TO: HONORABLE CITY COUNCIL
FROM: CITY MANAGER DEPARTMENT: COMMUNITY SERVICES
DATE: JUNE 7, 2004 CMR: 308:04

SUBJECT: PARKS AND RECREATION COMMISSION AND PALO ALTO HISTORICAL ASSOCIATION RECOMMENDATION TO CITY COUNCIL TO RENAME THE ARASTRADERO PRESERVE AS ENID PEARSON-ARASTRADERO PRESERVE

RECOMMENDATION
The Parks and Recreation Commission, the Palo Alto Historical Association and staff recommend that the City Council rename the Arastradero Preserve, the Enid Pearson-Arastradero Preserve. If City Council approves the Commission recommendation, staff recommends that Council:

1. Adopt the resolution renaming the Arastradero Preserve as the Enid Pearson-Arastradero Preserve (Attachment A);
2. Introduce the ordinance amending Palo Alto Municipal Code Section 22.08.330 to formally rename the dedicated park land 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 $10,000) in the 2004-05 Community Services Department budget.

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

On February 2, 2004, staff returned to Council with the recommendation to rename the Arastradero Preserve as the Enid Pearson–Arastradero Preserve (CMR: 135:04 Attachment E). Council deferred the matter until the City’s park and facility naming policy could be revised to include a role for the Parks and Recreation Commission (or other appropriate commission), clarify the criteria for naming parks and facilities, and create new criteria and procedures for the renaming of parks and facilities. Staff
subsequently reviewed the policies of 42 city, county, special park district and state agencies to determine alternatives for a comprehensive naming policy.

On April 12, 2004, after review by the Policy and Services Committee, Council adopted the revised park and facility naming policy and directed staff to implement the new policy in the review of names for both the new SOFA/Homer Street Park and the renaming of the Arastradero Preserve.

COMMISSION REVIEW AND RECOMMENDATIONS
At its May 5, 2004 regular meeting, the Board of Directors of the Palo Alto Historical Association (PAHA) reaffirmed the recommendation previously made January 7, 2004, to rename the Arastradero Preserve as the Enid Pearson-Arastradero Preserve. In compliance with the City’s revised Policy and Procedure 1-15, Naming and Renaming City-owned Parks and Facilities, PAHA completed the required Name Suggestion Form and has provided additional documentation on the major overriding contributions Enid Pearson made to the community (Attachment C).

The Board approved a motion that the name Enid Pearson-Arastradero Preserve be recommended to the City Council, and noted that Ms. Pearson’s role as a City Council member in the implementation of the open space zoning designation of the land, that eventually became the Arastradero Preserve, provided a legitimate naming nexus between her and the Preserve. The PAHA report includes as an attachment a recommendation from the Board of Directors of the Midpeninsula Regional Open Space District (Attachment H) that Enid Pearson be recognized for her contributions to the establishment of the Open Space District as well as to the preservation of park land in Palo Alto. The District’s resolution does not specifically recommend renaming the Arastradero Preserve or any particular park.

At its May 25, 2004 regular meeting, the Parks and Recreation Commission (Commission) conducted a public hearing on the renaming of the park and heard comments from two speakers. The Commission reviewed the recommendation forwarded by PAHA and the historical rational that was used to support its recommendation. The Commission took the following action:
- Voted unanimously to endorse the name Enid Pearson-Arastradero Preserve as recommended by PAHA, and supported the historical rational for this recommendation;
- Voted unanimously to endorse the conclusion that Ms. Pearson’s “monumental impact on green space, her role as the author of the park dedication charter initiative, and her significant contributions to the community in the preservation of the Arastradero Preserve that heretofore have not been recognized,” qualifies as a ‘compelling reason’ to rename the Preserve; and
- Voted unanimously to endorse the conclusion that the name Enid Pearson-Arastradero Preserve is compatible with the intended use of the Preserve.
In discussing the City’s Policy that the name of parks and facilities should not be changed, especially in the case of parks or facilities names that have a regional significance, the Commission concluded that because the recommended name still retains Arastradero Preserve as part of the name, it would not be likely that the public would be confused by the slightly altered name.

**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. Staff’s recommendation 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.

**POLICY IMPLICATIONS**
These recommendations are consistent with existing City policy.

**ATTACHMENTS**
Attachment A: Resolution renaming the "Arastradero Preserve" as the "Enid Person- Arastradero Preserve"
Attachment B: Ordinance amending Palo Alto Municipal Code Section 22.08.330 to formally rename the dedicated park land called the "Arastradero Preserve" as the "Enid Pearson-Arastradero Preserve"
Attachment C: Recommendation from the Palo Alto Historical Association Board regarding renaming Arastradero Preserve
Attachment D: City Council Colleagues Memo regarding renaming Arastradero Preserve to honor Enid Pearson, dated December 1, 2003
Attachment E: CMR: 135:04, February 2, 2004, Staff report on renaming the Arastradero Preserve
Attachment F: Name Suggestion Form and supporting information on the nomination
Attachment G: Memo from Greg Betts to the PAHA on the original naming of the Arastradero Preserve in 1985
Attachment H: Resolution from the Midpeninsula Regional Open Space District