



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: LEE PRICE, MMC
CITY CLERK

SUBJECT: RECOMMENDATION TO
NAME A PLAZA

DATE: December 18, 2006

RECOMMENDATION

As recommended by the Parks and Recreation Commission, name a plaza in the Guadalupe River Park and Gardens.

BACKGROUND

Pursuant to Council Policy 7-5 the City Clerk receives nominations for naming of public facilities, which are forwarded to the appropriate Commission(s) for review and recommendation. The process calls for the Commission(s) to hold a public hearing on nominations prior to forwarding a recommendation to the City Council.

ANALYSIS

On September 6, 2006, the Parks and Recreation Commission held a public hearing to consider nominations for the naming of a plaza in the Guadalupe River Park and Gardens. At this meeting, the Commission voted unanimously to recommend to the City Council that the plaza be named Rotary Heritage Plaza.

PUBLIC OUTREACH

The Parks and Recreation Commission held the Public Hearing on September 6, 2006.

COORDINATION

This item has been coordinated with the Parks and Recreation Commission and the Parks, Recreation and Neighborhood Services Department.

LEE PRICE, MMC
CITY CLERK



RECEIVED
San Jose City Clerk
Parks, Recreation and Neighborhood Services

PARKS AND RECREATION COMMISSION
2006 DEC 14 4:04 PM

December 14, 2006

Lee Price, City Clerk
Office of the City Clerk
City of San José
200 East Santa Clara Street, 2nd Floor Wing
San José, CA 95113

Dear Ms. Price:

Re: Recommendation to the City Council to name a plaza in the **Guadalupe River Park and Gardens**.

On September 6, 2006, the Parks and Recreation Commission (hereafter, Commission) held a public hearing to consider nominations for the naming of a plaza in the Guadalupe River Park and Gardens. At this meeting, the Commission voted unanimously to recommend to the City Council that the plaza be named Rotary Heritage Plaza.

Therefore, I am requesting that this item be agendaized for the evening session of the January 23, 2007 City Council meeting.

Thank you for your assistance with this matter. If you have any questions, please call Cynthia Bojorquez at 408-535-3581.

Sincerely,

Helen Chapman, Chair
Parks and Recreation Commission

cc: Councilmember Chavez, Council District 3
Albert Balagso, PRNS

Attn. Nora P.

ITEM: 7.1



Memorandum

**TO: PARKS AND RECREATION
COMMISSION**

FROM: Cynthia Bojorquez

**SUBJECT: NAMING OF THE PLAZA
AT GUADALUPE RIVER PARK**

DATE: August 28, 2006

Approved _____

Date _____

**COUNCIL DISTRICT: 3
SNI AREA: N/A**

RECOMMENDATION

Approval of the name "Rotary Heritage Plaza" for the plaza area located at Guadalupe River Park and Gardens.

OUTCOME

Formal recognition will be given to the Rotary Club of San Jose in appreciation of their numerous philanthropic contributions to the City of San Jose.

BACKGROUND

As part of the effort to raise funds for an historical memorial at Guadalupe River Park and Gardens, the Friends of Guadalupe River Park & Gardens approached the Rotary Club of San Jose for a financial contribution. The Rotary Club generously agreed to provide \$100,000 to the project via the Friends of Guadalupe River Park. In recognition of this and other significant contributions made by the Rotary to the City of San Jose, it is recommended that the plaza area in which the memorial will be located be named "Rotary Heritage Plaza".

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CSJ YOUTH SERVICES

PARKS & RECREATION COMMISSION

August 28, 2006

Subject: Naming of the Plaza at Guadalupe River Park & Gardens

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ANALYSIS*Project Overview*

The Heritage Plaza is part of the Council-adopted Guadalupe River Park Master Plan. Located just south of Julian Street, the Plaza will be located directly adjacent to the west entrance to the River Street Historic District. Conceived during the development of the GRP Master Plan, and refined through a series of citizen focus groups created specifically to direct the development of the park's plaza and signage, the Plaza will contain a series of etched stainless steel panels depicting the settlement and development of San Jose. These etchings celebrate both the "Western" and "Native American" settlement of San Jose by depicting the daily life of its citizens.

The panels facing the River Street Historic District will depict the Western settlement and the panels facing Guadalupe River will depict the Ohlone settlement. Both sets of panels start with the early settlement through the present day. The panels will form a wall that is sixty feet in length rising from two feet to eight feet in height. The Plaza itself has granite faced floor and a seating area. That seating area will have a series of objects representing San Jose's history including fruit-packing boxes and horseshoes representing our agricultural past and computer keyboards representing the present day. The largest single panel after the present day will be left blank, to be completed by future generations.

Naming of the Plaza

The Department of Parks, Recreation and Neighborhood Services was contacted by staff from the Redevelopment Agency and the Friends of Guadalupe River Park & Gardens to explore the feasibility of naming the Plaza area "Rotary Heritage Plaza" in recognition of the financial contributions the Club will make to the project. The Rotary Club has a proud tradition of philanthropic activities in the City of San Jose. Contributions date to the club's beginning in 1914, when it revived the City's Fourth of July Celebration and installed the City's first street signs. In 1925, the Rotary Club determined that the children of San Jose needed relief from the hot summers – and built the Ryland Park swimming pool. The Rotary has played a critical role in the development of Alum Rock Park, the Municipal Rose Garden, History Park, the Children's Discovery Museum, and the Guadalupe River Park and Gardens. In 1946, the Club created the San Jose Rotary Endowment, a permanent foundation for the community that has invested more than \$2.5 million in community projects to date. While the Rotary Club has made many contributions over the years to the City, it has been noted that the Club has not received any formal recognition of their contributions via a naming of a facility. As a key contributor to numerous park projects, it is fitting that this recognition be given via the naming of a park-related facility.

DEC-18-2006 09:21

CSJ YOUTH SERVICES

PARKS & RECREATION COMMISSION

August 28, 2006

Subject: Naming of the Plaza at Guadalupe River Park & Gardens

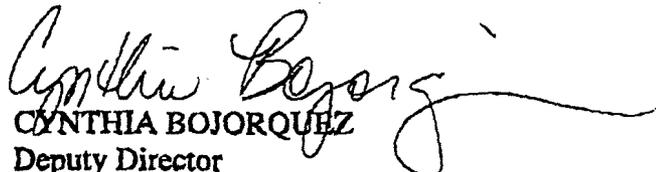
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As such, the Department of Parks and Recreation, in conjunction with the Redevelopment Agency and the Friends of Guadalupe River Park & Gardens, would like to recommend that the plaza area at Guadalupe River Park and Gardens be named "Rotary Heritage Plaza".

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. (Required: Website Posting)
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. (Required: E-mail and Website Posting)
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. (Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)

This action does not meet any of the established criteria listed above. However, in accordance with the established naming policy, the Parks and Recreation Commission at its August 2, 2006 meeting set a public hearing on this naming request for September 6, 2006.


CYNTHIA BOJORQUEZ
Deputy Director
Department of Parks, Recreation and
Neighborhood Services

Cc: Jay Ross
Kathy Muller
Dennis Korbiak