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Title: Recommendation to the Governance and Ethics Committee to Name the New Neighborhood Park located at 1205 Coleman Avenue (Gateway Crossings)

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Attachments: 1. Council Policy No. 035, 2. 1205 Coleman Avenue Park Site Plan, 3. RTC 20-356 List of Potential Park Names 2020

Date	Ver.	Action By	Action	Result
10/20/2020	1	Parks & Recreation Commission	recommended for approval	Pass

REPORT TO PARKS & RECREATION COMMISSION

SUBJECT

Recommendation to the Governance and Ethics Committee to Name the New Neighborhood Park located at 1205 Coleman Avenue (Gateway Crossings)

BACKGROUND

On July 9, 2019, the Santa Clara City Council approved the Hunter Storm (Developer) mixed-use development Gateway Crossings Project (Project) located at 1205 Coleman Avenue. The Project encompasses an area of approximately 21.4 acres and is bounded by Brokaw Road to the north, Coleman Avenue to the east, a parking lot and undeveloped land to the south, and a storage area and railroad tracks to the west. Most of the Project site is in the City of Santa Clara and is part of the larger 244-acre Santa Clara Station Focus Area in the City's General Plan. The Santa Clara Station Focus Area will serve as a gateway into the City with office, hotel, retail, and high-density residential uses that maximize the use of existing and planned transit and provides for improved pedestrian, bicycle, and transit connections.

The Project is approved to construct 1565 apartment units and Developer will meet its parkland dedication requirements (SCCC 17.35) through an 87,725sf (2.01 acres) public neighborhood park (Phase I) and a 22,972sf mini park (Phase II) (Attachment 1). Both public parks will be dedicated to the City in fee title. Public park improvements will be constructed by the Developer to the City's design standards and specifications and will be maintained by the Developer after dedication.

On November 19, 2019, the Parks & Recreation Commission considered the naming of the Public Park at 1205 Coleman Avenue (Agenda Item 3. File 19-1244). However, the Commission voted to table the item until one month after a comprehensive list of potential names had been developed and provided to the Commission. On September 15, 2020 the Commission reviewed and approved a list of names for consideration in recommending names for public parks (Attachment 2).

DISCUSSION

Under Council Policy 035 (Attachment 3), the Parks & Recreation Commission makes recommendations to the Council Governance and Ethics Committee for names of facilities related to the Commission's purview such as parks. Proposed names must be in accordance with at least one of the criteria outlined in Council Policy 035. While staff does not have a recommendation, should the Commission choose to recommend a park name in honor of a person, then the Commission will develop and provide a biographical sketch for each person nominated that provides an accurate account of the life and activities of the individuals under consideration including information about the person's name, place of residence, education, occupation, life, activities, accomplishments and other important details about the person(s) being recommended. Alternatively, the Commission could use a different nomenclature such as landmarks, regional identifiers, native plants or trees, or another name that would identify the new park location. Proposed names and reasons for the recommendation(s) should be developed for consideration by the Commission and prior to the Commission making a recommendation to the Governance & Ethics Committee.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment. The park associated with the new residential development project is consistent with the FEIR that the City certified on December 4, 2018 (after January 1, 1980).

FISCAL IMPACT

There is no fiscal impact to the General Fund for the current action. The Developer will construct the public park improvements, provide a park sign, and maintain the park in perpetuity, all to City standards and at no cost to the City.

COORDINATION

This report has been coordinated with the City Attorney's Office.

PUBLIC CONTACT

Public contact was made by posting the Parks & Recreation agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, e-mail clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Recommend a Name for the Council Governance and Ethics Committee's consideration for the New Neighborhood Park located at 1205 Coleman Avenue.

Reviewed by: Dale Seale, Deputy Director of Parks & Recreation

Approved by: James Teixeira, Director of Parks & Recreation.

ATTACHMENTS

1. 1205 Coleman Avenue Park Site Plan

2. RTC 20-356 List of Potential Park Names 2020
3. Council Policy 035