



Item No. 23 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: OCTOBER 21, 2020

SUBJECT: DISCUSSION AND DIRECTION REGARDING NAMING REQUEST LEVELS, MODIFICATIONS TO THOSE LEVELS AND A DISCUSSION OF “LEGENDS OF ATHERTON” THEMED SPACES WITHIN THE LIBRARY

RECOMMENDATION

Review, discuss and provide direction regarding Naming Request levels, modifications to those levels, and a discussion regarding “Legends of Atherton” themed spaces within the Library.

BACKGROUND

In January/February 2020 the City Council approved the below Naming Opportunities and funding levels. Those that are **highlighted** have been assigned/accepted by the Council. *Italicized* items reflect those where the accepted funding level is *less than* the original funding level.

Naming Opportunity	Funding Level	Accepted Level
New Road from Fair Oaks to Ashfield	\$5,000,000	
<i>Historic Town Hall Renovation</i>	<i>\$3,000,000</i>	<i>\$1,000,000</i>
<i>Civic Court</i>	<i>\$3,000,000</i>	<i>\$1,000,000</i>
Children’s Room in New Library	\$1,000,000	
Photovoltaic Arrays on Buildings and Carports	\$1,000,000	
New Café/Catering Kitchen	\$500,000	
Glass Enclosed Adult Quiet Room / Library	\$500,000	
Digital Lab and Maker’s Space in Library	\$500,000	
Large Conference Room in New Library	\$500,000	
<i>Water Fountain Feature near Library</i>	<i>\$300,000</i>	<i>\$250,000</i>
Heritage Room in renovated Historic Town Hall	\$250,000	\$250,000
Adult Reading Deck at New Library	\$250,000	\$250,000
Water Feature at Fair Oaks Court	\$250,000	\$250,000
Medium-Sized Conference Room in Library	\$200,000	
Heritage Tree Reading Area in New Library	\$150,000	
Small Conference Room(s) in New Library (1)	\$100,000	\$100,000

Naming Request Levels and Themed Rooms

October 21, 2020

Page 2 of 4

Naming Opportunity	Funding Level	Accepted Level
Small Conference Room(s) in New Library (2)	\$100,000	
Historic Display Area in Renovated Historic Town Hall	\$100,000	\$100,000
Environmental Dashboard in New Library	\$100,000	
Redwood Grove behind New Library	\$100,000	
Native Species Garden – 20,000 SF	\$100,000	\$100,000
“Fair Share Brick” or “Bench Name Plate”	\$4,000	Unknown

There were also some distinct Naming Opportunities from an earlier iteration of the List as well as a recent addition (City Hall Lobby).

Naming Opportunity	Funding Level	Accepted Level
City Hall Lobby	Not Specified	\$1,000,000
<i>Café Terrace</i>	\$1,000,000	\$500,000
Plaque near Art Piece (TBD)	\$100,000	\$100,000
K-9 Corner	\$50,000	\$50,000

There remains a \$100,000 donor with a Naming Opportunity that has not yet been finalized. This donor may desire the Redwood Grove or the remaining Small Conference Room.

ANALYSIS

Earlier this year during discussions of acceptance of donor naming opportunity requests, the Council directed staff to return with an item that would allow the Council to discuss the various funding levels for naming opportunities as well as the “Legends of Atherton” themed spaces in the Library.

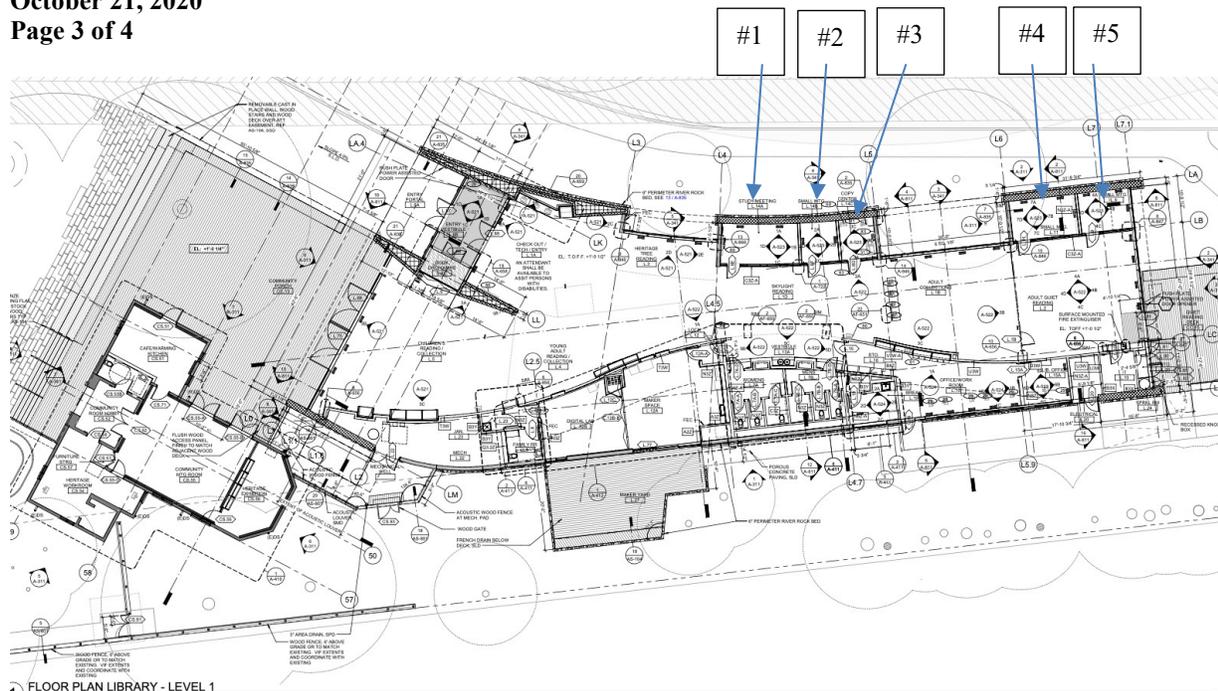
Attachment A for reference are the visuals for various naming opportunities approved by the Council earlier this year. Within the visuals for the “Library Conference Rooms - \$100,000 - \$200,000 - \$500,000 EACH” is a discussion of the various sized conference rooms and a note that each donor has the opportunity to name a room for family or “dedicate the room to an Atherton Legend” of their choice and decorate with memorabilia. The note provides that the City Council must approve the Legend and memorabilia décor.

Below is an image of the Library Floor Plan. The Library has 5 rooms along its northern boundary at the top of the image. There is a large Study/Meeting Room (#1). This is the “Large Conference Room.” To its right is a Small Meeting Room (#2). This is the smallest of the conference rooms. Next, is the Patron Copy Room (#3). This is not a meeting room. Then, the medium-sized Meeting Room (#4). And finally, the second of the Small Meeting Rooms (#5). Room #4 and #5 are within the Adult Quiet Reading Room.

Naming Request Levels and Themed Rooms

October 21, 2020

Page 3 of 4



Attachment B for reference is the Staff Report and letter attachment from which the Council recently approved one of the Small Conference Rooms for Atherton Legend Willie Mays.

FISCAL IMPACT

None.

POLICY FOCUS

Approval of naming requests, funding levels, and Atherton Legends rest with the City Council as a policy decision. The City Council can adjust the levels of the remaining Naming Opportunities as it deems appropriate. The Council should also provide clarity or direction with respect to determination, review or selection of Atherton Legends. For example, with respect to the determination and review of Atherton Legends, the Council could create a review committee made up of representatives from the Library Foundation and/or Library personnel; or, advise that the Mayor should create an Ad Hoc Subcommittee of the City Council that could draw upon the same. As per prior direction, the City Council as a body must approve the Atherton Legend space and memorabilia.

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.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

- Audit/Finance Committee (meets every other month)
- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- Environmental Programs Committee (meets every other month)
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- Transportation Committee (meets every other month)

ATTACHMENTS

Attachment A – Naming Opportunities Visual

Attachment B – July Staff Report – Willie Mays

**ATHERTON TOWN CENTER
NAMING OPPORTUNITIES
January 2020**

This list represents the various “Naming Opportunities” in return for donations made to the Atherton Town Center Project. If you are interested in securing one (or more) of these naming opportunities, please contact the Town’s City Manager, George Rodericks for more information, 650-752-0504, or log onto Town’s website:

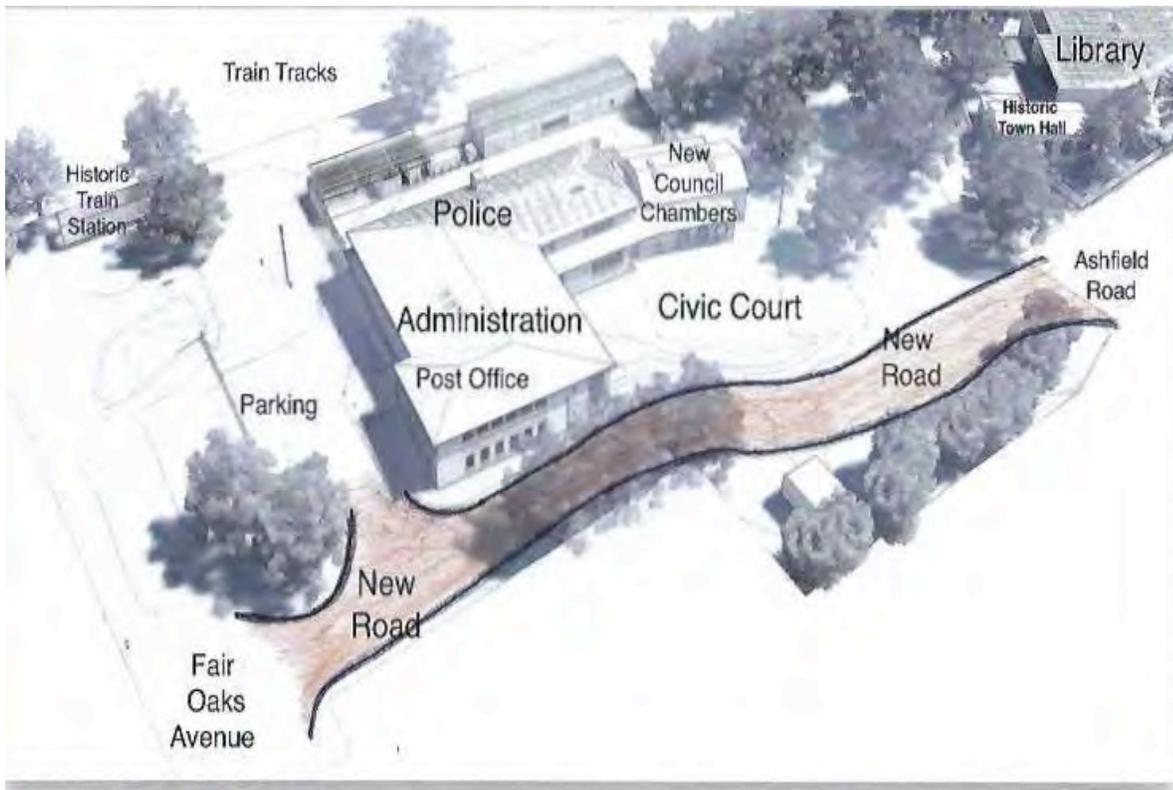
Naming Opportunity		\$ Amount
New Road from Fair Oaks to Ashfield		5,000,000
Historic Town Hall Renovation	Donated!	3,000,000
Civic Court	Donated!	3,000,000
Children’s Room in New Library		1,000,000
Photovoltaic Arrays on Buildings and Carports		1,000,000
New Café/Catering Kitchen		500,000
Glass Enclosed Adult Quiet Room in New Library		500,000
Digital Lab and Maker’s Space in New Library		500,000
Large Conference Room in New Library		500,000
Water Fountain feature near Library	Donated!	300,000
Heritage Room in renovated Historic Town Hall	Donated!	250,000
Adult Reading Deck at New Library	Donated!	250,000
Water Feature at Fair Oaks Court off of Fair Oaks	Donated!	250,000
Medium-sized Conference Room in New Library		200,000
Heritage Tree Reading Area in New Library		150,000
Small Conference Rooms in New Library (3)	Donated!	100,000
Historic Display Area in renovated Historic Town Hall	Donated!	100,000
Environmental Dashboard in New Library		100,000
Redwood Grove behind New Library		100,000
Native Species Garden – 20,000 sq.ft.	Donated!	100,000

NEW ENTRANCE ROAD

FAIR OAKS AVENUE TO ASHFIELD ROAD

\$5,000,000

The most significant naming opportunity is the New Entrance Road at Fair Oaks Avenue. The New Road Name will be the main entrance into the new Town Center, curving past the Civic Court, which is the heart of the project, and connecting to Ashfield Road. The New Road donation will provide the needed funding to close the revenue gap and allow Atherton to fully fund the project without using short-term financing.

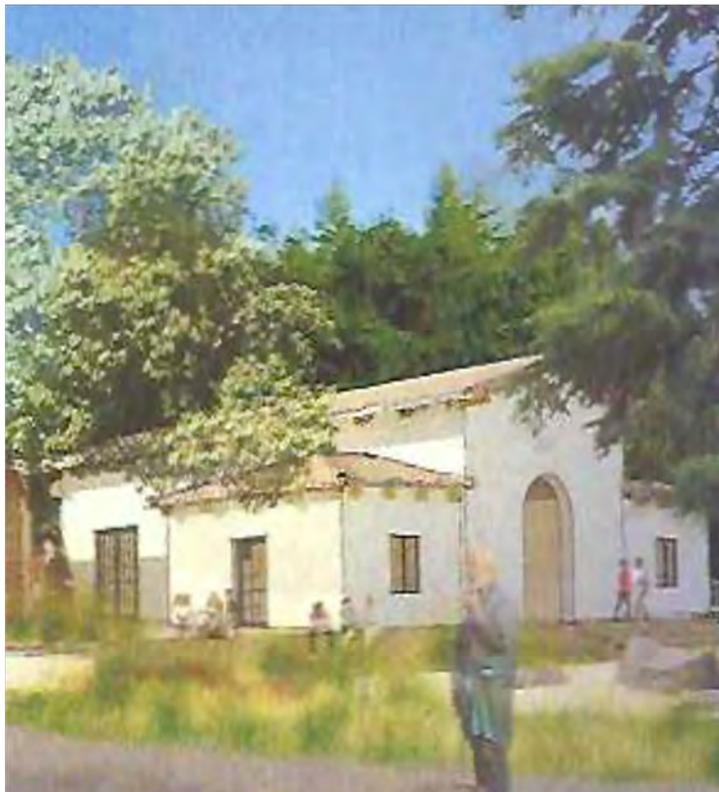


HISTORIC TOWN HALL

\$3,000,000

Atherton's Historic Town Hall, built in the 1920's, is being totally renovated. It will serve as the Library's principal space for programs and events. It will also house the Atherton Historical Association's offices and display room featuring artifacts from Atherton's rich history.

As the donor of \$3,000,000, you have the opportunity to be recognized for this historic renovation with an 8.5" x 11' plaque which will be placed at the entrance to the Historic Town Hall building.



CIVIC COURT

\$3,000,000

Civic Court will be the “Heart” of the New Town Center. A place where people will gather for public and private events and a place to meet friends and enjoy the beautiful oak canopy. Spanning 15,000 square feet, the Civic Court is surrounded by the Administration / Police Department Building and new Council Chambers building.

As the donor of \$3,000,000, you have the opportunity to be recognized with an 8.5” x 11’ plaque which will be placed within the Civic Court area.



ATHERTON CIVIC CENTER · CIVIC COURT VIEW

LIBRARY

CHILDREN'S AREA

\$1,000,000

The Children's Room in the Library is a spacious open area with floor to ceiling glass walls opening onto the deck connection to the historic Town Hall and café.

As the donor of \$1,000,000, you will have the opportunity to be recognized with an 8.5" x 11" plaque which will be placed within the Children's Area.

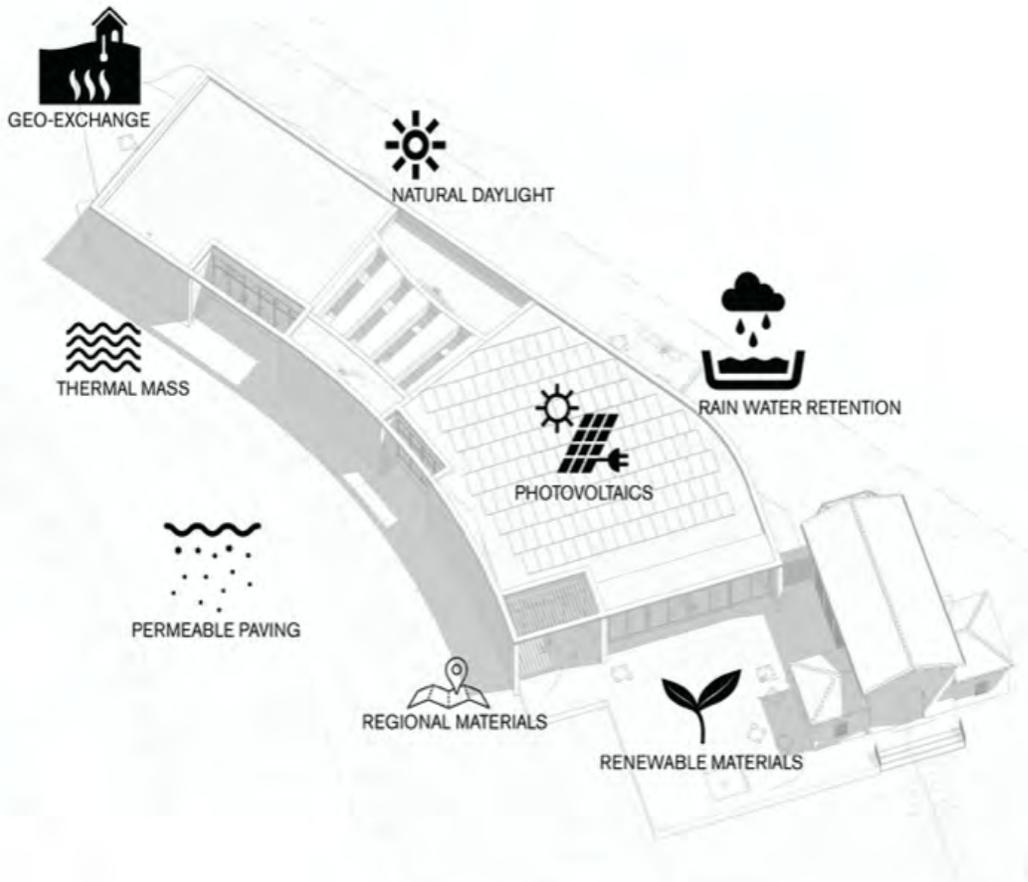


PHOTOVOLTAIC ARRAYS

BUILDINGS AND CARPORTS

\$1,000,000

The opportunity for a private donation of \$1,000,000 to invest in the green infrastructure of the New Town Center project will provide an opportunity of an 8.5" x 11" acknowledging the generous donation.



LIBRARY

ADULT QUIET READING ROOM

\$500,000

A special Adult Quiet Room is being created within the Library to provide a serene space for reading, reflection and research. Located at the Maple Avenue side of the Library.



LIBRARY CONFERENCE ROOMS

\$100,000 - \$200,000 - \$500,000 EACH

There are several small, medium, and large sized conference/meeting rooms located within the heart of the Library. Each donor has the opportunity to name a room for family or dedicate the room to an Atherton Legend of your choice and decorating with memorabilia. *

*Atherton Council to approve Legend and memorabilia décor.



HISTORIC TOWN HALL

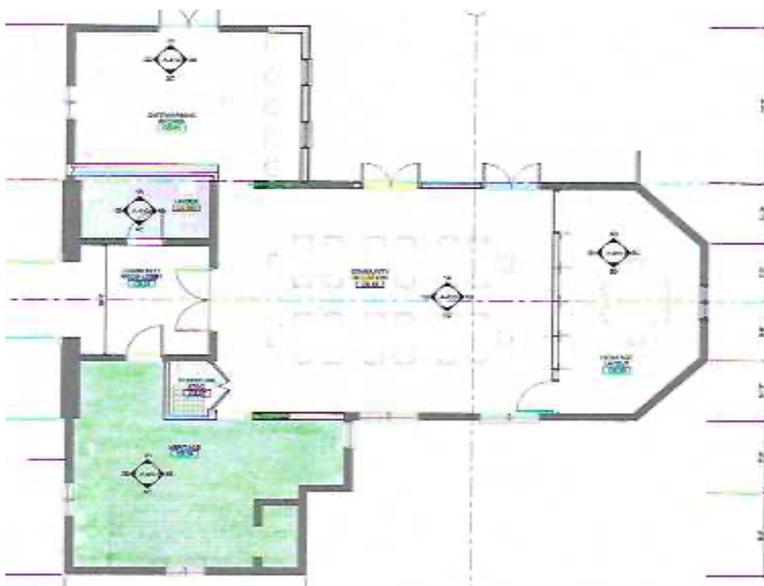
HERITAGE ROOM

\$250,000

The Historic Town Hall, shown to the right of the new Library, will be used for library programs and the office of the Atherton Heritage Foundation, shaded in green.



ATHERTON CIVIC CENTER - LIBRARY CEDAR TERRACE VIEW



LIBRARY

ADULT READING DECK

\$250,000

The Naming Opportunity for the Adult Reading Deck located at the Maple Avenue location on the south side of the Library, offers a very special environment. Set aside for the adult library users, the open glass doors access the adult book section and provides a serene and quiet place to read, research and enjoy.



HISTORIC TOWN HALL

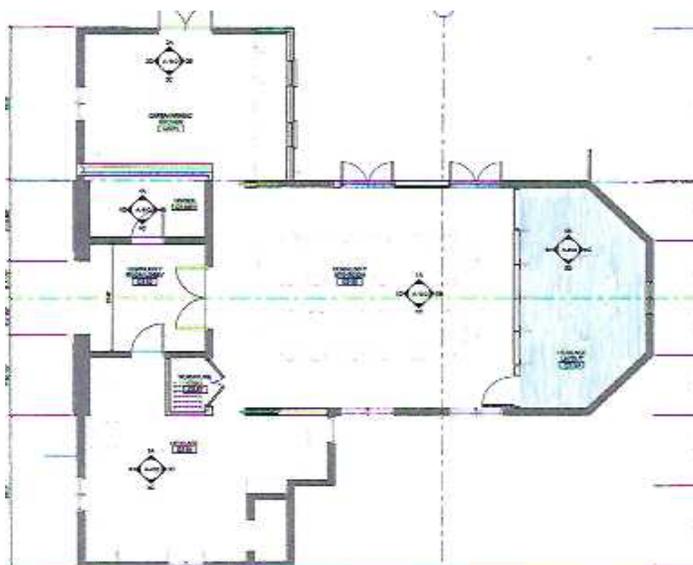
HERITAGE ROOM DISPLAY AND WORK AREA

\$100,000

The Historic Town Hall, located adjacent to the new Library, will be used for library programs and the Atherton Heritage Foundation office. The Heritage Display area, (shaded in blue below) will be a workroom for the Heritage Association, offset by a floor-to-ceiling glass wall, and showcase artifacts of Atherton's history will be a prominent feature of the Historic Town Hall.



ATHERTON CIVIC CENTER · LIBRARY CEDAR TERRACE VIEW

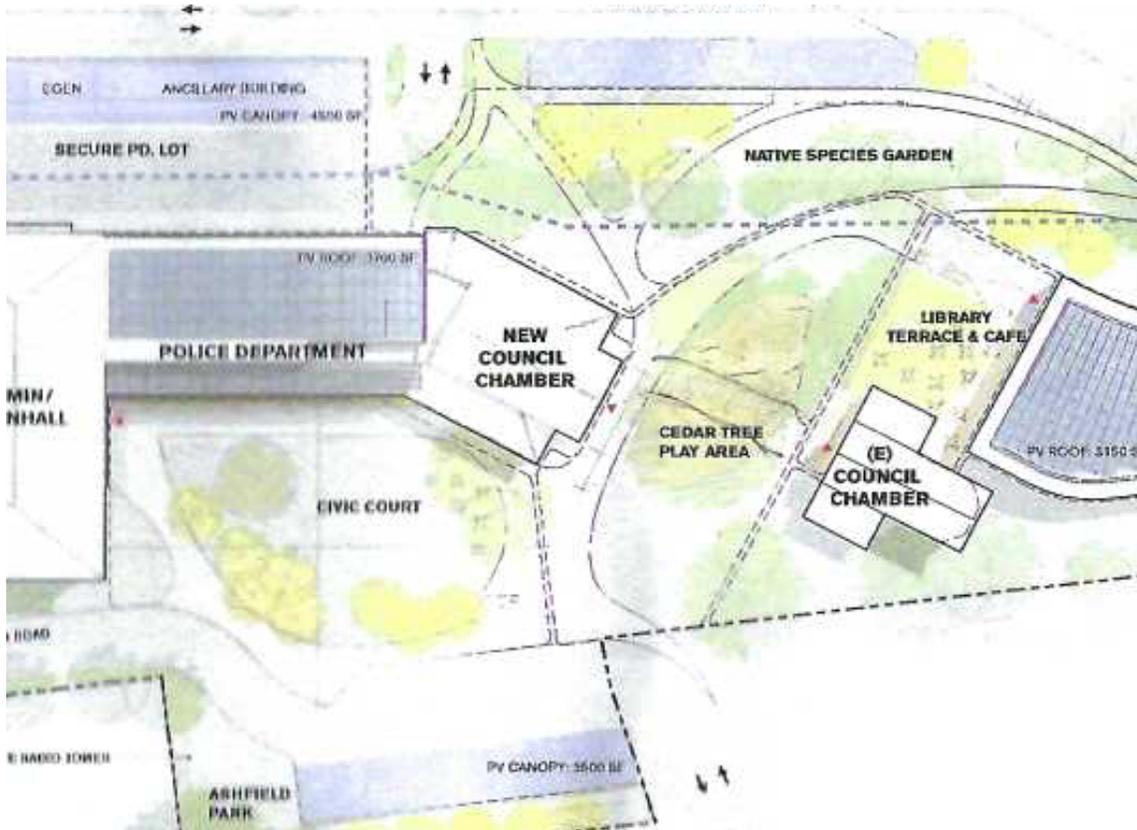


CIVIC COURT

NATIVE SPECIES GARDENS

\$100,000

At this time the budget for the grounds around the Town Center is only for hydro-seeding. Your donation will bring native plantings to a 20,000+ square foot garden area between the new Council Chambers and the new Library.





Item No. 4 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: JULY 27, 2020

SUBJECT: ACCEPTANCE OF DONATION NAMING REQUEST CHANGE FROM A SPECIFIED DONOR

RECOMMENDATION

Consider acceptance of a naming request change from a specified donor.

BACKGROUND

At the May 20, 2020 City Council meeting the City Council accepted a naming request from Rick DeGolia for the Environmental Dashboard in the new Library at the \$100,000 level. This naming request was accepted on the condition that the donor could change the naming request if the Town opted not to move forward with the Environmental Dashboard.

ANALYSIS

Environmental Dashboard - \$100,000

As noted, the Council awarded the naming request for the Environmental Dashboard to Donor Rick DeGolia. This was awarded with the caveat that should the Town opt not to move forward with the Environmental Dashboard that the donor could select an alternative.

The Library includes an environmental display dashboard that provides a public-facing educational tool inside the Library that shows real-time monitoring of the Library's environmental and energy systems. While a photovoltaic system would be considered a large component of the dashboard's educational opportunity, the dashboard remains a part of the Library project and will provide educational opportunity for the Library's other systems (electrical, gas, water, weather, and energy system monitoring). However, because photovoltaic is no longer a part of the Library system, the donor feels that the system would not be as representative as they had hoped and has asked that they be provided the opportunity to select another naming request.

The donor would like the opportunity to name and theme a Small Conference in the Library. The donor has advised that the Conference Room would be named after Willie Mays and that Mr. Mays

Naming Request Acceptance
July 27, 2020
Page 2 of 2

has generously offered to provide appropriate memorabilia for the space. Specific direction and/or acceptance of the donation naming request is required.

FISCAL IMPACT

None.

POLICY FOCUS

Approval of naming requests rest with the City Council as a policy decision.

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- Rail Committee (meets every other month)
- Transportation Committee (meets every other month)

ATTACHMENTS

Letter of Request from Donor

After getting a summary of the discussion at the last Council meeting regarding my request to name a conference room after Willie Mays, I realized that the summary in the staff report didn't accurately convey my request or the background information that you needed. This comes before you today because I've been asked by Mr. Mays for a decision. I apologize for not providing this to you sooner and for your need to spend more time on this.

First, my request is that I be awarded a Naming Opportunity associated with a small conference room in the new library. Karen and I have donated \$100,000 to the Town Center project and that is the amount that the Council attributed to the small conference rooms. As a way of creating excitement about a conference room, I had the idea to approach Mr. Mays about honoring him with this Naming Opportunity. I had been involved on two separate occasions working with residents on Mt. Vernon Lane to rename that road for Mr. Mays, who lives on it. To change the street name required the consent of 100% of those living on the street and that couldn't be achieved on either attempt. That failure was very disturbing to Willie, to me and to others. I think that this Naming Opportunity would be a great way to honor Mr. Mays.

Second, the way that I came to propose this as my Naming Opportunity was that I had hoped to use my Naming Opportunity to name the Environmental Dashboard because that dashboard had the potential to show how the operations of the new Town Center were doing relative to the potential to be Zero Net Energy. I had always thought it was a wonderful ambition and would be a great achievement for Atherton to build the first Zero Net Energy civic center in California. However, the decision has been made not to deploy solar panels at the Town Center at this time, so the Town Center will not achieve Zero Net Energy. That is when I decided to change my request from the dashboard to a conference room.

Third, I was told there was objection to my naming a conference room after Mr. Mays because of the "Legends of Atherton" room concept. The Legends idea was conceptualized in a meeting among my wife, myself and Kim Young. I suggested that to attract donations, we could suggest that someone could name a room after Willie Mays, Ty Cobb, Joe Montana or author Gertrude Atherton. Karen or Kim said, "why not just create a Legends of Atherton room". Karen and Kim Young then developed that idea and included it as a suggestion to attract donors to invest in the Town Center project. Of course, Mr. Mays would likely be included in a Legends room, but certainly there could be both a Willie Mays room AND a Legends of Atherton room. One doesn't take away from the other. Unfortunately, no one has stepped forward to make the donation to pursue the Legends of Atherton room. I encourage one of you to do that.

Finally, the only reason that the middle sized conference room was included in the last discussion is because when I approached Mr. Mays to see if he would support my proposal to name a room after him, he quickly embraced the idea since it didn't require additional fundraising and offered to contribute some historic photos that depicted his most glorious moments on both the NY Giants and the San Francisco Giants. If, in fact, that occurs, I thought that a larger conference room would enable the display of more of his photos, which I believe would be appreciated by Atherton residents. However, that is only a possibility, so it isn't an appropriate request at this time. Again, I am sorry for any confusion that this has caused.