



**Item No.
Town of Atherton**

CIVIC CENTER ADVISORY COMMITTEE – STAFF REPORT

TO: CHAIR AND COMMITTEE
FROM: GEORGE RODERICKS, CITY MANAGER
DATE: DECEMBER 7, 2015
SUBJECT: CIVIC CENTER PROJECT – NAMING CONVENTIONS

RECOMMENDATION

Review staff report and provide a recommendation to the City Council for discussion.

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.

It would be appropriate for the Civic Center Advisory Committee to provide the City Council with a recommendation of naming conventions. Staff has met with the City Council Civic Center Subcommittee to discuss the various opportunities that might present themselves as the project moves forward.

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.

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, and a Council Chambers. 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 up to six (6) separate naming opportunities within the Administrative and Police Services Building: three (3) conference rooms, one (1) police briefing room, one (1) lobby space, and one (1) Council Chambers space.

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 spaces could be identified as well.

Staff anticipates at least ten (10) separate naming opportunities within the Library Building: three (3) conference rooms, one (1) studio, one (1) maker space, one (1) cafe, one (1) heritage room, one (1) multi-purpose room, one (1) multi-purpose room, and one to two (1-2) reading spaces.

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.



POLICY IMPLICATIONS

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

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 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

None.