REPORT TO COUNCIL
City of Sacramento

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915 I Street, Sacramento, CA 95814-2671
www. CityofSacramento.org

CONSENT
February 14, 2006

Honorable Mayor and
Members of the City Council

Subject: Park Name Change from "Franklin Villa Park" to "Phoenix Green"

Location/Council District: 10 Caselli Cr., Council District 8

Recommendation: Adopt a Resolution: Approving the park name change from "Franklin Villa Park" to "Phoenix Green."

Contact: Janet Baker, Park Development Manager, 808-8234

Presenters: None

Department: Parks and Recreation

Division: Park Planning, Design and Development

Organization No: 4727

Summary:

Franklin Villa Park is a 1.8-acre park along Franklin Boulevard at Caselli Circle in South Sacramento. The former area of Franklin Villa has been comprehensively rehabilitated through the efforts of the Sacramento Housing and Redevelopment Agency (SHRA). As part of that effort, the community was officially renamed "Phoenix Park" to reflect the "rebirth" of this area. In keeping with that change, the community, the City Council Office, and SHRA would like the park to reflect the new name as well. It is proposed by the Department of Parks and Recreation and SHRA that "Franklin Villa Park" be changed to "Phoenix Green" to reflect the rebirth of this area. The only physical change required in the park will be a new park sign.

Committee/Commission Action:

On October 13, 2005, the Parks and Recreation Commission supported the aforementioned name change.

Background Information:

Franklin Villa Park is a 1.8-acre park along Franklin Boulevard at Caselli Circle in South Sacramento (Attachment 1, page 4). The park is located on property leased to the City of Sacramento by the United States Post Office. The City Council established funding for the development and construction of this project in the 1993-1998 Capital Improvement Project plan in a neighborhood deficient in parkland. The original park included primarily grass, trees, and fencing. About six years ago, the park was improved to include a playground area, half-court basketball area, picnic tables, drinking fountain, and additional trees.

The former area of Franklin Villa has been comprehensively rehabilitated through the efforts of SHRA. Several years ago, SHRA began an ambitious program to purchase and renovate the housing units throughout the Franklin Villa community. As part of that effort, the community was officially renamed "Phoenix Park" to reflect the "rebirth" of this area. It is proposed by the Department of Parks and Recreation and SHRA that "Franklin Villa Park" be changed to "Phoenix Green" to reflect the "rebirth" of this area.

The only physical change required in the park will be a new park sign.

Financial Considerations:

The cost to create and install a new park sign at will be approximately $3,500. Staff will work with the City Council, SHRA, and park accounting staff to secure the funding necessary to complete the project.

Environmental Considerations:

Not applicable.

Policy Considerations:

Franklin Villa Park is a small neighborhood park that primarily serves the Phoenix Park community. The name of the park should be consistent with the name change for the community.

Emerging Small Business Development (ESBD):

All ESBD policies and procedures will be followed when purchasing the new signage for the park.

Respectfully Submitted by: _____
ROBERT G. OVERSTREET II
Director of Parks and Recreation

Recommendation Approved:

_____
RAY KERRIDGE
for Interim City Manager

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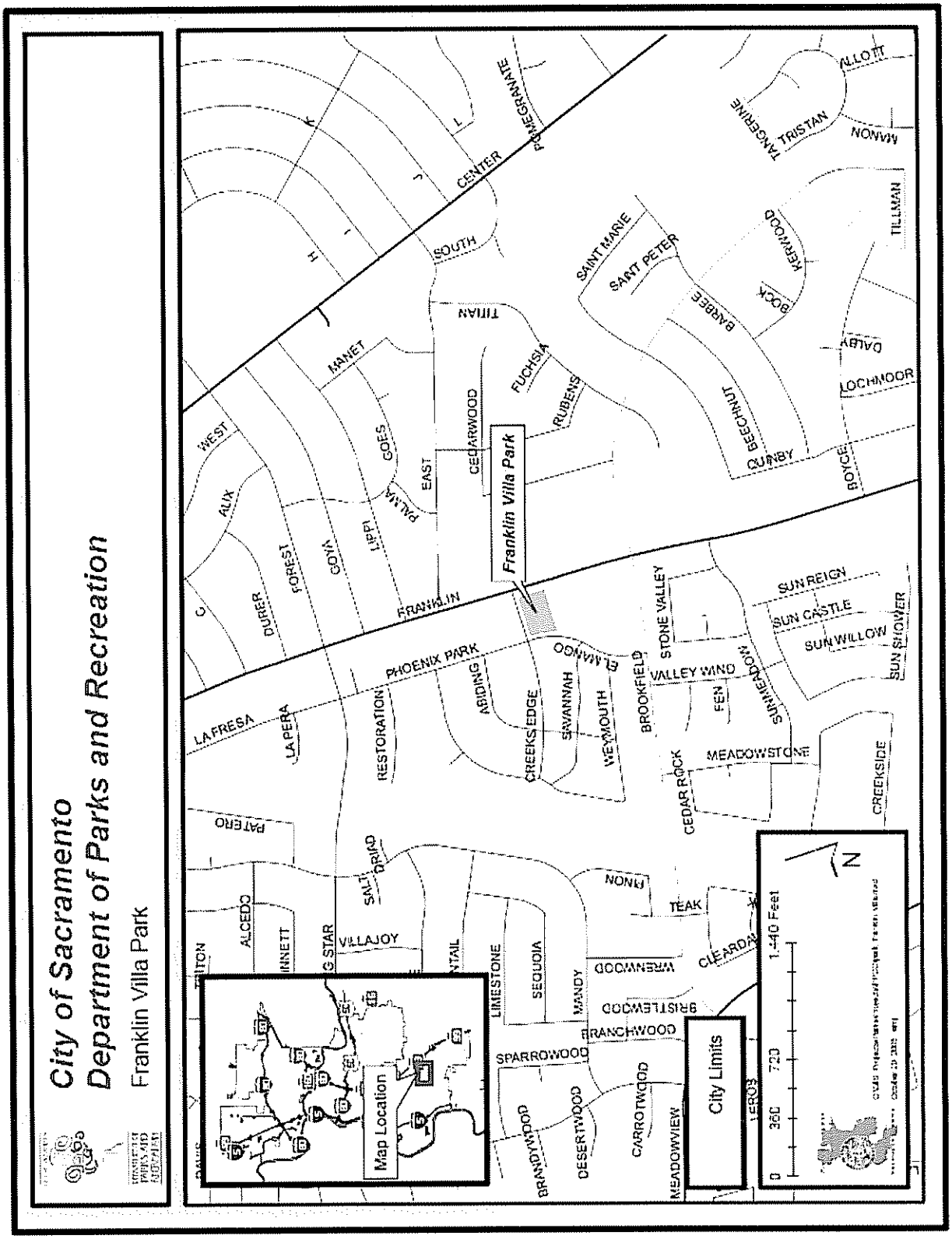
Attachment 1 – Area Map



RESOLUTION NO. 2006-XXXX

Adopted by the Sacramento City Council

February 14, 2006

APPROVING THE PARK NAME CHANGE FROM "FRANKLIN VILLA PARK" TO "PHOENIX GREEN"

BACKGROUND:

A. The City Council established funding for the development and construction of this project in the 1993-1998 Capital Improvement Project plan.

B. The former area of Franklin Villa has been comprehensively rehabilitated through the efforts of the Sacramento Housing and Redevelopment Agency (SHRA). As part of that effort, the community was officially renamed "Phoenix Park" to reflect the "rebirth" of this area.

C. In keeping with the "rebirth" of the area, the community, the City Council Office, and SHRA would like the park to reflect the new name as well.

D. The only physical change required in the park will be a new park sign.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1. Approves the park name change from "Franklin Villa Park" to "Phoenix Green"