



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: September 5, 2023
TO: Paul Buddenhagen, City Manager
FROM: Pedro Jimenez, Assistant City Manager
SUBJECT: **Council Consideration To Form An Ad Hoc Committee Of
The City Council To Select A Park Name For the New City Park**

RECOMMENDATION

Staff recommends that the City Council form an ad hoc committee of the City Council to select a park name for the new city park.

BACKGROUND

Currently, there is no official naming process for new parks. However, the City does have Council Policy 001 Naming/Dedication of City Facilities, which aims to establish policies, responsibilities, and procedures associated with naming and dedicating City facilities.

POLICY

1. General. The policy of the City is to name facilities in a manner that will provide an easy and recognizable reference for the City's visitors. Therefore, naming options will always consider a name based on the facility's geographic location. However, the policy also established conditions for the consideration of naming options based on other factors.
2. Geographic Location. Whenever possible, all City facilities will be named for their geographic location. The geographic location may be based on the identification of the facility with a specific place, neighborhood, major street, regional area of the City or the City itself if the facility is deemed to serve the entire community.
3. Other Considerations. Consideration of names for facilities may also include a prominent form of topography, a prominent plant, bush or tree and historical precedent.

This new neighborhood park will be at the former Sherwin Williams location on the corner of Horton St. and Hubbard St. In the late 1910's, the Sherwin Williams Paint Company developed a series of industrial plants between Park Ave and the Southern Pacific Railroad that remained a predominant fixture in the Emeryville community for nearly 100 years. As the times have changed, so too have the desires and will of the people of Emeryville. This new park will offer a wide variety of amenities including a play area, lawn, half-court basketball court, community garden and much more. The park will integrate with the greenway and provide wide pathways, additional walking loops, and numerous places to sit and enjoy nature.

DISCUSSION

Staff is requesting that the City Council consider the formation of an ad hoc committee as part of the process to choose a name for the new city park at The Emery project. Staff have reached out to the Emeryville community, soliciting name suggestions from August 17 - September 5, 2023. As of the writing of this report in late August, we have received over 40 suggestions.

Staff recommends that if an Ad Hoc Committee of the Council is formed, it meet between September 6-13, 2023, to review the public suggestions and recommend up to five names from the list for City Council consideration and selection of one name at the September 19, 2023, City Council meeting.

The Council's Rules of Procedure allow, under Section 8. Boards, Commissions and Committees, the creation of ad hoc committees. An ad hoc committee, as defined in §54952 of the Brown Act, is a temporary advisory committee composed solely of less than a quorum of the legislative body (which for this Council is two members) that serves a limited or single purpose, that is not perpetual, and that will be dissolved once its specific task is completed. Such committees are not legislative bodies and therefore are not subject to the Brown Act. Any recommendations made by the ad hoc committee would need to be brought forward to the entire Council for action.

FISCAL IMPACT

None at this time.

STAFF COMMUNICATION WITH THE PUBLIC

Staff has engaged with the Emeryville community through the city website, social media channels, and the Notify Me platform, requesting name suggestions from 8/17 to 9/5.

PREPARED BY: Pedro Jimenez, Assistant City Manager

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**

Paul Buddenhagen, City Manager

ATTACHMENTS

- 1- Council Policy 001- Naming/Dedication of City Facilities

