fujimoto Park (Name suggestion submitted via a letter in lieu of Name Suggestion Form)	Four retired PRNS gardeners submitted this name to honor Tsugio 'Tee' Fujimoto for their respect of "his knowledge and dedication to landscape maintenance." "Mr. Fujimoto resided two houses from the park on the south side of Senter Road. 'Tee' embodied the idea that every park landscape should be well kept and attended to routinely by parks staff. He believed that if someone was not tired at the end of the day, they were not doing their job right." "We who knew him appreciated his knowledge, respect, and attention to detail to help make park maintenance staff better. He was known to	Yes, because the individual referenced (Tsugio 'Tee' Fujimoto) has been deceased for at least 5 years (1920 - 2015) and lived near the site at 360 Senter Road and made significant contributions to the Department of Parks, Recreation and Neighborhood Services (PRNS) and to the City of San José. Mr. Fujimoto was a highly regarded San José parks gardener and parks maintenance supervisor, known among his peers for his respect, attention to detail,

		the Japanese community for his integral membership in the active Japanese Landscape Gardeners Association that was viable in the San Jose community in the 1950s, 60s, and 70s.” His work was “highly regarded and referred to when the City of San José was expanding and refining its parks development from 1957 to 1985. We who worked for or with Mr. Fujimoto feel he best represents the spirit and integrity of the San Jose Parks Department. Tee was never given recognition for his important role influencing a viable department as it expanded. We feel it is befitting and deserved that this newly developer park bears his name as a memory and tribute to his important work for the City of San Jose Parks Department.”	practical knowledge, and mentorship. His knowledge of plants helped to guide the expansion and refining of parks development from 1957 to 1985. Source 1: Legacy Obituary Source 2: Mercury News Obituary
5	Harmony Park/Symphony Park	An adjoining subdivision or community. Each name will flow with the theme of the nearby subdivision homes within walking distance to the pocket park.	No because the name does not meet the applicable criteria and is too similar to an existing park name, “Melody Park.”
6.	Long Pham Memorial Park	Long Pham is a fallen Community Service Officer.	No, the individual referenced (Long Pham) has not been deceased for at least 5 years (1989-2024). Long Pham passed away in 2024. Source 1: Obituary Source 2: SJPD Fallen Officers Source 3: News Article about Funeral Source 4: News Article about Memorial Long Pham’s name and information will be included in our Inventory of Eligible names for future consideration starting in 2029.
7.	Memorial for those lost on the streets	We lose hundreds of unhoused residents every year, and we should make this a visible thing to bring awareness to people to take action.	No, because the name does not align with the applicable criteria.

8.	Peace Parklet	This is a more aspirational name than purely historical (though the word peace represents the peace times after all wars the US has been involved in). Peace is something the world needs now and always. Also, there's the 'P' alliteration and the name is short since it's a small park.	No, because the name does not align with the applicable criteria .
9.	Phoenix Community Park	How about "Phoenix Park"? You know, the Greek, Egyptian and Persian myth of the bird reborn from its own ashes. Cool analogy to the land reclaimed from dirt and dis-use! Would make no for some attractive signage, TOOooo!	No, because the name does not align with the applicable criteria .
10.	Roberto Clemente Park	Roberto Clemente was an important figure for the game of baseball and people everywhere. Major League Baseball has an annual award in his name for the player that "best exemplifies the game of baseball, sportsmanship, community involvement and the individual's contribution to his team." Clemente passed away in an airplane crash while delivering supplies to earthquake victims in Nicaragua.	No. While he is a deceased individual that has been deceased for at least 5 years (1934-1972) and a humanitarian, he did not have a direct impact on San José. Clemente did not live in San José. He was born in Puerto Rico and spent his entire baseball career with the Pittsburgh Pirates in Pennsylvania. Source 1: Britannica Biography Source 2: Baseball Hall of Fame Source 3: Biography - Story
11.	Stanley Rudd Park* (Rudd Park)	(One individual submitted two suggestions representing the Rudd family.) Deceased Individual. "Stanley Rudd owned prune orchards along with his family Brother William and Sister Mr and Mrs Charlie Johnson. My family picked prunes with many other families in the area from the 1950's through the 1960's." "Mr. Rudd passed away several years ago. He owned many acres in the area."	No, because not enough information could be found on Stanley Rudd's life and his contributions to the City. While he was an individual that has been deceased for at least 5 years (1915-1993) and appears to have lived and farmed near the park site according to the survey respondent, no source documents could be found to verify any information on him, other than vital stats and

			obituaries of two related family members. It is not clear what contributions Mr. Rudd made to the City. Staff reached out to the survey respondent for additional information and potential sources on Stanley Rudd but did not receive a response. Source 1: Vital Stats Source 2: Wife, Emily's Obituary Source 3: Son, Robert's Obituary
12	S&S Junction Park	A geographic location near the park site. Geography serenade and senter rd junction.	No, because the name does not align with the applicable criteria . While the respondent suggested a geographic connection, this might not be apparent from the name.
13	Senter of Serenity	A geographic location near the park site. Beautiful, serene location	Yes, because it denotes the geographic location of the park.
14	Senter Serenade Park	A geographic location near the park site. Combines the names of both nearby streets.	Yes, because it denotes the geographic location of the park.
15	Serenade Oaks Park	A geographic location near the park site and a prominent geographic feature or local reference point near the park site. Combines the name of the street nearby for a reference point and the oaks planted in the landscaping.	Yes, because it denotes the geographic location of the park. <i>It should be noted that 7 existing parks have the word "oak" in their names.</i>
16	The Turnabout Triangle Park	A prominent geographic feature or local reference point near the park site. This park represents and reclaimed property and a turn around of that property.	No, because the name does not align with the applicable criteria .

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7. Name Options for the Ranked Choice Voting Survey (Survey #2)

Survey #2 name options are a combination of the top ranked staff name suggestion from Survey #1 (“Serenade Park”) and eligible name suggestions received from survey #1 respondents. All the [name options](#) listed below comply with the [City’s Naming Policy](#). Name options are listed alphabetically.

Proposed Name	Reasoning
Clara Foltz Park (name suggestion from Survey #1)	Honors Clara Shortridge Foltz (1849-1934), a suffragist and the first woman ever admitted to the bar in California. She's known for helping open up the California law practice to women in 1878 and for helping set the stage for the establishment of a public defender.
Fujimoto Park (name suggestion from Survey #1)	Honors Tsugio ‘Tee’ Fujimoto (1920-2015), a highly regarded San José parks gardener and parks maintenance supervisor, known among his peers for his respect, attention to detail, knowledge, and tutelage. His knowledge of plants helped to guide the expansion and refining of parks development from 1957 to 1985. Mr. Fujimoto resided less than a block from the park site.
Serenade Park (staff name suggestion)	References the adjacent street, Serenade Way , and also honors the musical them of the adjacent neighborhood. The name also compliments the name of nearby Melody Park. The streets in the immediate neighborhood have musical themed names, such as Serenade Way, Concerto Drive, Rhapsody Way, Symphony Lane, and Lullaby Lane.

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ATTACHMENT D: SURVEY CIRCULATED BY COUNCIL DISTRICT 2 IN MAY 2023

Beautify our Public Space

Councilmember Sergio Jimenez is working on making use of the piece of land off of Senter Rd., between Diamond Heights Dr. and Serenade Wy., in order to beautify the community. We would like to know how our community and nearby neighbors would like to see this area being used to further improve our neighborhood and city.

Please fill this quick questionnaire and let us know your thoughts (your answers will be anonymous).

What would you like to see this piece of land being used as?

- ☐ Community Garden
- ☐ Dog Park
- ☐ Playground/Park
- ☐ Fountain
- ☐ Leave as is
- ☐ Other

If you picked "other," what suggestions do you have for this land?

Do you have any concerns about how this land is being used or any concerns overall?

Do you have any other comments?

Are we able to follow up if we have questions? (Optional)

Name:
Phone:
Email:

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- ☐ Fountain
- ☐ Leave as is
- ☐ Other

If you picked "other," what suggestions do you have for this land?

Do you have any concerns about how this land is being used or any concerns overall?

Do you have any other comments?

Are we able to follow up with you if we have questions? (Optional)

Name:
Phone:
Email:



Scan me with your phone
camera to take survey online!



Scan me with your phone
camera to take survey online!



Beautify our Public Space

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