



Item No. 19 Town of Atherton

CITY COUNCIL STAFF REPORT – STUDY SESSION AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: GEORGE RODERICKS, CITY MANAGER
DATE: JANUARY 20, 2016
SUBJECT: CIVIC CENTER PROJECT – NAMING CONVENTIONS

RECOMMENDATION

Review report and provide direction.

BACKGROUND

With the construction of the new facilities, there is an opportunity to allow naming conventions for various rooms and spaces as part of donor or history recognition. As the Town's policy body, the City Council sets policy with respect to naming opportunities within the Civic Center, to include the library and outdoor spaces as well as roadway areas.

The Council asked that the Civic Center Advisory Committee (CCAC), together with Atherton Now, provide the City Council with a recommendation of possible naming conventions.

Staff met with the CCAC and the CCAC and Atherton Now have provided the attached naming opportunities list for Council consideration.

FINDINGS/ANALYSIS

Naming Conventions

Individual rooms and indoor spaces can be named or themed in appreciation for donors or Atherton history. Outdoor spaces can be named or themed in appreciation for donors or Atherton history. Rooms may be identified with a plaque noting something similar to "The _____ Room." Spaces may be identified with a sign or plaque noting something similar to "This room (or space) made possible through the generous donation of..."

Naming of Separate Buildings

Staff **does not** anticipate that the City Council will support the ability for private donors to name separate buildings or wings within the Library or the Administrative and Police Services Building.

Naming of Roadways

The various segments of the Civic Center will be connected through a series of roadways and paths. The City Council can allow the naming of these roadways and pathways throughout the Civic Center.

Administrative and Police Services Building

Within the Administrative Services and Police Building it is anticipated that there will be various conference rooms, a police briefing room, a lobby, a Council Chambers, etc. It is conceivable that the conference rooms and police briefing room could be separately named or themed. The Lobby and Council Chambers spaces could be identified as well.

Staff anticipates numerous room or space naming opportunities within the facilities. These areas have yet to be finally identified as the interior layouts are still being vetted for programming and flow. The list provided by Atherton Now is hypothetical, based on preliminary plan data, and suggested for discussion purposes.

Library

Within the Library, it is anticipated that there will be various conference rooms, reading spaces, a studio, a maker room, a heritage room, a multi-purpose room, and a cafe. It is conceivable that the rooms could be separately named or themed. The separate spaces could be identified as well.

Outdoor Spaces

Within the Project, it is anticipated that there will be various outdoor spaces created for public use. These spaces could be separately identified and named. Shown in the present schematic design,

there could be approximately five (5) sets of outdoor spaces that could be designated as naming opportunities. This may change as the landscape plans move through final design.



POLICY IMPLICATIONS

Final decisions with respect to naming conventions within the Civic Center rest with the City Council.

Staff anticipates that the City Council will review the attached memorandum and discuss the potential naming opportunities presented. If there are areas that the Council feels naming is not appropriate, these should be so identified. If there are additional areas that the Council feels could be open for naming, these too should be identified. This feedback will be provided to Atherton Now via the CCAC. As Atherton Now speaks with donors, they will develop funding levels for each open and acceptable naming opportunity.

The Council can also articulate naming areas that do not need Council review prior to acceptance of a donation (such as rooms, benches, or garden areas) and those areas that the Council will wish to review before accepting any donation (such as streets, buildings, lobby area, etc.). Lastly, the Council can articulate its preference for naming opportunities in the way of donor walls, fountains, squares, plaques, or other site-specific naming.

FINANCIAL IMPACTS

None.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials. In

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addition, the project's information is updated frequently on the Town's Website, and an open forum is noticed and offered prior to the beginning of each CCAC Regular meeting.

The Town maintains an active and up to date Project Website:

<http://ca-atherton.civicplus.com/index.aspx?nid=290>

ATTACHMENTS

Naming Opportunities Memorandum from Atherton Now.

TO: Atherton Town Council Members

FROM: Atherton Now - Building Community Capital Campaign Committee

DATE: January 11, 2016

SUBJECT: Atherton Civic Center
Potential Naming Opportunities for Fundraising-FIRST DRAFT

Thank you to the Town Council for requesting input from the fundraising campaign committee regarding potential naming opportunities within the evolving plans for the new Atherton Civic Center.

Interest in the project, and our fundraising efforts, are accelerating at a typical pace in a plan of this complexity. During these preconstruction stages, we find that assisting potential donors in visualizing how they will interact with the new Town center deepens their interest in supporting the project.

We have included a table outlining areas with donor naming/funding opportunities for your review and comment as you continue to work with the architects, WRNS, and any landscaping experts. Your feedback will be appreciated.

We'd like to express a few "Imagine if" scenarios for the reader, which make the possibilities come to life:

IMAGINE IF the new Atherton Civic Center had...

- A commercial kitchen where cooking classes for all ages could stimulate creativity, farm-to-table recipes, and intergenerational harmony.
- Areas or displays honoring "Atherton Legends," including our renowned athletes, authors and entrepreneurs.
- A children's play area that featured whimsical structures made from recycled trees removed during construction, with local artists' input.
- An outdoor deck with seating where friends and children could meet and enjoy the sunshine, gardens and heritage trees.
- Attractive conference rooms where neighbors could host author events, information exchanges on topics such as drought tolerant gardens, and more.
- A café where friends and colleagues could meet for coffee, tea, and meaningful conversation.

Potential Naming Opportunities for New Atherton Civic Center-DRAFT

AREA	LOCATION	POTENTIAL NAMING
INDOOR SPACES		
	Admin. Services & Police Wing	Conference Room #1
		Conference Room #2
		Conference Room #3
		Lobby/Reception Area
		Council Chambers
		Emergency Preparedness
		Gardens outside
		Water Features
		Technology Hub
	Library	Entry Area
		Digital
		Design/Technology Area
		Conference Room #1
		Conference Room #2
		Conference Room #3
		Children's Area
		Maker Space
		Café/Teaching kitchen
		Heritage Room
		Green Room
		Multi-purpose Room #1
		Multi-purpose Room #2
		Reading Space #1
		Reading Space #2
		Collection Case #1
		Collection Case #2
		Collection Case #3
OUTDOOR SPACES		Entry Area-Admin. Building
		Reading Garden-not fenced
		Admin. Grove
		Council Chambers Entry Area
		Library Entry Area/patio
		Library Deck Area-fenced
		Redwood Grove
		Children's Play Area
ROADS		
	The new road that connects Ashfield and Fair Oaks *	
	The portion of what was Station Lane	

	between Where Ashfield currently intersects it and Fair Oaks*	
	The parking strip in front of the admin building just off Fair Oaks*	
	*Committee suggests these roads could be named collectively or singularly. There is interest in keeping 'Dinkelspiel' as one of the names.	

In addition, we know when we are in the 'community phase' of our capital campaign many donors, and donor families, will be attracted to naming opportunities such as:

- Benches
- Bricks
- "in honor of" and "in memory of" garden areas
- Path and way finding markers/signage
- Other friendly and appropriate signage (dog friendly area, etc.)

Thank you for your consideration of these Civic Center donor-naming opportunities. They play a key role in attracting support from leaders in our Atherton community.

Please direct any feedback to didifisher@comcast.net