



## **Item No.5b Town of Atherton**

### **PARK AND RECREATION COMMITTEE – REGULAR AGENDA**

**TO: PARKS AND RECREATION COMMITTEE**

**FROM: SALLY BENTZ-DALTON – PARK MANAGER**

**DATE: APRIL 6TH, 2022**

**SUBJECT: REVIEW AND RECOMMEND THE UPDATED MEMORIAL AND DONATION POLICY FOR HOLBROOK-PALMER PARK**

#### **Background**

At the March 2<sup>nd</sup>, 2022, Park & Recreation meeting the Committee found to review the policy further and bring it back to this meeting for a recommendation. Staff has incorporated the Committee's comments.

#### **Discussion**

Park & Rec can review the updated version and a vote will be needed to make a recommendation to City Council or the policy can come back to the next Park & Rec meeting for a final review.



## **POLICY FOR NEW DONATIONS**

**Definitions of New Donations:** New donations are those made after the adoption of this policy. Each donation will fall under one of three category types:

1. Donation of personal items to the park such as artwork
2. Monetary donation for a memorial item to be added to the park (trees, benches, seating, fixtures, convenience items).
3. Monetary donations to fund a specific or unspecified project or maintenance in the park.

## **POLICY:**

### **1. Requirements for Accepting Donations or Gifts**

- a) The donation or gift must have a purpose consistent with the Atherton Park and Recreation Committee goals and objectives.
- b) The Atherton Park and Recreation Committee may decline any donation or gift without comment or cause.
- c) The donation or gift will not conflict with any provision of the law.
- d) Any non-cash donation or gift will be aesthetically acceptable to the Committee.
- e) The donation or gift will not add to the Park's workload unless it provides a net benefit to the park.
- f) The donation or gift will not bring hidden costs such as starting a program the Town would be unwilling to fund when the donation is exhausted.
- g) The donation or gift places no restriction on the Town or the Holbrook-Palmer Park Foundation, unless agreed to by the Foundation and the Town Manager or Council.
- h) All donations or gifts will receive recognition appropriate to the level and nature of the donation, as determined by the Town. For those of a capital nature, that may be in the form of signage, marking, naming, or any other means the Town should deem appropriate. Regardless of the recognition strategy selected, the intent shall be to appropriately honor the donor for their contribution to the community. The appearance of traditional commercial advertising shall be avoided.
- i) Donations of personal and memorial items will be brought to the Park and Recreation Committee for approval and placement. Donations of items greater than \$10,000 will be brought to the Park and Recreation Committee for approval and then the Atherton Town Council for final acceptance.
- j) All information regarding a donor or donors and their respective donation(s) or gift(s) are public information and are subject to disclosure pursuant to the California Public Records Act.
- k) All donated items will become the property of the Town of Atherton. Any unused money from a donation will be used by the Holbrook Palmer Park Foundation to fund new and ongoing projects and/or maintenance in the park.

2. **Monetary donation for a memorial item:** The Town and the community have an interest in ensuring that park elements purchased and installed be of high quality related

to style, appearance, durability, and ease of maintenance. Donations of items not purchased by the Town are subject to the acceptance by the Park and Recreation Committee as to their useful condition, suitability in the park and maintenance requirements.

Monetary donations for the purpose of purchase and installation of a specific appurtenance or tree in the park need to follow the following donation schedule:

Tree (common) 15 gallon:	\$3000
Tree (specimen) 15 gallon:	\$3500
Park bench	\$2700
Picnic table	\$3200

\*See Appendix A for a more extensive list of park elements and the cost

\*Please note that the cost of items may go up due to inflation. Staff will update the cost of elements in a reasonable fashion as needed.

- 3. Monetary donations to fund specific or non-specific projects or improvements in the park. Separate from the donation of specific elements for the park.** The Holbrook Palmer Park Foundation, which has developed and funded many improvements to the park, continues to be willing and able to accept monetary donations of any amount both for planned projects in the park and for unspecified projects and improvements it will develop in the future as sufficient funds are raised.

**Appearance and Aesthetics:** The Town and the community have an interest in ensuring the best appearance and aesthetic quality of their public facilities. Park elements and/or their associated donation acknowledgements should reflect the character of the park or facility. All park elements will be installed in such a manner that will not substantially change the character of a facility or its intended use.

**Maintenance:** Donated Park elements, and/or their associated donation acknowledgements, become Town property. Park staff may be limited by available resources to perform routine maintenance on donated elements and shall perform maintenance on these elements per their discretion. The Town assumes no liability as to the condition or useful lifespan of donated elements.

The Town reserves the right to remove, replant or repurpose any donated item for a project deemed “for the good of the park” without notification or restitution to the donor of an item.

**Repair:** Donated Park elements must be of high quality to ensure a long life, be resistant to the elements, wear, and tear, and to acts of vandalism.

### **PROCEDURE FOR MAKING A DONATION**

All monetary donations to the park for specific park elements shall be made directly to the Town. Once approved by the Park and Recreation Committee, a formal request will be issued to the Public Works Department and the work will be carried out by staff. As noted above, monetary donations to fund a specific or unspecified project or improvement in the park shall be made to the Foundation to be used to fund its new and ongoing projects in the park.

**Application:** Applications are available through email or in person at the Towns Administration counter located at 80 Fair Oaks Lane, Atherton, Ca. 94027. For a donation to be considered, the donor will complete the application form (see Appendix B). Completed application. Payment will be made to the Town of Atherton for review, processing and acceptance by the Park and Recreation Committee.

### **CRITERIA FOR ACCEPTANCE**

**Park Site Plan:** To accept donation of a park element, the donation must 1) meet a true need of the facility, and 2) not interfere with the intended current or future use of the facility. In the opinion of the Town and/or Park and Recreation Committee, a facility or area of the park may be determined to be fully developed and the opportunity for donations would not be available.

**Donation Acknowledgements/Memorial Plaques:** Donation acknowledgements/memorial plaques will be utilized in the cases of donations of benches, picnic tables, trees and park convenience items. Donation acknowledgements and memorial plaques, as approved by the Park and Recreation Committee, are where feasible to be directly affixed to the donation and are to be purchased through the Town. Donation acknowledgements/memorial plaques will be of a standard size and material as determined by the Park and Recreation Committee. The Park and Recreation Committee will approve all text for donation acknowledgements/memorial plaques. Acknowledgements and/or memorials may be limited to a maximum of three lines, and donors may choose from the following acknowledgement/memorial language: “Donated by \_\_\_\_\_,” “In memory of \_\_\_\_\_,” or “Dedicated to \_\_\_\_\_.”

The Town is under no obligation to notify donors or their families when a donated element needs to be taken out of service due to damage, life expectancy or park needs.

### **PARK BENCHES, PICNIC TABLES, AND DRINKING FOUNTAINS**

Park benches, picnic tables, trees, drinking fountains, and playground components shall be sited in locations approved by the Park and Recreation Committee. Items donated become Town property at the time of purchase.

### **TREES**

The size, species and location of a donated tree (or trees) shall be limited to those determined by the Park and Recreation Committee and Park Manger. Trees will only be accepted for areas that have active irrigation systems in place unless the cost for addition of such facility is included in the donation. The option for a tree is a standard versus a specimen. There is also the option to donate for a 15 gallon or 24” box size tree. There may be an additional cost to plant a 24” box size tree.

**MONUMENTS**

*Other memorials, plaques, and upright monuments or monuments resembling those typically found in cemeteries may not be installed at a Town Park facility.* Exceptions to this policy are monuments commemorating the history and/or dedication of a park facility and funded by a donor that are approved by the Town.

**OTHER DONATIONS**

There may be additional donations possible other than those listed or contained within this policy. Other donations are subject to a review and approval by the Park and Recreation Committee and if over \$10,000 approval by Town Council. The donor shall bring any donation proposal to the Park and Recreation Committee for review and approval.

**CONDITIONS**

**Installation:** The installation will be scheduled at a time and date as determined by the Public Works Department so as not to unnecessarily interfere with routine park maintenance activities.

**Removal and/or Relocation:** This section applies to both existing and new donations. The Town reserves the right to remove and/or relocate donated park elements and their associated donation acknowledgements/memorial plaques for any reason.

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**ATTACHMENTS**

**Appendix A:** Approved List of Donation Needs/Memorial and Donation Fee Schedule

**Appendix B:** Memorial and Donation Application

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*Adopted and approved by the Town of Atherton Park and Recreation Committee on \_\_\_\_ 2022.*

Appendix A

APPROVED LIST OF DONATION NEEDS/MEMORIAL AND DONATION FEE SCHEDULE	
DONATION TYPE	ELEMENT INSTALLATION COST *
Park Bench Recycled plastic planks ornatural wood	<b>\$2,700</b>
Picnic Table Recycled plastic planks	<b>\$3,200</b>
Drinking FountainADA	<b>**</b>
Tree (Common) 15 gallon	<b>\$3,000</b>
Tree (Specimen) 15 gallon	<b>\$3,500</b>
Tree (Common) 24" box *May also include cost of planting	<b>\$4,000</b>
Tree (Specimen) 24" box *May also include cost of planting	<b>\$4,500</b>
Bike Rack	<b>**</b>
Play Equipment (recycled)	<b>**</b>
Other Park element	<b>**</b>

**Costs include shipping, handling, plaque, and installation.**  
**\*\* Price will be provided upon request, pending size and location.**



**TOWN OF ATHERTON  
PARK & RECREATION COMMITTEE  
MEMORIAL & DONATION APPLICATION**  
Appendix B

Town of Atherton  
80 Fair Oaks Lane  
Atherton, CA 95007  
650-752-0500

**(To be completed by applicant, please print legibly)**

Applicant Information:

Name of Donor	
Address of Donor	
Home Phone	Work Phone
Email Address	

Donation Information:

Description of Donation
Location of Donation
Wording on Memorial Acknowledgement
Type of Donation
Total Cost of Donation (Includes purchase, tax, shipping, and installation)

**I have read and agree to the terms of the Town's Memorial and Donation Policy**

Donor	Date
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To be completed by Town staff

Reviewed by Parks Manger	Date
Park & Recreation Committee Approval	Date