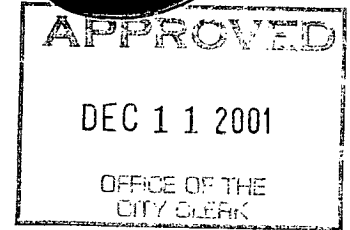
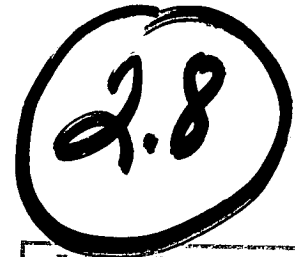


ECONOMIC DEVELOPMENT DEPARTMENT

CITY OF SACRAMENTO



November 28, 2001

City Council of the City of Sacramento
Sacramento, California

Honorable Members in Session

Subject: **DESIGNATION OF THE NAME "SACRAMENTO'S SOUTHERN PACIFIC STATION" FOR THE AMTRAK MONUMENT SIGN**

LOCATION/COUNCIL DISTRICT: Council District 1, Richards Blvd. Redevelopment Area

RECOMMENDATION:

This report recommends the designation of a name for the Amtrak Station monument sign to be installed by the City at the corner of 5th and I Streets (see attached map). The monument sign will bear the historic name "Sacramento's Southern Pacific Station", which was first designated when the National Register Historic Structure was opened in 1925.

CONTACT PERSON: Paul Blumberg, Sr. Project Manager, Economic Development, 264-7204
Darlene Mathis, City Architect, 264-5528

FOR THE COUNCIL MEETING OF: December 11, 2001

SUMMARY:

City staff has awarded the contract to construct a monument sign for the Amtrak Station, located at 401 I Street. The sign will include an official name for the Amtrak Station. This report recommends Council approve the attached resolution designating use of the historic name of the Amtrak Station for the gateway sign. The designation is for the monument sign only.

BACKGROUND:

- On May 29, 2001, the City Council approved construction of a number of near-term improvements to the Amtrak Station, located at 401 I Street. Construction of a monument sign clearly identifying the station for Amtrak customers is an important element in the improvements. Surveys by Amtrak consultants have identified the lack of clear signage as

the top problem issue. Patrons currently have problems finding the station, which is shrouded behind mature redwood trees and other foliage. The monument sign will provide a clear identification for automobiles and pedestrians and will be lit at night.

- There is no commonly accepted appellation for the station. Therefore, designation of an official name for the monument sign has been discussed by the Amtrak Improvements Technical Team. A number of potential names have been identified, including:
 1. Sacramento Valley Station: The name of an earlier 19th century Sacramento rail station.
 2. Amtrak Station: This name can be found on maps and in tourist guides.
 3. Capitol Station: One name advocated by some local businesses.
 4. The Sacramento Transplex: This name has been suggested for the expanded intermodal station and surrounding land development program.
 5. Sacramento's Southern Pacific Station: The historic name for the station that was used when the station opened, and can be found on the National Register Listing for the structure.

Staff recommends that "Sacramento's Southern Pacific Station" be designated as the name on the monument sign.

- Southern Pacific Station is the historically accurate name for the station, which can be found on the original architectural plans for the train station. Southern Pacific Railroad Company constructed the station in the 1920's and continued to own and occupy the building until the mid-1990's, when SP was purchased by Union Pacific. The Southern Pacific appellation was used on the National Register Listing. "Southern Pacific Lines" is engraved on the south-facing façade of the Historic Depot Building. While the site is now owned by Union Pacific Railroad Company, the Southern Pacific name has important roots in Sacramento's history and recognizes the role that Southern Pacific played in the City's growth.
- The attached resolution recommends designation of the historic name solely for the monument sign. In the future, the name of the expanded Sacramento Intermodal Station and surrounding development program is likely to provide a public forum for resolving the naming issue. Staff believes establishing a public debate on the naming issue would unnecessarily delay a vital and much needed public improvement.
- The name on the sign will be placed on a placard that can be easily replaced, should an alternative name be preferred in the future.

ENVIRONMENTAL CONSIDERATIONS:

The Environmental Services Manager has determined that the proposed project is exempt from the California Environmental Quality Act (CEQA) requirements, under section 15061(b)(3) of the CEQA Guidelines. The proposed activity, consisting of placing text on a monument sign, is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment.

POLICY CONSIDERATIONS:

There are no policy considerations associated with the actions recommended in the attached resolution.

FINANCIAL CONSIDERATIONS:

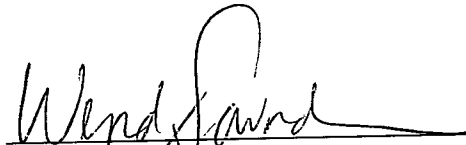
There are no financial considerations associated with the actions recommended in the attached resolution.

ESBD CONSIDERATIONS:

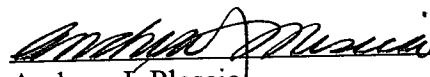
The selection of the vendor to construct the monument sign was done in accordance with the City ESBD program.

Respectfully submitted,

APPROVED:

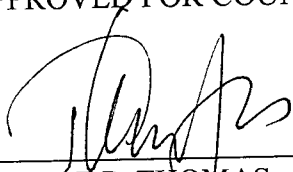


Wendy Saunders
Downtown Development Manager



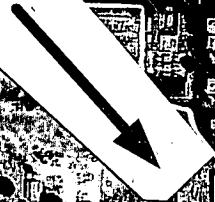
Andrew J. Plescia
Economic Development Director

APPROVED FOR COUNCIL INFORMATION:



ROBERT P. THOMAS
CITY MANAGER

Southern Pacific
Station



BALANCE

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CAPITOL MALL

CAPITOL MALL

Case # 2001-818

Robert Mathis x 5528

Paul Blumling^{or} x 7204

Resolution from

Need Amended

RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**DESIGNATION OF THE NAME
"SACRAMENTO'S SOUTHERN PACIFIC STATION"
FOR THE AMTRAK STATION MONUMENT SIGN**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

Sacramento's Southern Pacific Station shall be the designated name of the Amtrak Station monument sign, to be constructed at the northwest corner of 5th and I Streets (401 I Street). The designation of the name shall be for the purpose of the monument sign only.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

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5

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