



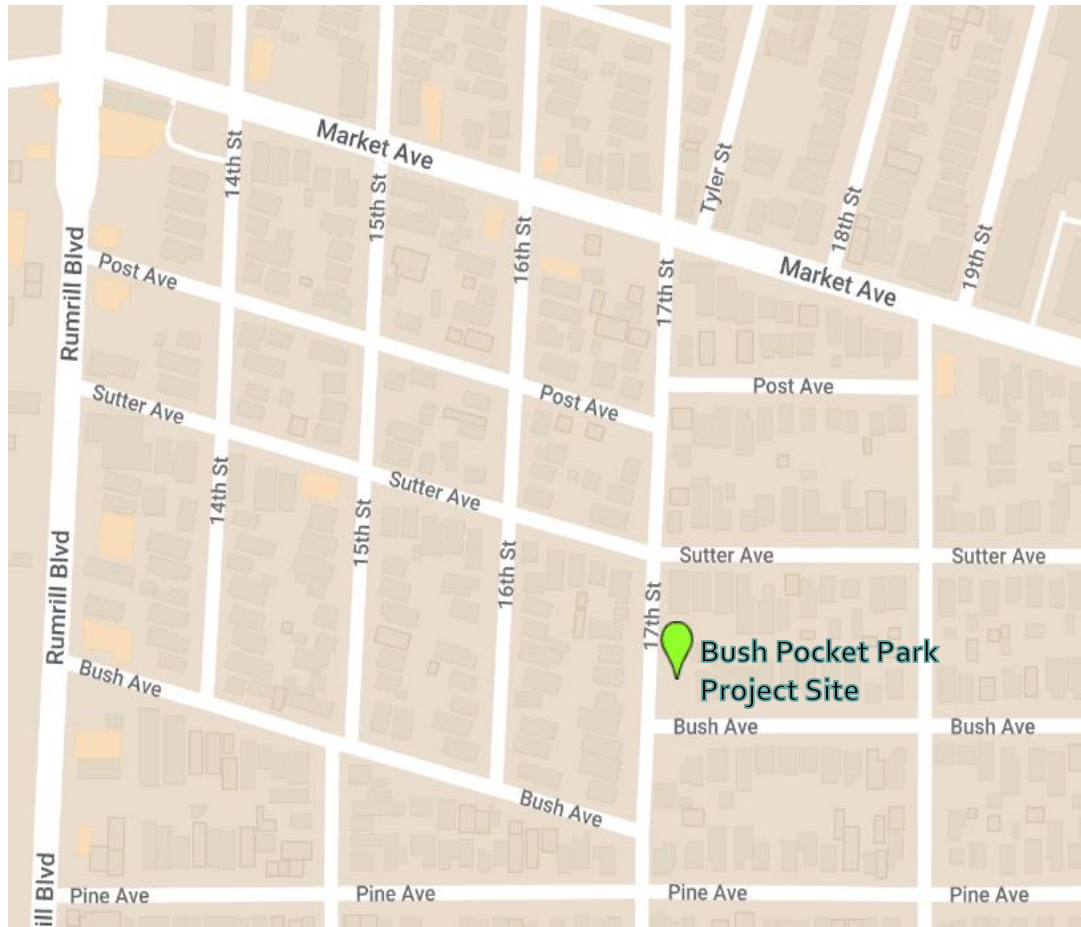
BUSH AVENUE NEIGHBORHOOD POCKET PARK

Facility Naming Recommendations to City Council

San Pablo Public Works Department

July 1, 2024

Project Background

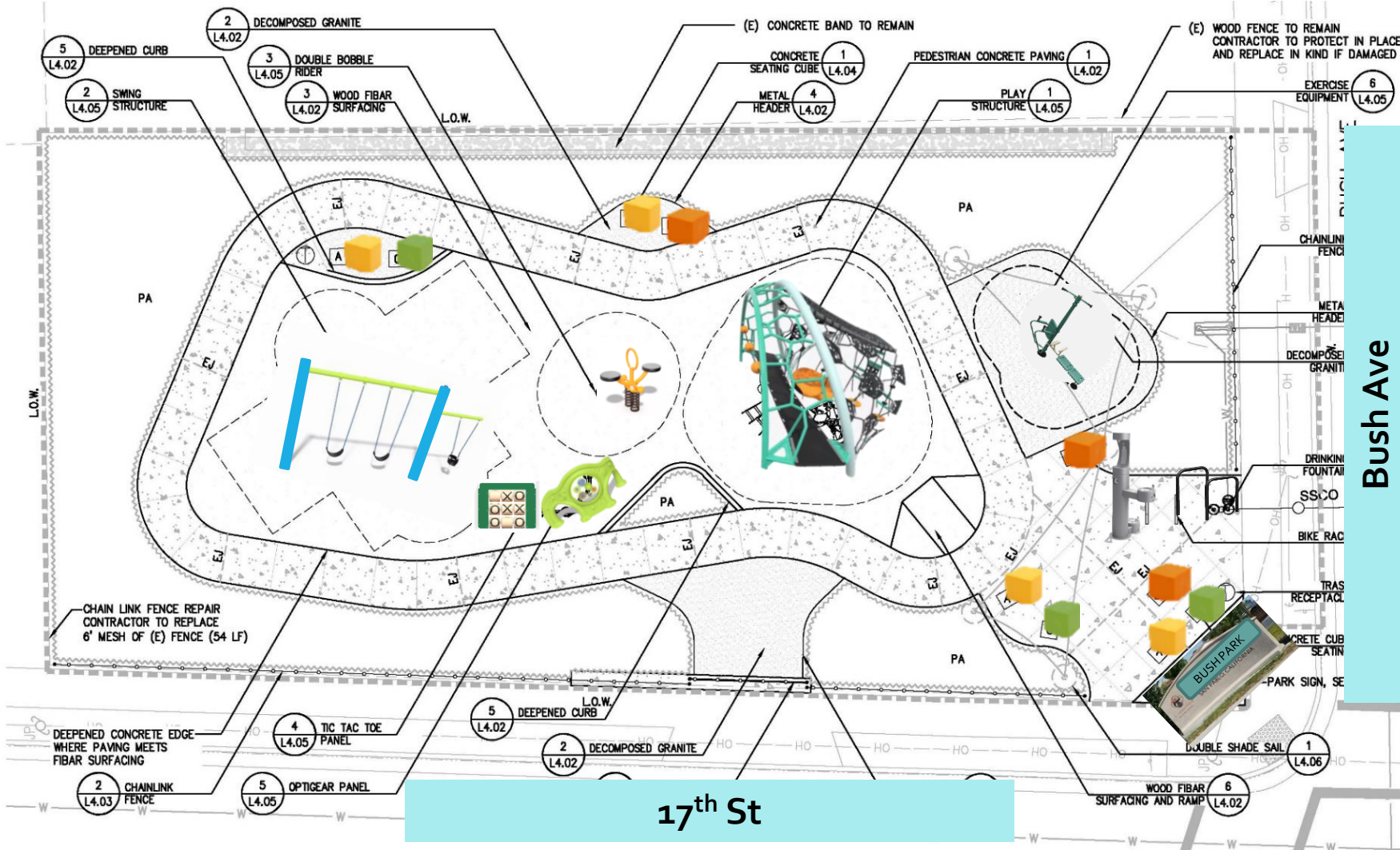


Location: 1701 Bush Ave.
Intersection of 17th Street and Bush Ave

- This site is a 0.13-acre vacant lot that was previously a single-family home
- The vacant lot has been a magnet for litter and illegal dumping and general blight
- The City of San Pablo purchased the vacant lot in 2019 with the intention of transforming it into a neighborhood pocket park



Project Design



- Key Park Features:
- ADA-accessible path
 - Play Structure
 - Swings*
 - Fitness Station*
 - Cube Seating*
 - Water Fountain (with bottle refill and pet fountain)*
 - Bike Racks
 - Shade Sails
 - Trash Receptacles
 - Park Sign

*Community requested



Facility Naming Policy

Policy Procedure

1. Create a “Facility Naming List” of appropriate names solicited by public or other sources; and
2. All names are reviewed by the CSSC* and then at least three (3) names are presented to the City Council as a recommendation; and
3. The City Council approves a name for a new City facility by majority vote (via Resolution)

***Conflict of Interest Issue**



Facility Naming Policy (cont.)

- Priorities to be considered in naming of all City facilities, including parks and recreation facilities include in order of importance, the following policy criteria, as follows:

Category I: Historic Names

Category II: Places and Feature Names

Category III: Individuals, Groups, or Organizations



Community Input

- San Pablo Neighborhood Champions
- E.M. Downer Elementary School Community
- Residents in Old Town neighborhood
- San Pablo Historical Society



Name: _____ Room: _____

My idea for the name of the new Pocket Park in San Pablo is:

I picked this name because:



Category I: Historic Names

Martina Castro Park

- Historic family name, Maria Martina Castro (1814-1875), holds significant importance in the history of San Pablo
- Daughter of Francisco Maria Castro and Gabrielle Berryessa de Peralta, grantees of the Rancho San Pablo land grant
- She was recognized as the “First Lady of Rancho San Pablo”
- Martina Castro initially left San Pablo to marry the Mexican Governor of Alta California, Juan B. Alvarado, before returning to become the most prominent woman in San Pablo during the early American era

Source: [San Pablo Historical Society Website](#)



Category II: Places and Feature Names

Old Town Park

- The new pocket park is situated in the Old Town Neighborhood
- A significant portion of the residents living in close proximity to the area are not familiar with the neighborhood being referred to as "Old Town"
- "Old Town Park" may contribute to fostering a distinct sense of community but also serve to acknowledge and reinforce the identity of the neighborhood.



Category III: Individuals, Groups, Organizations

Happy Friday Park *In Honor of Jorge Rueda*



- Dedicated and ongoing volunteer at E.M. Downer Elementary School since 1997
- Affectionately known as the “Happy Friday Guy” within the Downer school community
- Social Activist:
 - Organized parent group for March 4 Education in 2004 and led a 70-mile march from San Pablo to Sacramento to raise awareness about financial challenges in the West Contra Costa Unified School District
- Recognized by the City of San Pablo in 2014 with a “Certificate of Special Recognition” for:
 - Providing Thanksgiving dinners to local families
 - Teaching cooking and baking classes to parents and community members
- Initiated and led the Running Club at Downer Elementary, promoting healthy lifestyles and supplying school materials to student participants



Staff Recommendation to the City Council

Final Facility Naming List from City Staff:

Category I: Historic Names

Martina Castro Park

Category II: Places and Feature Names

Old Town Park

Category III: Individuals, Groups, or Organizations

Happy Friday Park
In Honor of Jorge Rueda

Top Staff Recommended Name: *Happy Friday Park (In Honor of Jorge Rueda)*



Questions?

