



Item No. 1 Town of Atherton

CITY COUNCIL STAFF REPORT – ACTION ITEM

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: MAY 4, 2016

SUBJECT: CIVIC CENTER PROJECT – NAMING OPPORTUNITIES

RECOMMENDATION

Review Report from Atherton Now regarding potential Naming Opportunities for the Civic Center Project, provide feedback; and, if appropriate, accept the Report.

BACKGROUND

With the construction of the new facilities, there is an opportunity to allow naming opportunities for various rooms, buildings, roadways and outdoor spaces as part of donor 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.

At the January 20 City Council Meeting, the Council discussed various naming conventions and asked that the Civic Center Advisory Committee (CCAC), together with Atherton Now, provide the City Council with a recommendation of possible naming conventions. On January 26, the CCAC discussed the various naming conventions discussed by the City Council. The CCAC asked that Atherton Now put together a memorandum for consideration by the Council.

At the City Council meeting on April 20, during the report from Atherton Now, the Council noted that they had not yet seen the completed naming opportunities report from Atherton Now. Atherton Now advised that they had completed the Report and desired to move forward quickly with opportunity discussions with donors. The City Council directed staff to return the Report to the Council for consideration as soon as possible. Atherton Now completed their Report in March 2016. It is attached for Council consideration.

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 Report from Atherton Now, provide any feedback; and, if appropriate accept the Report. The Council may wish to reserve

approval prior to acceptance of a donation for specific naming opportunities – for example, if Atherton Now receives a \$10 million contribution for consideration of naming of the new roadway or former Council Chambers.

FISCAL IMPACT

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 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 Report from Atherton Now.



TO: Atherton Town Council Members

FROM: Atherton Now – Building Community Capital Campaign Committee

DATE: March 9, 2016

SUBJECT: Atherton Civic Center
Potential Naming Opportunities for Fundraising

Thank you to the Town Council for your additional direction and feedback to the fundraising campaign committee regarding potential naming opportunities within the evolving plans for the new Atherton Civic Center.

We anticipate this offering to our potential donors will evolve over time as the project evolves, and the interests of potential donors come to the surface.

The attached table outlining areas, or funding opportunities, reflects the input following your review and comment as you continue to work with the architects, WRNS, and any landscaping experts with whom you interact. Your continual feedback will be appreciated.

Imagine if the renovated Historic Town Hall had a catering kitchen so groups of all ages could enjoy meals from local restaurants and chefs featuring farm-to-table recipes, and other specialties that could accompany meetings, and social gatherings.

Imagine if the renovated Library would commemorate our Atherton ‘Legends’ in the areas of Sports, Authors, Entrepreneurs, or Technology.

Imagine if the new Atherton Civic Center had a children’s play area that featured recycled trees, with local artists’ input.

Imagine if the new Atherton Civic Center had an outdoor deck where friends and children could meet, talk, play and plan for the future.

Imagine if the new Atherton Civic Center had a café where friends and colleagues could meet for coffee, tea, and meaningful conversation.



Naming Opportunities for New Atherton Civic Center

| AREA | LOCATION | NAMING | INVESTMENT | |
|------------------------------|--|--|---------------------------------|---------------------|
| INDOOR/OUTDOOR SPACES | | | | |
| | Lobby Entrance | Donor Wall | \$10 MILLION-\$100,000 | |
| | Road | New road from entrance of the Civic Center, in front of Town Hall, connecting Ashfield and Fair Oaks | \$10 MILLION DOLLARS | |
| | Former Council Chambers | "Historic" Town Hall | \$5 MILLION DOLLARS | |
| | Admin. Services & Police Wing | Technology Hub (Servers) | \$100,000 | |
| | Library | Digital Design/Technology Area-Maker Space | TBD | |
| | | Themed Conference Room #1 | TBD | |
| | | Themed Conference Room #2 | TBD | |
| | | Children's Area | TBD | |
| | | Heritage Room | \$500,000 | |
| | | Environmental Dashboard | \$100,000 | |
| | | "Historic" Town Hall | Café/Catering kitchen | \$1 MILLION |
| | OUTDOOR SPACES | | Primary Plaza Area | \$3 MILLION DOLLARS |
| | | Front Entrance | Water Feature | \$100,000 |
| | | | Reading Garden-not fenced | TBD |
| | | | Admin. Grove | TBD |
| | | | New Council Chambers Entry Area | TBD |
| | | | Library Entry Area/patio | \$1 MILLION DOLLARS |
| | | | Library Deck Area-fenced | \$1 MILLION DOLLARS |
| | | | Children's Play Area | \$1 MILLION DOLLARS |
| | | Redwood Grove | \$1 MILLION DOLLARS | |
| | | | | |

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 wayfinding markers/signage
- Other friendly and appropriate signage (dog friendly area, etc.)



Supplemental Naming Opportunities for New Atherton Civic Center

| INDOOR SPACES | Library | | |
|----------------------|----------------|-----------------------|-----|
| | | Multi-purpose Room #1 | TBD |
| | | Multi-purpose Room #2 | TBD |
| | | Reading Space #1 | TBD |
| | | Reading Space #2 | TBD |
| | | Collection Case #1 | TBD |
| | | Collection Case #2 | TBD |
| | | Collection Case #3 | TBD |