



City of San Antonio

Agenda Memorandum

File Number: 19-6698

Agenda Item Number: 39.

Agenda Date: 9/12/2019

In Control: City Council A Session

DEPARTMENT: Parks and Recreation

DEPARTMENT HEAD: Homer Garcia III, Interim Director

COUNCIL DISTRICTS IMPACTED: District 8

SUBJECT:

Naming of New Park Adjacent to Maverick Creek Neighborhood to Dan Markson Park

SUMMARY:

This ordinance authorizes the naming of the new park adjacent to Maverick Creek Neighborhood to Dan Markson Park in the area of Babcock Road and W. Hausman Road located in Council District 8.

BACKGROUND INFORMATION:

District 8 Councilman Manny Pelaez, submitted a recommendation to name the new park adjacent to Maverick Creek neighborhood to Dan Markson Park. The naming of the park is to recognize Dan Markson's immense contributions to the San Antonio community.

For over 30 years, Mr. Markson worked tirelessly to bring affordable housing developments to communities. He was Executive Vice President of Development for The NRP Group and co-founder of the Texas office of The NRP Group since 2003. Among his service in various capacities, notable is his time as the director of the National Association of Home Builders (NAHB) for the Greater San Antonio Builders Association; contribution as board member of the Federal Government Affairs and Housing Finance Committee of the NAHB; and leadership as Director and President of the Texas Association of Affordable Housing Providers. He also served as State Director of the Texas Association of Builders (TAB) and past Chairman of the TAB Multifamily Council.

Outside of Dan Markson's work with affordable housing, he was equally committed to his community through

his work supporting the Cesar E. Chavez Legacy & Educational Foundation, Interfaith, and Charlesview Inc., and service as a board member for the Southwest School of Art. Having served on the board of Temple Beth El San Antonio and the San Antonio Jewish Family Services, anyone who encountered him quickly discovered the pride he had for his heritage. He was recently presented with Chabad San Antonio's 2018 Distinguished Community Service Award, which serves as a reflection of his tireless fight for the marginalized and voiceless in our community.

The new park consists of approximately 19.88 acres and was acquired with the approval of City Council on May 10, 2018. The funds for the acquisition were available in the 2015 Parks Development and Expansion Venue project. The park will include enhanced amenities for individuals with special needs consisting of a roll-up merry-go-round, a bucket swing, outdoor percussion instruments, and an accessible port-o-let style changing station for disabled individuals. There will also be a parking area with 24 parking spaces and security lighting. Funds in the amount of \$500,000.00 for the development of this new park, was part of the FY 2017 - FY 2022 Proposition 3 Bond Program budget approved by voters. Construction of the new park will begin in early 2020 and proposed completion will be in early 2021.

Staff followed the naming process in accordance with Ordinance No. 2011-03-31-0239. A committee was established to hold a public hearing on this proposal. The committee consisted of Gil Garza, Community Representative selected by District 8 Councilman Manny Pelaez, and Melinda Cerda, Interim Assistant Director of the Parks and Recreation Department. Notice of the public hearing was advertised twice in the San Antonio Express-News, advertised twice through digital ads by MySA.com and the Rivard Report. It was also posted on the City of San Antonio Parks and Recreation website and a media release was distributed. Direct notification was mailed to three hundred and eighty eight (388) residents and businesses within a two-hundred (200) foot radius of this public park and to the Maverick Creek neighborhood. The Department received thirty-nine (39) notices in favor of the proposed naming and two (2) notices in opposition.

The public hearing was held on Tuesday, August 6, 2019, at 6:30 p.m. at the Igo Branch Library at 13330 Kyle Seale Pkwy. Fourteen (14) members of the public attended the public hearing and all were in support of the naming.

After public input was received on the proposed name, the committee concurred to recommend to the City Council that the naming of the new park adjacent to Maverick Creek Neighborhood be named Dan Markson Park.

ISSUE:

This ordinance proposes the naming of the new park adjacent to Maverick Creek Neighborhood to Dan Markson Park. This action is consistent with the City's "Naming of City Facilities and Streets" ordinance.

ALTERNATIVES:

The City Council may elect not to name the new park to Dan Markson Park and allow it to be unnamed.

FISCAL IMPACT:

There is no General Fund impact associated with this action.

RECOMMENDATION:

Staff recommends approval of the naming of the new park adjacent to Maverick Creek Neighborhood to Dan Markson Park in the area of Babcock Road and W. Hausman Road located in Council District 8.