



## Item No. 5 Town of Atherton

### CITY COUNCIL STAFF REPORT – STUDY SESSION ITEM

**TO: THE HONORABLE MAYOR AND CITY COUNCIL**

**FROM: GEORGE RODERICKS, CITY MANAGER**

**DATE: SEPTEMBER 1, 2021**

**SUBJECT: REVIEW AND DISCUSS SELECTED NAMING OPPORTUNITIES AND PROVIDE STAFF WITH DIRECTION**

### **RECOMMENDATION**

That the City Council review and discuss selected naming opportunities and provide staff with direction.

### **BACKGROUND**

As the Council is aware, within the new Town Center Project were specific identified and Council-authorized naming opportunities.

<b>Naming Opportunity</b>	<b>Amount</b>
<i>New Road from Fair Oaks to Ashfield</i>	<b><i>\$5,000,000</i></b>
Historic Town Hall	\$1,000,000
Civic Court	\$1,000,000
City Hall Lobby	\$1,000,000
<i>Children's Room in New Library</i>	<b><i>\$1,000,000</i></b>
Café Terrace	\$500,000
<i>Glass Enclosed Adult Quiet Room in New Library</i>	<b><i>\$500,000</i></b>
<i>Digital Lab and Maker's Space in New Library</i>	<b><i>\$500,000</i></b>
<i>Large Conference Room in New Library</i>	<b><i>\$500,000</i></b>
Water Feature @ New Library	\$300,000
Heritage Room in Renovated Town Hall	\$250,000
Adult Reading Deck @ New Library	\$250,000
Water Feature @ Fair Oaks	\$250,000
Medium Size Conference Room in New Library	\$200,000
<i>Heritage Tree Reading Area @ New Library</i>	<b><i>\$150,000</i></b>
Small Conference Room in New Library	\$100,000
Historic Display Area in Renovated Town Hall	\$100,000
<i>Redwood Grove behind New Library</i>	<b><i>\$100,000</i></b>
Native Species Garden (~20,000 sf)	\$100,000

There were two additional opportunities, but these were removed from consideration based on design (Photovoltaic Arrays and Environmental Dashboard).

## **ANALYSIS**

As the project moves to a close, the ***bolded*** items in the table above remain as opportunities. Recently, there has been some discussion regarding two specific naming opportunities.

### **Small Conference Room – Willie Mays Room**

The Council awarded the Small Conference Room to Councilmember DeGolia to be named in honor of Willie Mays. There are two (2) small conference rooms in the project. The conference room selected for Willie Mays is the one within the main library area, not within the Adult Reading Area so that it is more accessible to the Children’s space(s).

The library staff expressed an interest in supporting the theme of the room by selecting theme-related furnishings for the space. There has been some discussion of using the Large Conference Room as opposed to the Small Conference Room in order to give more recognition to the theme and to make the room slightly closer to the children’s area. The library staff have considered a baseball table, a baseball bat table, and a glass window etching of a baseball scene (these images are shown only as examples).



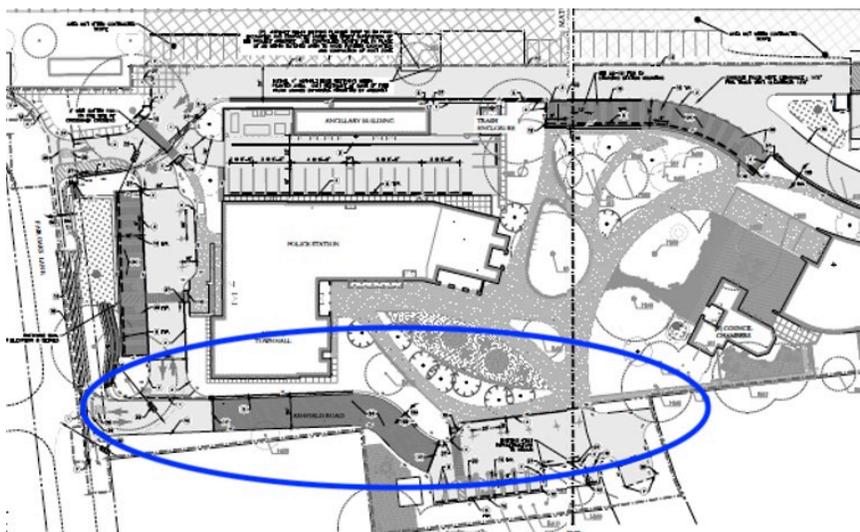


The issue for discussion is whether to support the library in using the Large Conference Room as the Willie Mays Room instead of the Small Conference Room based on donor level. The donor has expressed support for the idea as well and believes there is sufficient memorabilia to fill the space. The donor has also expressed that if the Council opts to support the library in using the Large Conference Room space; a donor can be found to backfill the naming opportunity of the Small Conference Room.

### **Naming of New Road**

At the present time no donor has requested naming of the new road. Staff is also not aware of a request to name the road at a lesser amount than the stated \$5,000,000.

With construction nearing completion, it would be appropriate for the Council to discuss options for naming of the small section of roadway and provide direction to staff.



The Council could opt to name the roadway as a continuation of Ashfield Road; an independent name such as “City Hall Way”; or name the roadway after a specific identified individual from the Town’s history; or any other identified name supported by the Council.

City Hall itself faces Fair Oaks and has the address of 80 Fair Oaks Lane.

### **POLICY FOCUS**

The Council discussion should focus the specified naming opportunities.

**FISCAL IMPACT**

There is no significant cost impact with this item.

**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**

None