



**Item No.
Town of Atherton**

CIVIC CENTER ADVISORY COMMITTEE – STAFF REPORT

TO: CHAIR AND COMMITTEE

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: JANUARY 25, 2016

SUBJECT: CIVIC CENTER PROJECT – NAMING CONVENTIONS

RECOMMENDATION

Review staff report with direction and feedback from the City Council and Council Committee representatives.

BACKGROUND

At the January 20 City Council meeting, the Council considered possible naming conventions and polices for the new Atherton Town Center. During the discussion, the Council reviewed the report from the Civic Center Advisory Committee and Atherton Now.

FINDINGS/ANALYSIS

The Council generally supports the creation of a donation wall or the use of plaques, bricks and benches for recognition opportunities. However, the Council cautioned against a proliferation of plaques throughout the entirety of the civic center complex. These methods of recognition can be categorized by contribution level that correlates to the size or placement of the recognition.

The Council felt that there are also areas that should **not** be considered for naming opportunities. These include the interior rooms and spaces within the Administration and Police buildings - primarily the staff/functional areas of the buildings. Further, the Council felt that it would **not be appropriate** to name the Town Council Chambers and buildings themselves.

The Council did feel that the naming or creation of themed rooms within the Library was appropriate provided that the contribution levels were significant. The Council felt that public spaces, such as lobbies or gathering spaces (i.e. not rooms) were best used for donor walls or plaque-based recognition areas.

The Council discussed that the naming of any identified street segment within the civic center – such as the new segment between Fair Oaks and Ashfield – was something they would consider

dependent upon the contribution level. It was suggested that a potential contribution for naming of a street segment could be around \$10 million.

The naming of outdoor spaces, plaza areas, and/or garden areas was supported by the Council, with reasonable contribution levels.

The Council directed that Atherton Now and the Civic Center Advisory Committee create a donation handout that incorporates the above feedback for review by the Council. As part of the handout for review, the Council felt that significant recognition should be reserved for significant contributions and would also like to see proposed donor levels as part of the feedback.

POLICY IMPLICATIONS

Final policy 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.