TO: HONORABLE CITY COUNCIL
FROM: CITY MANAGER    DEPARTMENT: COMMUNITY SERVICES
DATE: FEBRUARY 2, 2004    CMR: 135:04

SUBJECT: PALO ALTO HISTORICAL ASSOCIATION RECOMMENDATION TO RENAME "ARASTRADERO PRESERVE" AS THE "ENID PEARSON ARASTRADERO PRESERVE"

RECOMMENDATION
The Palo Alto Historical Association (PAHA) Board recommends that the City Council rename the Arastradero Preserve the “Enid Pearson Arastradero Preserve”. If the City Council approves the PAHA recommendation, staff recommends that Council:
1. Adopt the resolution of the Council of the City of Palo Alto renaming the "Arastradero Preserve" as the "Enid Person Arastradero Preserve" (Attachment A);
2. Introduce the ordinance of the Council of the City of Palo Alto amending Palo Alto Municipal Code Section 22.08.330 to formally rename the dedicated parkland called the "Arastradero Preserve" as the "Enid Pearson Arastradero Preserve” (Attachment B); and
3. Direct staff to include the costs of implementing the recommendation (approximately $20,000) in the 2004-05 Community Services Department budget.

BACKGROUND
On December 1, 2003, a City Council Colleagues Memo from then-Vice Mayor Beecham and Council Members Kishimoto, Kleinberg and Ojakian requested that the City Council support initiating the process to rename the Arastradero Preserve (Attachment C). A summary of Ms. Pearson’s accomplishments relating to Palo Alto parks and open space was included with the memo. Members of the City Council unanimously approved a motion to refer the request to the Palo Alto Historical Association, asking that it consider the appropriateness of renaming the Arastradero Preserve after Enid Pearson.

DISCUSSION
Upon receiving the request from the City Council to consider renaming of the Arastradero Preserve in honor of Enid Pearson, the Palo Alto Historical Association Board referred the proposal to its Landmarks and Street Names Committee. The committee reviewed the request and on January 7, 2004 made the following recommendation to the Board:
“In view of Enid Pearson’s many contributions in securing Palo Alto parklands and open space, it is recommended that the Arastradero Preserve be renamed to honor her. The preference is ‘Enid Pearson Arastradero Preserve’, thereby keeping ‘Arastradero’ in the name. The Preserve has been known by that name for 14 years, and that name appears on maps and lists. The Committee’s second preference would be ‘Enid Pearson Preserve’.”

The Board discussed the committee’s recommendation and voted to recommend to the City Council that the Arastradero Preserve be renamed “Enid Pearson Arastradero Preserve” (Attachment D). Board members expressed the feeling that Enid Pearson’s long history of involvement with park issues and her key role in the adoption of the City’s park dedication initiative were consistent with the principal that when it is proposed that a park be named after an individual, that person should have made some significant contribution or performed some service which is deemed to have been of major significance to the community.

**RESOURCE IMPACT**
The Arastradero Preserve has two entry signs and 124 directional signs within the park that include the name of the preserve. There are also maps and brochures that reflect the current name. One option to consider is to only purchase new entry signs and replace the other signs, brochures, and maps at a later date on a replacement basis. The estimated cost for two entry signs similar to those currently in place is $10,000. The cost to replace all signs, maps brochures, etc. is estimated to be approximately $20,000.

**POLICY IMPLICATIONS**
These recommendations are consistent with existing City policy and furthers Policy and Procedure 1-15.

**ALTERNATIVES**
In the alternative, the City Council may refer this matter to the Policy and Services Committee for recommendation or reject the proposed name change.

**ATTACHMENTS**
Attachment A: Resolution of the Council of the City of Palo Alto renaming the "Arastradero Preserve" as the "Enid Person Arastradero Preserve"
Attachment B: Ordinance of the Council of the City of Palo Alto amending Palo Alto Municipal Code Section 22.08.330 to formally rename the dedicated parkland called the "Arastradero Preserve" as the "Enid Pearson Arastradero Preserve"
Attachment C: City Council Colleagues Memo regarding renaming Arastradero Preserve to honor Enid Pearson, dated December 1, 2003
Attachment D: Recommendation from the Palo Alto Historical Association Board regarding renaming Arastradero Preserve