

REPORT OF GENERAL MANAGER

NO. 12-013

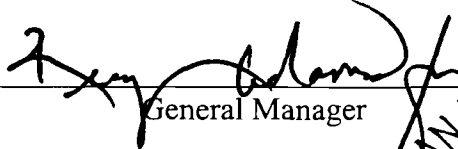
DATE January 11, 2012

C.D. 9

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SPRING STREET PARK – NAMING PROPOSAL

R. Adams	_____	K. Regan	_____
H. Fujita	_____	*M. Shull	<u><i>M. Shull</i></u>
V. Israel	_____	N. Williams	_____



 General Manager

JAN 11 2012

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board grant conceptual approval to allow staff to begin the formal naming process for the area currently known as Spring Street Park.

SUMMARY:

On March 18, 2009, the Board approved the acquisition and development of five parcels for a pocket park located at 418-438 Spring Street (Board Report No. 09-68). Department staff recognized the need to name this new park for administrative and accounting purposes.

Per Section III.F of the Instruction on Naming Parks and Recreation Centers (Board Report No. 701, 1974 and Board Report 381, 1976), “the Planning staff designates temporary names for proposed or newly acquired sites for purposes of administration and accounting. These names are used only until formal naming can be made.” Per the Instruction on Naming Parks and Recreation Centers the geographic location of the park was used in designating the temporary name of Spring Street Park.

The Department is working through its Partnership Division on an agreement with the Friends of the Old Bank District Gardens (Friends) for the operation and maintenance of the park once construction has been completed. The Friends have agreed to provide maintenance, operations, and security for the park at no cost to the City, the details of which will be stipulated in the Operations and Maintenance Agreement currently in process / being negotiated / or being prepared. One of the items under discussion is the Friends’ request to formally name the park. The Friends have submitted a proposal to the Department to formally name the park the Old Bank District Spring Street Gardens, finding that this name recognizes both the geographic location and the greater surrounding community. The Old Bank District is bound by 3rd Street to

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the north; Los Angeles Street to the east; 6th Street to the south; and Spring Street to the west. The Friends also believe that a name which reflects the surrounding community will enhance their future fund-raising opportunities.

Should conceptual approval for the naming process be granted Department staff will conduct the appropriate community outreach. Once a consensus has been reached staff will return to this Board to request a final approval. The formal naming of a new park does not prohibit subsequent naming requests.

FISCAL IMPACT STATEMENT:

Fiscal impacts due to signage will be addressed in a subsequent report to this Board.

This report was prepared by Melinda Gejer, City Planning Associate, Planning, Construction and Maintenance.