



CITY COUNCIL AGENDA REPORT

Meeting Date: December 11, 2025

From: Jeremy Dennis, City Manager & Maz Bozorginia, Director of Public Works

Subject: Plaque Honoring David Schooley

Recommendation

Receive this informational report and provide general guidance on the concept of installing a commemorative bronze plaque honoring David Schooley, including input on proposed locations and next steps. Following Council's direction, staff will bring the project to the Parks and Recreation Commission for design development and approval.

Background

David Schooley has been a leading advocate for the protection and stewardship of San Bruno Mountain for more than fifty years. His conservation work, educational outreach, and collaboration with local jurisdictions have played a central role in preserving the mountain's ecological resources and ensuring long-term public access.

City leadership has expressed interest in commemorating Mr. Schooley's contributions. Staff is recommending a plaque be placed at an appropriate location that reflects Mr. Schooley's commitment to the Mountain.

Discussion

The City Manager has identified several possible access points into the San Bruno Mountain trail network, such as the connections near Paul and Margaret Avenues, as potential locations for a single commemorative plaque. These neighborhood access points offer contextual relevance for trail users and a strong connection to the mountain that Mr. Schooley dedicated decades to protecting. Staff are proposing to mount the plaque on a natural boulder at the selected site to ensure that the installation blends with the surrounding environment. Should Council prefer another location with broader public visibility or a different connection to the mountain, staff can evaluate additional options.

The plaque would include a portrait relief and a brief statement honoring his legacy. This report provides preliminary information for Council's consideration before the project moves to the Parks and Recreation Commission for design review.

To gather initial cost information, staff contacted a vendor previously used by the City. The preliminary concept includes a custom portrait relief, approximately 100 words of text, and a working plaque dimension of 14" x 20", although the final size may need to increase depending on the selected imagery and narrative. Since the portrait relief is entirely custom and the

artwork determines the casting size, the vendor cannot provide a firm quote until final text and artwork are submitted. As a point of reference, a similar bronze casting recently completed by the same vendor for the San Francisco Fire Department cost \$2,800, plus tax and freight.

If Council provides general direction to proceed, staff will bring the project to the Parks and Recreation Commission for design development. The Commission would review and refine the plaque language, confirm the preferred location, and select final design elements. Once these components are finalized, staff will submit the artwork and text to the fabricator for a definitive cost estimate and proceed with fabrication and installation.

Fiscal Impact

Based on vendor input and staff estimates:

- Plaque fabrication is anticipated at approximately \$3,000;
- City staff labor and installation materials are estimated at approximately \$2,000;
- A high range estimate of up to \$10,000 accounts for a larger plaque size or expanded artwork requirements.

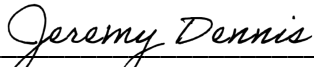
All expected costs fall within staff's purchasing authority, and current budgets can support such an effort.

Attachments

None.



Maz Bozorginia, Director of Public Works



Jeremy Dennis, City Manager