



Item No. 4 Town of Atherton

CITY COUNCIL STAFF REPORT – ACTION ITEM

TO: THE HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: SEPTEMBER 1, 2021

SUBJECT: REVIEW DESIGNS FOR DONOR WALL AND PROVIDE STAFF WITH DIRECTION REGARDING SELECTED OPTIONS

RECOMMENDATION

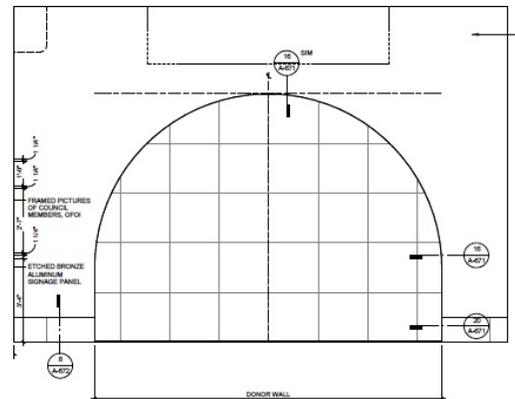
That the City Council review and consider designs for the Donor Wall and provide staff with direction regarding selected options.

BACKGROUND

In July 2021, the City Council authorized staff to use WRNS Studio (project architect) to work with the City Council Ad Hoc Subcommittee and staff to develop design options for the Donor Wall in the Town Center.

After several meetings, the project team developed the attached design options for consideration by the Council.

It is anticipated that once a final design is selected, staff will process completion of the wall as a Change Order to the project.



ANALYSIS

Based on Council direction, the donor recognition wall is intended to singularly recognize donors at five (5) levels of donor contribution.

- Atherton Taxpayer
- \$1 million plus (3 donors)
- \$100,000 up to \$1 million (~15 donors)
- \$50,000 up to \$100,000 (~13-15 donors)
- \$10,000 up to \$50,000 (~40 donors)

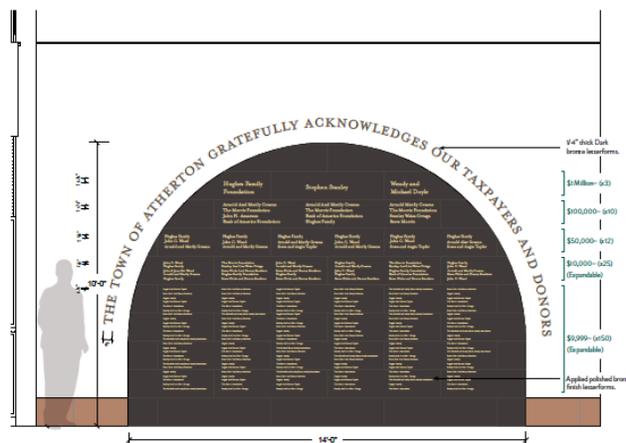
At the base of the wall, all donors below \$10,000 would be recognized in list form (~110-120). The donor recognition wall will need to be designed to fit into the 10-foot high by 14-foot wide arched niche located in the lobby of City Hall.

Design Option #1 – Stacked Stone

Design Option #1 is an ordered list of donors by text size and position.

Letters are applied polished bronze finish letters placed on uneven stacked stone.

Framing the wall are 4” letters reading “The Town of Atherton gratefully acknowledges our taxpayers and donors”.

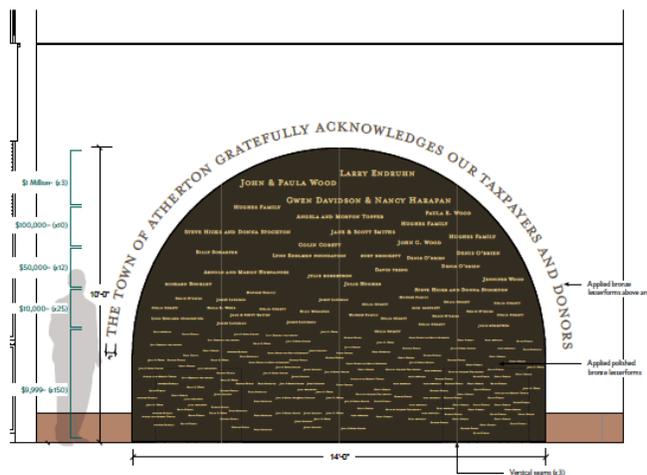


Design Option #2 – Brushed Metal/Aluminum

Design Option #2 is an organic list of donors arranged by size and placement with higher donors higher on the wall.

Letters are applied polished bronze letters placed on aluminum, blackened steel, or dark bronze panels.

Framing the wall are 4” letters reading “The Town of Atherton gratefully acknowledges our taxpayers and donors”.



POLICY FOCUS

The Council discussion should focus on design selection, material selection, and wording for the wrapping header text.

Representatives from Atherton Now (and the Council Ad Hoc Subcommittee) are present to assist in the discussion.

FISCAL IMPACT

Cost will be dependent upon the overall design. The architect can provide some limited guidance on potential cost.

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 provides (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

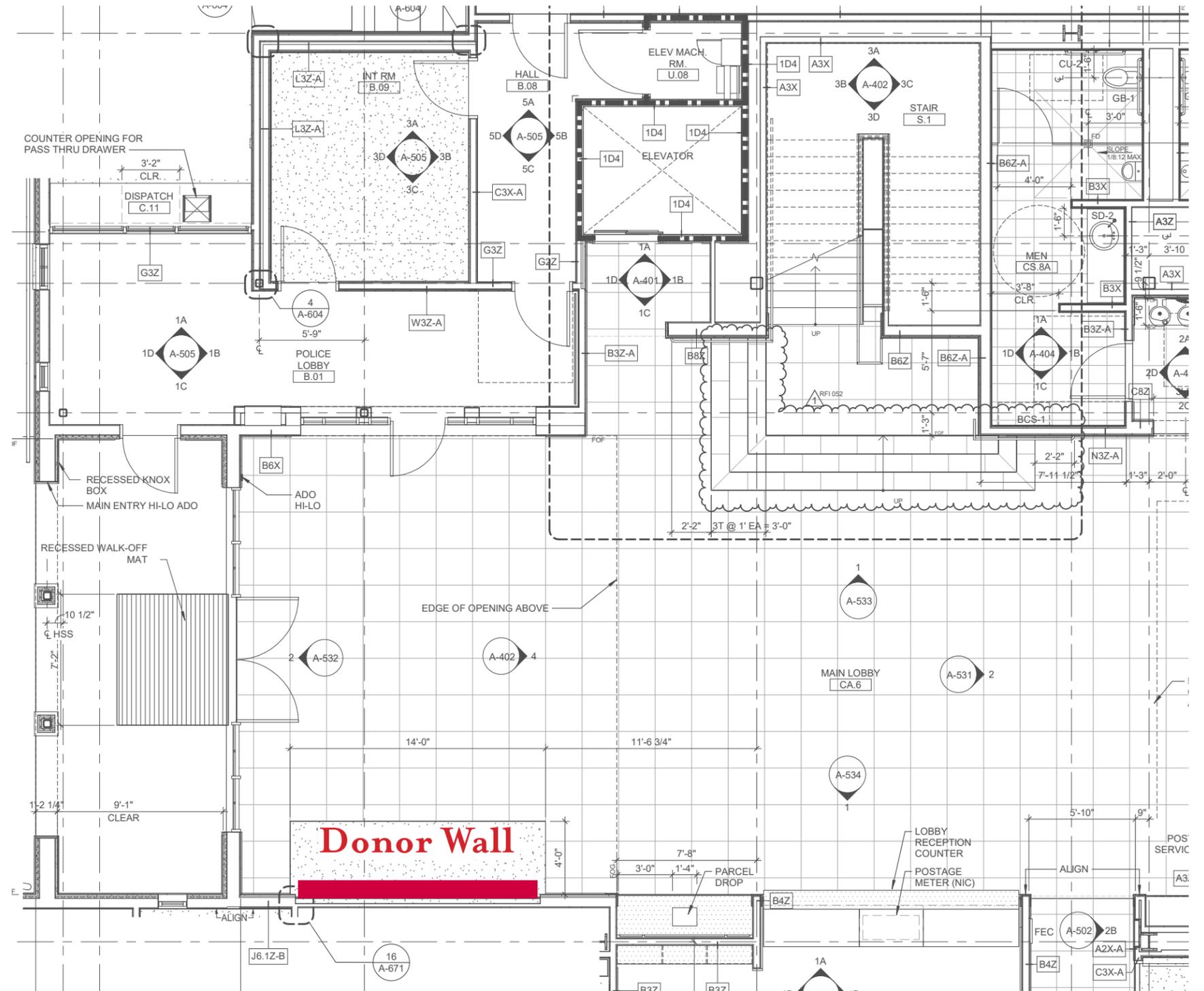
Donor Wall Presentation

ATHERTON DONOR RECOGNITION

Donor Recognition Design – Conceptual Review

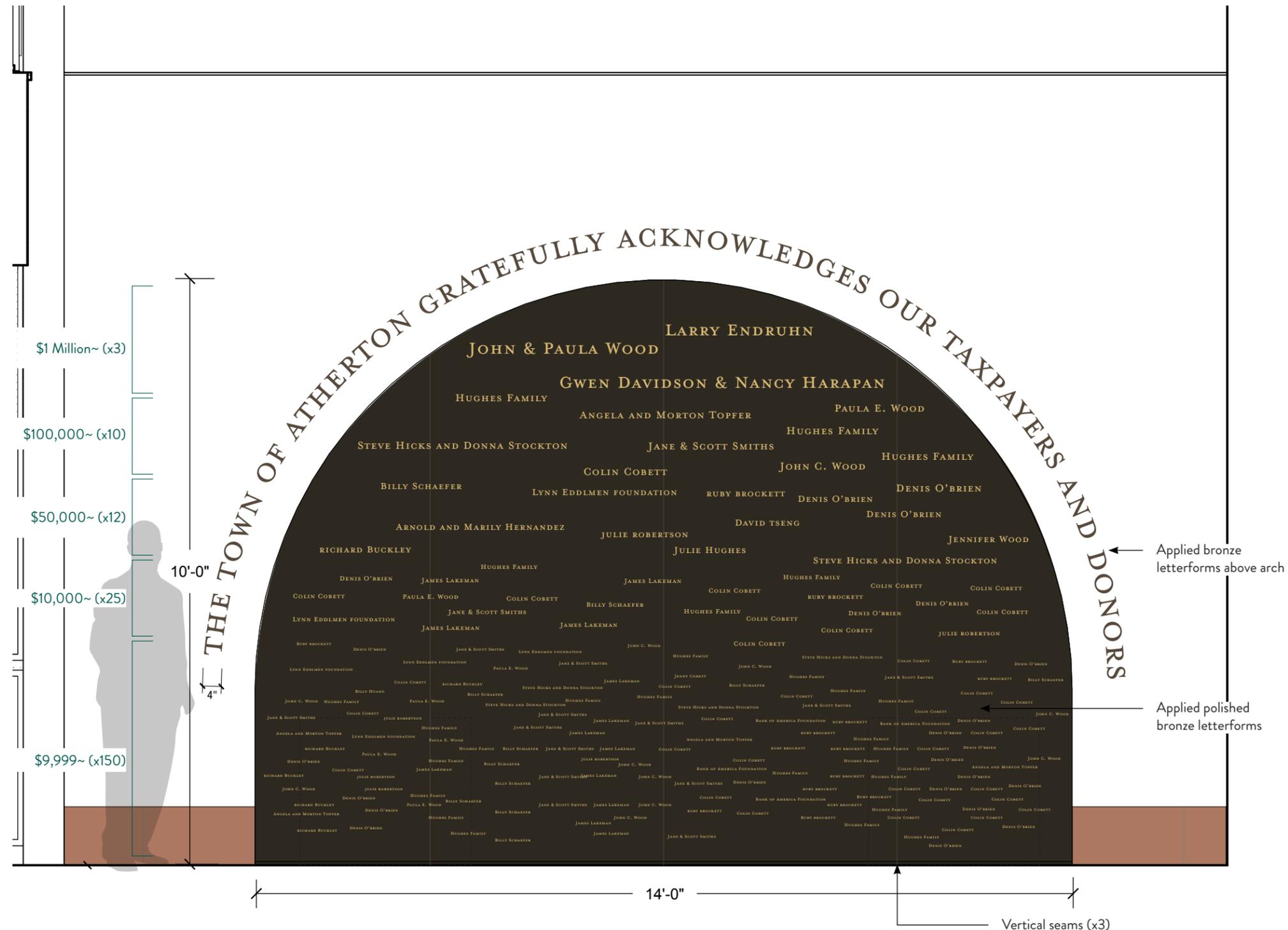
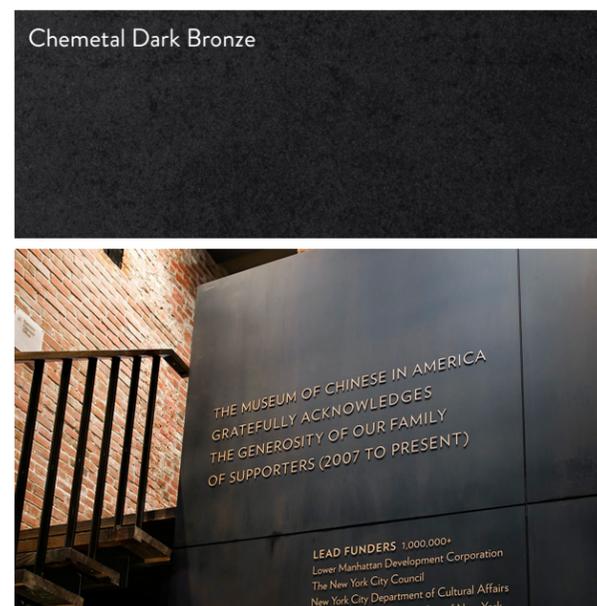
August 24, 2021

Location Diagram



Design Option 2

- **Materials:**
 - Opt 1. Painted aluminum panel wall to match bronze.
 - Opt 2. Blackened Steel panel wall
 - Opt 3. Chemtal Dark Bronze panel wall
 - #625 or #624 finish on 1/4" aluminum panel wall
 - + Polished bronze finish dimensional letterforms
- **Donor Tier:** By text size, organically laid out



Thank You