



Item No. 4 Town of Atherton

CITY COUNCIL STAFF REPORT – STUDY SESSION AGENDA

TO: THE HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: JANUARY 12, 2022

**SUBJECT: REVIEW AND DISCUSS A TOWN CENTER MASTER PLAN UPDATE,
TOWN CENTER ACTIVITIES, AND OPPORTUNITIES FOR THE CAFÉ**

RECOMMENDATION

Review and discuss a Town Center Master Plan Update, Town Center activities, and opportunities for the Café.

BACKGROUND | ANALYSIS

The original Town Center Master Plan was adopted by the City Council in March 2014. The Master Plan envisioned construction of new buildings within a “Town Center” that included a new City Council Chambers, a new Library, and new facilities for Town Administration, Police, Building, Planning, and Public Works. The new public services and public spaces created would create a “there there” to achieve a balance between meeting the community’s service needs at one location and providing a space civic pride and engagement. The overall objective being that the new functional and attractive Town Center provide a welcoming environment for Atherton residents to conduct Town business. While the design evolved over the time from conceptual to physical construction the intent remained – creating a “there there” for the community.

The City Hall and Police Department portions of the project are complete and operational. The Council Chambers, Library, and Civic Court are nearing completion. As these new areas come online, it would be appropriate for the Council to begin discussion around what you would like to see examined in an update to the Town Center Master Plan that focuses on uses and opportunities for the site.

On Site Café

As the Council is aware, in March 2021 the Town released a Request for Proposals (RFP) for Café Services in the Town Center. The Café/Warming Kitchen space is an unfinished space in the East Wing of the Historic Town Hall building. Proposers were asked to submit a proposal to finish and operate the café space within the building, including the furnishing of any necessary equipment,

supplies, and furniture. The Town asked proposers to operate the café for an initial term of 3 years (renewable). Rent would be paid to the Town on a monthly basis in the form of a percentage of gross receipts or some combination of rent plus percentage. Staff (and others) solicited specific vendors directly as well as the public release of the formal RFP. Staff also provided in-person tours to several vendors interested in the space. Nevertheless, despite the interested inquiry, the solicitation period for the RFP closed on May 4, 2021 without formal submitted proposals.

However, since that time, staff has received deeper inquiry from several interested parties regarding the potential of the café space. In addition, during the Town's Ribbon Cutting event, an opportunity to see more of the completed site, there were several ad hoc discussions from a potential vendor that attended the ribbon cutting as well as renewed interest from the Town's Park Event Manager. This renewed interest from multiple may prompt formal responses to a re-issued RFP. Because there are multiple vendors now interested, staff recommends a targeted reissuance of the RFP with a shorter response window.

If the Council directs a reissuance, staff will return to the Council at the January 19, 2021 Regular Meeting for authorization to do so. If there are specific modifications that the Council would like to the RFP, it would be appropriate to so direct this evening so that staff can include the revisions in the January 19 item. Attached is a copy of the RFP released in March 2021.

Town Center Use and Opportunities Master Plan

As mentioned above, one of the key components of the new Town Center was the creation of a sense of space and place for the community – the “there there”. While the creation of that space is critical and once the Town Center Project is fully complete, the Town will *have* that space; it will be equally important to create a vision for how that space will be used.

In 2013, HMC Architects led the community through the numerous community meetings centered around development of the Town Center. Several themes emerged as to how the public saw the space being utilized. Some of the ideas that came from these meetings include:

- more green space
- park-like atmosphere
- a community coffee shop
- open plaza for performances and shows
- dedicated children's area
- walking paths
- rooms for the community to use as meeting spaces

Attached is a copy of the November 2013 Master Plan Presentation to the City Council.

Some of the ideas were achieved simply by creating the space and place. However, other ideas will need to be achieved by developing a use and opportunities plan for the space provided. These include:

- a café space
- community events / activities
 - o a regular Farmer's Market
 - o Civic Court Music
 - o annual Town Dinner and/or other community gatherings
 - o Plein Air Art in the Court
 - o Open Air Art Shows
 - o Social mixers

The above are just examples of possible Town-related events, activities and uses. The Library, which has its own focus, will have its own set of events and activities geared toward its patrons and services (children's programs, heritage spaces, digital makers' space, etc.).

Staff is seeking Council feedback on the creation of a Use and Opportunities Plan for the Town Center that will provide a high-level expectation for the site. For outside events, for example, it will be important for the Council to consider whether such activities can only be associated with Library and Town sponsored functions; and/or could such spaces (such as the Deck, Civic Court or Council Chambers) be rented for private uses similar to the Park.

From that Plan, staff can craft use rules and guidelines, inclusive of rental fees, that will be compatible with those uses. These rules and guidelines will need to address fees, types of uses, parking, noise, authorized user groups, etc.

Physical Plant

Long term, there are also opportunities for additional site development. These include the possibility of further green building opportunities (solar, additional EV Charging, Micro-Grid, etc.) and the Corporation Yard. In the near future, the Town's Corporation Yard at the site will need to be refurbished. As part of that analysis, the uses at the Corporation Yard should be evaluated for site compatibility and possible relocation of some of the uses. Relocating the entirety of the Corporation Yard to the Park (the Town's only other property), may not be possible; but some of the uses could be relocated to diminish the site use at the Town Center location.

Oversight

Lastly, there has been some discussion of treating the Town Center rental uses (if any and *outside* of those managed by the Library) as Park uses. This would put these activities under the Town's Park Events Manager and could also pull in the Park & Recreation Committee as oversight of the Civic Court area(s).

Staff would submit that the Town Center should *not be* considered a Park or Park use.

The Library Building is owned by the Town but services and programs are managed and operated by the County of San Mateo. The services and programs (internal and external) operated by the Library are not run through the Town for approval or review before they are conducted. They operate independently (children's reading programs, art programs, adult programs, community programs, senior programming, etc.). In the past, when the Library needed to use Town venues (such as the Council Chambers or Park), they coordinated with the Town directly (the Park Manager and City Manager) to reserve and rent the space. If the venue spaces were managed by the Park vendor, not only would that add an additional layer of review and approval (processing and permitting), but it would also dictate that the County and any associated programs and services use the catering services of the vendor for their events and activities.

The Civic Court and surrounds (Council Chambers, Lobby, Deck and Community Room) would be primarily used as a public space for public meetings and activities (Library and Town) and/or general public use as open space. Placing the space (interior and exterior) under the Park vendor could create conflict when there are private rental activities planned for the space that are in conflict with governmental needs for the space. Since the governmental needs automatically override any private venue reservation, there is a significantly higher potential for conflict given that the spaces are directly connected to City Hall and the Library.

Staff suggests that the Town create the Use and Opportunities Plan for the site; implement the Plan and then evaluate after a period of time if there is a need for or an opportunity for betterment of that Plan by pulling in the Park vendor and/or Park & Recreation Committee. This will also give the Town the time to evaluate the types of activities that are permitted in the Town Center and identification of the best way to address local neighborhood concerns that may arise related to parking and noise.

POLICY FOCUS

The Council discussion should focus the balancing of priorities, uses, and opportunities for the Town Center site.

FISCAL IMPACT

There is no significant cost impact with this item.

GOAL ALIGNMENT

- Goal C – Create and Expand the Town Center and Library

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

- Café RFP – March 2021
- November 2013 Master Plan Presentation

TOWN OF ATHERTON



REQUEST FOR PROPOSAL

**Town of Atherton
Library Café**

**Site Address:
2 Dinkelspiel Station Lane
Atherton, CA 92027**

Issued: March 1, 2021

Proposals Due by 10:00 am on May 4, 2021

**Office of the City Clerk
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027**

Overview

The Town of Atherton (“Town”) is seeking proposals from qualified vendors to operate a café at its new Town Library. Preference points may be granted to not-for-profit organizations in accordance with the Request for Proposals.

Interested parties are advised that the Town of Atherton has also released a companion Request for Proposals seeking qualified vendors to provide Event Management Services at Holbrook-Palmer Park located at 150 Watkins Avenue. The companion Request for proposals is available on the Town of Atherton website or by contacting the Town of Atherton Public Works Department.

Atherton Town Center and Library Background

The Town of Atherton, incorporated in 1923, is a small residential community, with approximately 7,000 residents. The Town extends from slightly west of the Bayshore Freeway (US 101) up to I-280 and is approximately 4.5 miles long and 1.5 miles wide. Its municipal neighbors include Menlo Park to the south, Woodside to the west and Redwood City to the north.

The Town is in the midst of constructing a new Town Center and Library complex near the historic Atherton Rail Station. The complex consists of a new, approximately 30,000 square foot, Town Center building to house the Town administrative offices, police department, permit center, and City Council Chambers, a new, approximately 10,000 square foot, Town Library, and renovated 2,000 square foot Historic Town Hall Community Room. The Town Center is home to approximately 65 - 70 personnel working in the various facilities as well as the public utilizing the services provided. The Atherton Library has a service area of approximately 15,000 patrons. The Library, located at 2 Dinkelspiel Station Lane, will be open to the public seven days a week; closed on approximately 15 holidays.

The new Library will include quiet reading areas, maker spaces, conference rooms, heritage community room and a large, approximately 2,000+ square foot, deck and terrace fronting the approximately 250 square foot unfinished café space. The café space is located within the renovated Historic Town Hall.

The successful proposer will provide for food and beverage items in a non-cooking environment throughout the day, as well as light fare, warming accessories, coffee makers, etc. Offsite food items are allowed provided they are prepared in a facility and manner approved by the San Mateo County Health Department. It is intended that the café be a community amenity for local residents and visitors to the Town Center and Library.

PART A - Scope of Services

The successful proposer will enter into a license agreement with the Town of Atherton to operate and maintain a food service facility within the Historic Town Hall. Any resultant license agreement may include provisions for the following: finishing of the café space within the building including the furnishing of all necessary equipment, supplies, and furniture as well as staff to operate the café.

Term of Service: The Town is seeking a vendor to finish, furnish and equip the café space within 6 months of issuance of the Temporary Certificate of Occupancy, anticipated July 1, 2021 (subject to change), and to operate the café for an initial term of 3 years and will be renewable at the

option of the Town for up to three (3) additional one (1) year) periods. The total term of the proposed contract may extend for six (6) years from award by the Town. The exercise of any additional extension of term shall be at the sole discretion of the Town.

Rent: Rent to be paid to the Town of Atherton on a monthly basis in the form of a percentage of gross receipts from all concession sales or some combination of base rent plus a percentage of sales. Such percentage amount shall be approved by the City Council and shall be in effect for the term of any resultant license agreement unless otherwise amended by both parties.

Vendor Requirements:

- a. Vendor must obtain and maintain all necessary business licenses required to operate the establishments throughout the term of the Agreement.
- b. Vendor must secure all necessary building permits to finish the café space per California Building Code, San Mateo County Health, and other regulatory requirements. Town will not incur any costs to bring facility to operational status.
- c. Vendor must obtain a San Mateo County Public Health Permit in order to operate legally in San Mateo County. The permit shall be posted within the premises at all times.
- d. Vendor's operations shall comply with all local and state regulations at all times. Town will not incur any costs associated with such compliance. Vendor is advised of Atherton Municipal Code Title 8, Chapter 8.56 regulating Disposable Food Service Ware, which will become effective July 17, 2021.
- e. Vendor must obtain and maintain all programs of insurance to operate the establishments.
- f. Vendor must have a minimum of three (3) years' experience operating a snack bar in entities similar to the Town. If the company has been in business less than three (3) years, it may still qualify if the company's principal(s) personally meet the minimum years of experience from a previous organization providing the same services to the satisfaction of the Town at its discretion.
 - a. Vendor must provide all necessary equipment to make the facilities fully operational.
 - b. The selected Vendor must have all equipment installed and ready for operation at the location within six (6) months from execution of contract.
 - c. iii. Vendor must have experience and the capability to serve hot beverages, packaged and cold food items.
 - d. Vendor must provide fair and reasonable prices.
 - e. Vendor shall be responsible for maintaining and cleaning the establishments, including the daily disposal of trash and garbage cans to the appropriate area.
 - f. Vendor must be ready to sell food during the majority of Library operating hours.

PART B - Facilities

The Town Center is currently under construction. A site plan for the Town Center and Library complex, library rendering, and floor plan are included as Exhibit A. Current status of construction can be viewed via the construction webcams: <http://www.ci.atherton.ca.us/519/Project-Webcams>

The Town will hold a pre-proposal site walkthrough on April 7, 2021 at 10:00 am. Site walk will begin at the project construction entry located at the intersection of Fair Oaks Lane and Dinkelspiel Station Lane (street parking on Lloyd Drive). Submit RSVP of attendance via email to rovia@ci.atherton.ca.us by April 2, 2021. Attendance at the walkthrough is not mandatory, however additional opportunities may not be available to visit the site prior the proposal due date.

As the café space is located in an active construction site, visitors will be required to submit a signed Visitor's Hold Harmless Form.

PART C - Proposal Content

The proposal should include the following:

1. **TRANSMITTAL LETTER:** Introduce your organization, its background and experience in providing concession and other food experience. Proposer must currently operate or have a minimum of 3+ years of experience operating a café type food business. The cover letter shall be signed by an officer of the organization who is authorized to negotiate a contract with the Town.
2. **WORK PLAN:** Describe your business plan (including any market analyses) for ensuring successful operations of the café and in maintaining operating hours commensurate with the Library hours of operations.
3. **KEY STAFF AND PROJECT EXPERIENCE:** including the identification of the Principal-in-Charge and key staff. This section should identify the qualifications and related experience of key staff assigned to the project.
4. **REFERENCES:** Provide at least three references (name, company, title, address, telephone number, email) for the key individuals on the project team. Two references must be relevant to food operations.
5. **PROPOSED MENU:** Provide a detailed proposed menu and price for food and drink items. Vendor shall provide an opportunity for sampling of proposed prepared food and beverage menu items. If requested, samples shall be furnished free of cost to the Town. If requested, they are to be delivered to Town of Atherton, 150 Watkins Avenue, Atherton California, 94027, unless otherwise specified, within seven (7) days. The Town reserves the right to reject the proposal of any vendor failing to submit samples as requested. Samples must be plainly marked with RFP title, name of vendor, name of product(s), and proposed pricing.
6. **RENT AND REVENUE SHARE PROPOSAL:** Provide outline of anticipated gross receipts and proposed base rental amount and percentage of gross receipts for facility rental. Final rental terms are subject to negotiation.
7. **ORGANIZATION MISSION AND BACKGROUND (not-for-profit only):** Provide a summary of the not-for-profit's organization background, purpose, and funding distribution including estimated percentage of operating revenue to be distributed in support of mission.
8. **FINISH AND FURNISHINGS:** Provide a description of the anticipated finish and furnishings including a list of furniture and equipment with proposed layout to be provided by bidder.
9. **OPERATIONS:** An explanation of routine cleaning and preventative maintenance schedule intended to assure an attractive appearance for all equipment and prevent operating problems.
10. **DISCLOSURE:** of any past, ongoing, or potential conflicts of interest that the firm or person may have as a result of performing the anticipated work.

NOTE: It is unlawful for any person engaged in business within this state to sell or use any article or product as a "loss leader" as defined in Section 17030 of the Business and Professions Code.

PART D – Submittal Process

1. **Submittal Deadline:** Thursday, May 4, 2021, at 10:00 am Late submittals will not be accepted.
Format and Delivery: Submit three (3) letter-sized copies of the proposal to:

Robert Ovadia
Director of Public Works
Town of Atherton
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027

and e-mail a PDF copy to Robert Ovadia at rovadia@ci.atherton.ca.us.

Submittals will not be returned.

Proposals submitted after the deadline will not be accepted for consideration.

The Town reserves the right to accept or reject any or all proposals, or to alter the selection process in any lawful way, to postpone the selection process for its own convenience at any time, and to waive any non-substantive defects in this RFP or the proposals.

The Town is seeking to engage the most qualified person or firm. The Town reserves the right to negotiate with other qualified persons or firms, or to solicit additional statements of qualifications at any point in the project should it fail to negotiate a reasonable rate with the initially selected person or firm.

2. **Questions:** Interested parties, their representatives, agents or anyone else acting on their behalf, are specifically directed NOT to contact any Town employee, commission member, committee member, council member, or other Town employee or associate for any purpose related to this RFB other than as directed below. Contact with anyone other than as directed below may be cause for rejection of a proposal.

ANY questions, technical or otherwise, pertaining to this Request for Proposals **must be submitted IN WRITING and directed ONLY to:**

Robert Ovadia
Director of Public Works
Town of Atherton
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027
rovadia@ci.atherton.ca.us

Interpretations or clarifications considered necessary in response to such questions will be resolved by the issuance of formal Addenda to the RFB. Questions received after the date and time in the schedule will not be answered. Only questions that have been resolved by formal written Addenda via the Director of Public Works will be binding. Oral and other interpretations or clarifications will be without legal or contractual effect.

PART E – Selection Process

At the time proposals are opened, each proposal will be checked for the presence or absence of the required proposal contents.

The Town will evaluate the proposals on a 100-point scale using criteria set forth in the table below. Award if made, will be to the highest scored proposal.

CRITERION	MAXIMUM NUMBER OF POINTS
Quality of Work Plan Submitted	20
Experience Running Similar Operations	35
Menu Selection (product selection and quality) and Cost (product pricing)	35
Rent and Revenue Share Proposal	5
Mission of Organization (<i>not-for-profit only</i>)	5
Total	100

PART F - Proposed Timeline

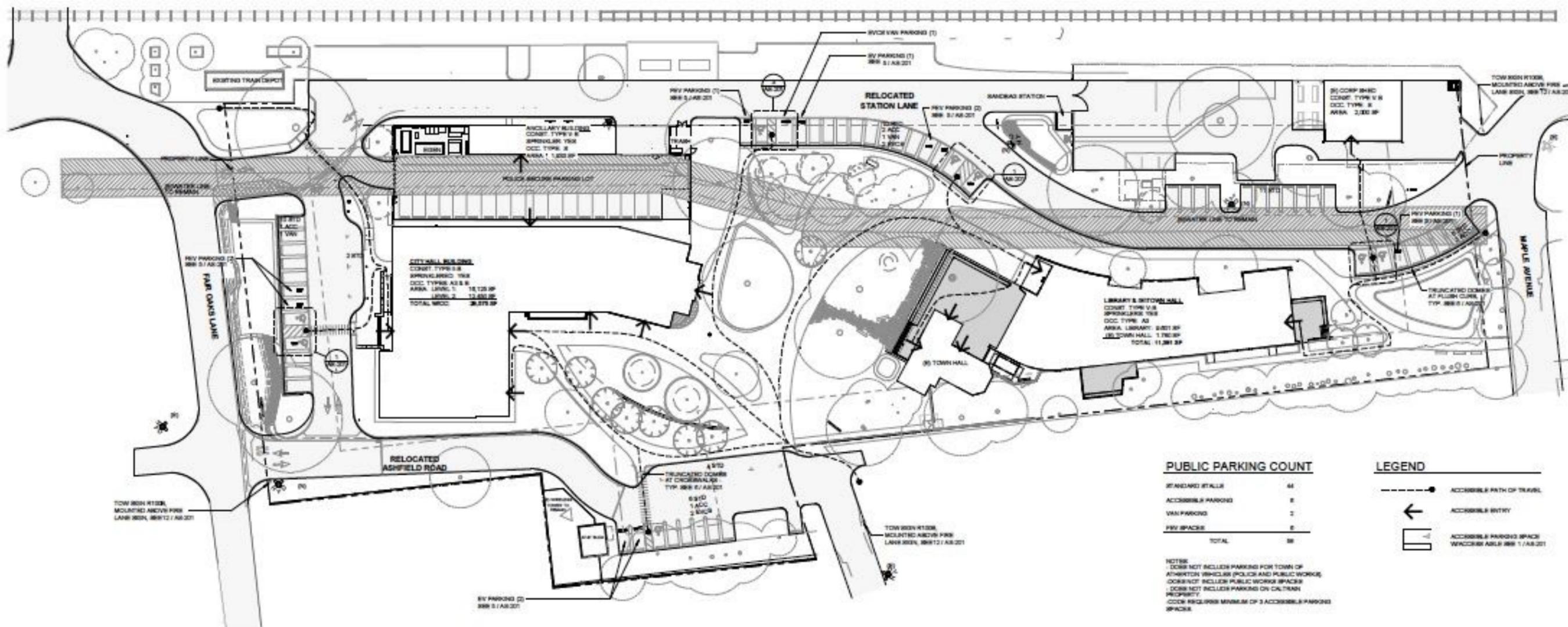
March 1, 2021	RFP available on Town of Atherton website
April 7, 2021, 10:00 am	Pre-proposal site walkthrough
April 16, 2021, 5:00 pm	Submission deadline for written questions
May 4, 2021, 10:00 am	Proposals due
June 16, 2021	Recommendation to City Council
July 1, 2021	Temporary Certificate of Occupancy (anticipated)
January 4, 2022 (or sooner)	Opening of Café

PART G – Contract Terms and Conditions

The selected vendor will be required to sign a License and Lease Agreement and will be required to provide to the Town of Atherton the appropriate certificates of general liability insurance, vehicle insurance and workers compensation insurance.

For additional information, contact Robert Ovadia, Director of Public Works, at (650) 752-0541.

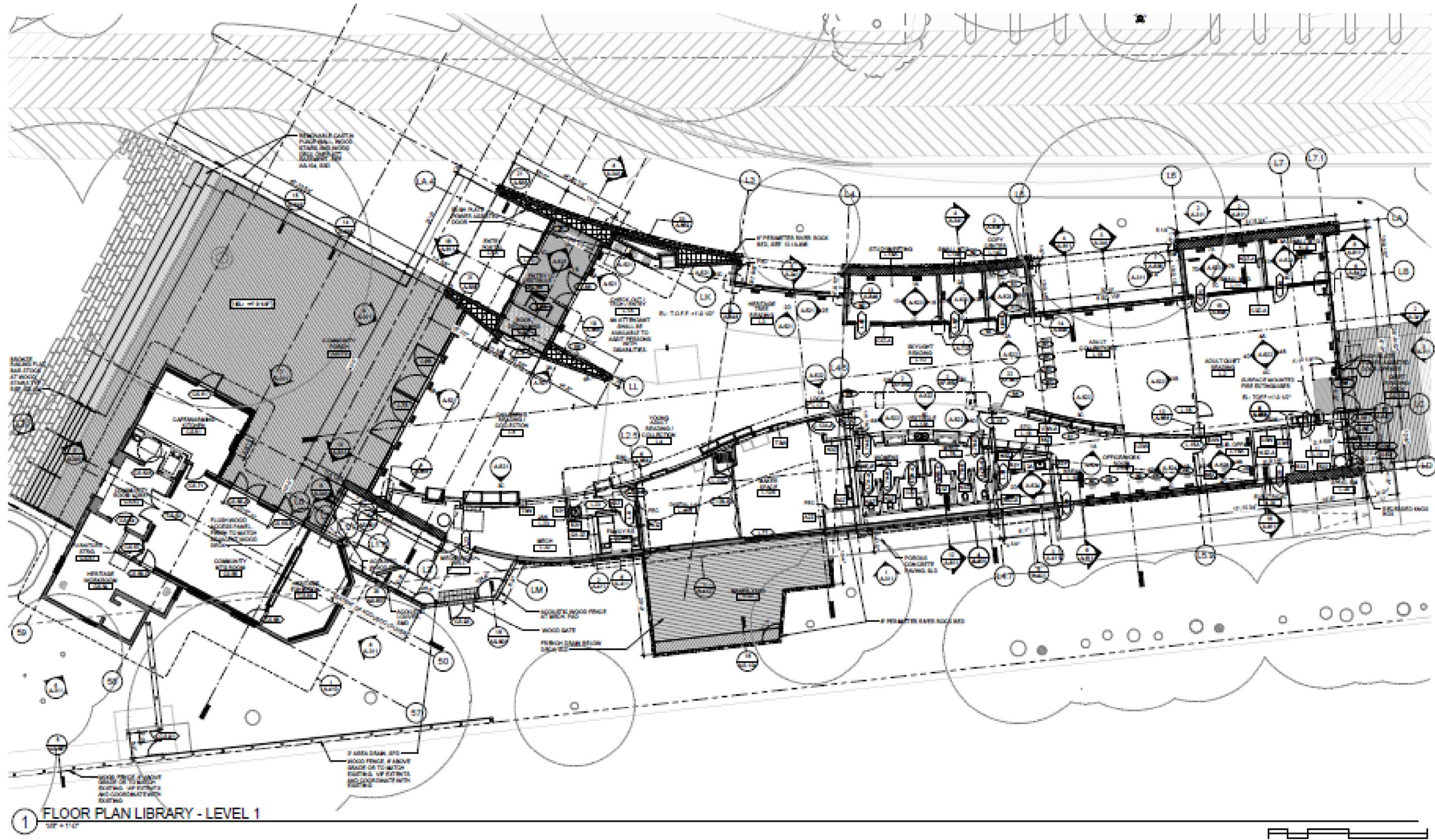
Exhibit A



1 SITE ACCESSIBILITY PLAN
1" = 30'-0"



ATHERTON CIVIC CENTER • LIBRARY CEDAR TERRACE VIEW





TOWN OF ATHERTON CIVIC CENTER MASTER PLAN

NOVEMBER 6, 2013//
CITY COUNCIL & CCAC PRESENTATION



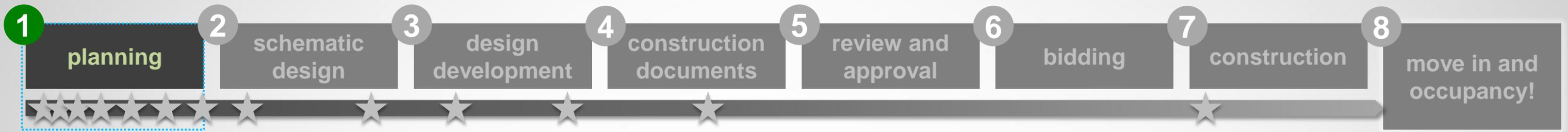
CITY COUNCIL & CCAC PRESENTATION

- OVERVIEW & PROJECT STATUS
 - OVERVIEW OF PROCESS & SCHEDULE
 - PROGRESS TO DATE
- REVIEW OF DESIGN OPTIONS
 - REVIEW OF EACH OPTION & DISCUSSION AT OUTREACH MEETINGS
 - KEY THEMES AND PREFERENCES
 - DIRECTION FOR FINAL SCHEME DEVELOPMENT
- NEXT STEPS



CITY COUNCIL & CCAC PRESENTATION

GETTING FROM HERE TO THERE



a ANALYSIS
Shared Vision \ Goals \ Opportunities

> COMMUNITY WORKSHOPS AND MEETINGS

b ALTERNATIVES
Program \ Site \ Building \ Phasing \ \$

c SYNTHESIS
Masterplan

d PLANNING CONCLUSION
Final Presentation



CITY COUNCIL & CCAC PRESENTATION – SCHEDULE OF EVENTS

HELP SHAPE ATHERTON’S CIVIC CENTER!

CCAC MEETINGS – 4 – 6 PM
9/24 10/15 10/22 12/3 12/18

NEIGHBORHOOD MEETINGS – MASTER PLAN OPTIONS

MONDAY 10/28 6 – 8 PM TUESDAY 10/29 6 – 8 PM WEDNESDAY 10/30 6 – 8 PM
SUNDAY 11/3 3 – 5 PM TUESDAY 11/5 6 – 8 PM FRIDAY 11/8 6 – 8 PM

CITY COUNCIL STUDY SESSION
WEDNESDAY 11/6 5 PM

PUBLIC WORKSHOP #2 – MASTER PLAN REVIEW
12/11 6 – 8 PM

CITY COUNCIL – FINAL MASTER PLAN PRESENTATION
1/15/14 7 PM



CITY COUNCIL & CCAC PRESENTATION

PROGRESS TO DATE

PROGRAMMING & ANALYSIS:

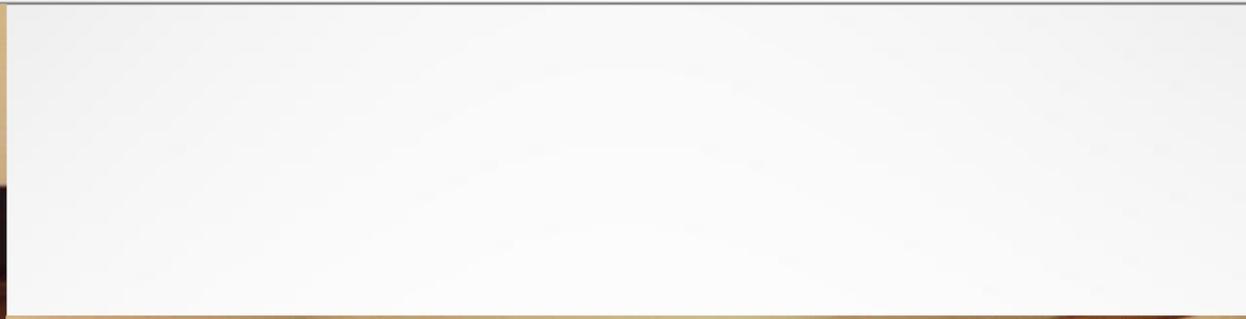
- SPACE NEED REQUIREMENTS UPDATED FOR CITY ADMINISTRATION, BUILDING, PLANNING & PUBLIC WORKS, LIBRARY
- BENCHMARKING AND PROGRAM REVISIONS IN PROCESS FOR POLICE DEPARTMENT – ESTIMATED VALUES USED FOR OPTION DEVELOPMENT
- ARBORIST REPORT, SURVEY COMPLETED/RECEIVED
- TRAFFIC ANALYSIS IN PROCESS; PRELIMINARY INPUT RECEIVED

COMMUNITY OUTREACH:

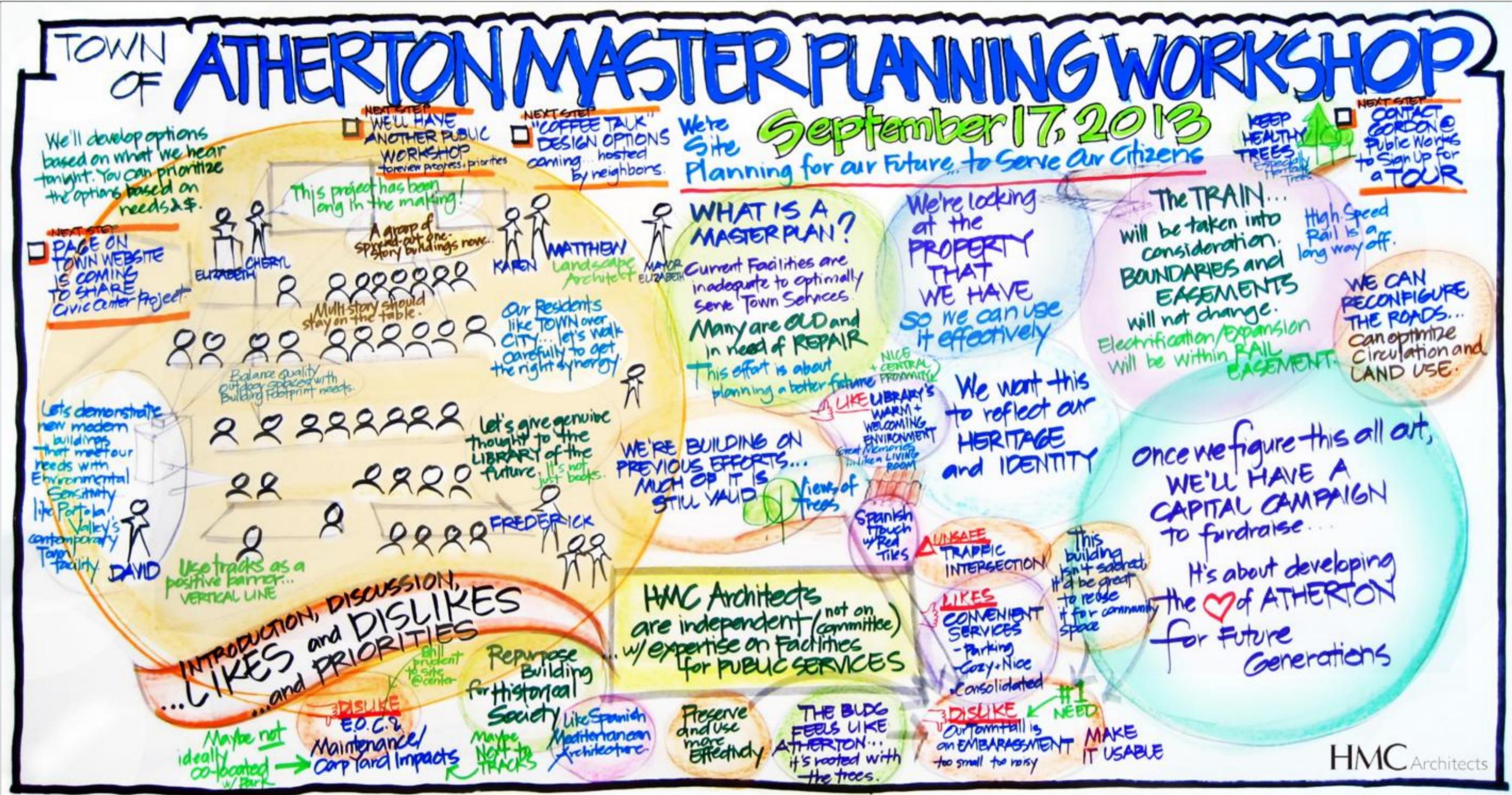
- INITIAL PUBLIC MEETING HELD IN SEPTEMBER – GOAL SETTING
- NEIGHBORHOOD OUTREACH MEETINGS - 5 OF 6 COMPLETED – OPTION REVIEW



CITY COUNCIL & CCAC PRESENTATION – PUBLIC WORKSHOP #1



CITY COUNCIL & CCAC PRESENTATION



CITY COUNCIL & CCAC PRESENTATION

The central aerial map is annotated with numerous handwritten notes and icons. Key annotations include:

- Top Left:** "Keep Parking for Caltrans The trees will come back at some point!" and "too much paving un-used parking"
- Top Right:** "Make bike friendly - bike paths or roads or separate bike paths"
- Center:** "NOISE", "MOVE TO HOLBROOK PALMA", "IMPROVE BY DOING NEW THINGS IN THE AREA", "WALK PATHS", "CROSS STREETS", "LIFE", "IMPROVE THE AREA BY KEEPING THE BUILDING FOR OFFICE USE - BUT LEAVING WITH CITY BUILDING"
- Bottom Right:** "LIFE"

Surrounding the map are several photographs with circular icons overlaid on them:

- Top Left:** A large tree with a person standing next to it.
- Top Middle-Left:** A building with a paved area in front.
- Top Middle-Right:** A covered walkway or shelter.
- Top Right:** A paved path lined with trees.
- Middle Left:** A tall, narrow hedge or wall.
- Middle Right:** A view of a building through trees.
- Bottom Left:** A tree with a car parked nearby.
- Bottom Middle-Left:** A building with a walkway.
- Bottom Middle-Right:** A building with a person walking.
- Bottom Right:** A decorative bench or structure.



CITY COUNCIL & CCAC PRESENTATION

09/17/2013

ATHERTON MASTER PLAN Site Challenge

GROUP 1 Conference Room

- IT'S ALL A PARK ^{for PEDESTRIANS}
- ROAD REMOVALS
- ALL CORP YARDS ^{w/ACCESS OUTSIDE OF THE PARK (@Meadow Station Way)}
- KEEP BUILDING AS CENTRAL JEWEL OF PARK
- INTEGRATE CAMPUS LIKE STANFORD
- NEW 2-STORY
- NO NEW PARKING ^{via schedule (Weekdays for City, Weekends for Caltrain)} Share w/Train... until STATION REOPENS.
- EXTEND PARKING @ PERIPHERY AS NEEDED

GROUP 2 Table Near Doors

- TRAFFIC CIRCLE w/ Public Art Statement
- WALKING PATH: ^{Garden Walk} w/ Cafe Tables
- 2-STORY BUILDING(S) ^{Walkway Above Ground for Staff Use} w/ more preservation of OPEN SPACE
- STOP LIGHT TO ADDRESS UNSAFE CONDITION
- TURN PARK INTO PARKING... It's a radical idea... A PARKING GARDEN



GROUP 3 Table Near Dais

- MINIMIZE NOISE OF TRAIN USING BUDG ^{AS Sound Buffer}
- 2-story w/ Basement (Police Parking Underneath)
- OPEN PLAZA performances Shows
- TURN ROAD AROUND @ CORNER
 maybe a community COFFEE SHOP
- HISTORICAL SOCIETY
- COMMUNITY POOL
- CALTRAIN PARKING along tracks and underground.
- PUBLIC WORKS adjacent to Tracks

GROUP 4 Up on Dais

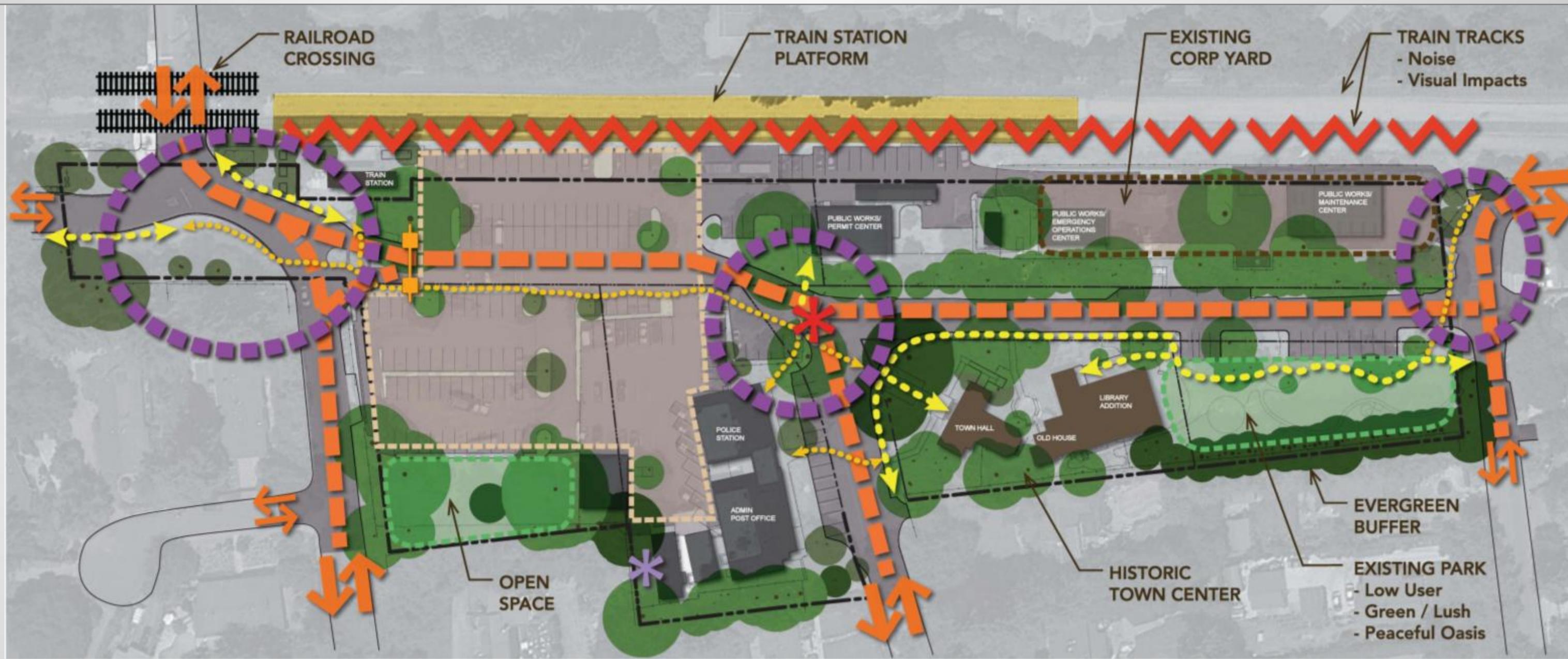
- MOVE STATION LANE near tracks go thru to FAIR OAKS
- TOWN CENTER
 - Position POLICE @ one end
 - 3 Separate Buildings around Central Square
 - Parking Distributed
- LIBRARY Open up to new park
- ADDITIONAL PARKING
- MORE GREEN SPACE

MORE PEOPLE ARE GOING TO LIBRARIES NOW THAN EVER BEFORE
We need a dedicated CHILDREN'S AREA

HMC Architects



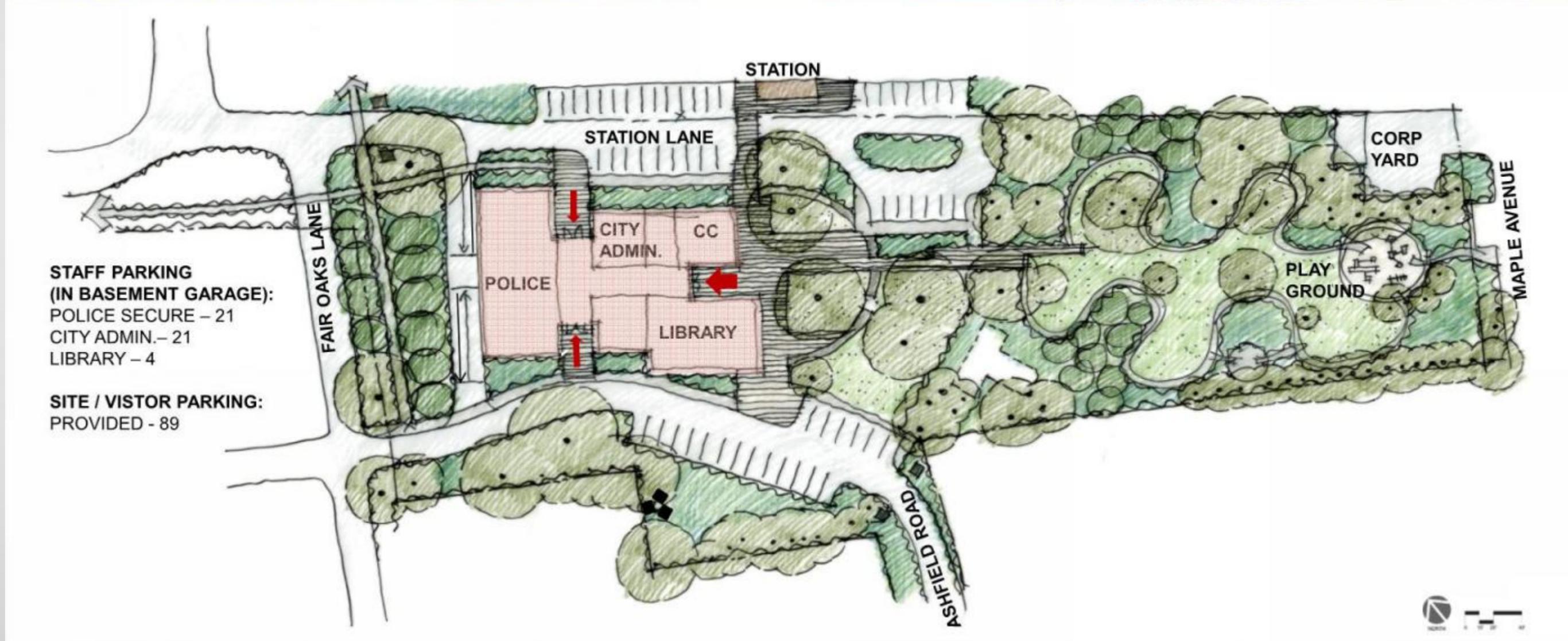
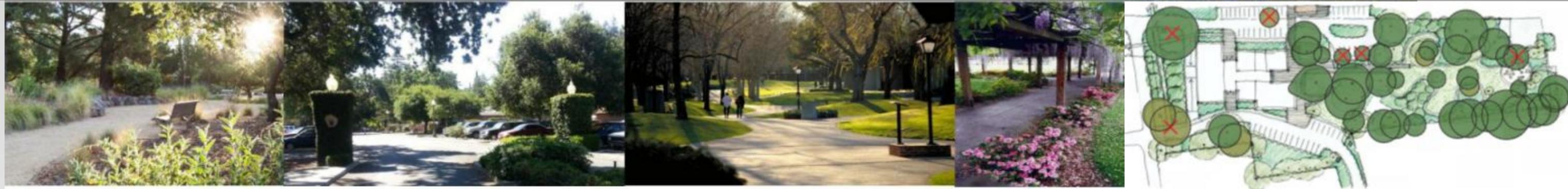
CITY COUNCIL & CCAC PRESENTATION – EXISTING CONDITIONS ANALYSIS



Noise	Major Vehicular Connection & Circulation	Pedestrian Circulation / Sidewalks	Existing Intersection - Multiple Conflicts - Lacking Hierarchy - Poor Visibility	Existing Gateway	Existing Corp Yard	Existing Park Space / Open Space	Heritage Trees - Conifers
Pedestrian / Vehicle Conflicts	Minor Vehicular Connection & Circulation	Pedestrian Circulation / Casual Path of Travel	Radio Tower	Paved Area with Minimal Tree Cover	Heritage Trees - Oaks	Trees - Other (Includes trees not surveyed)	
Property Line							



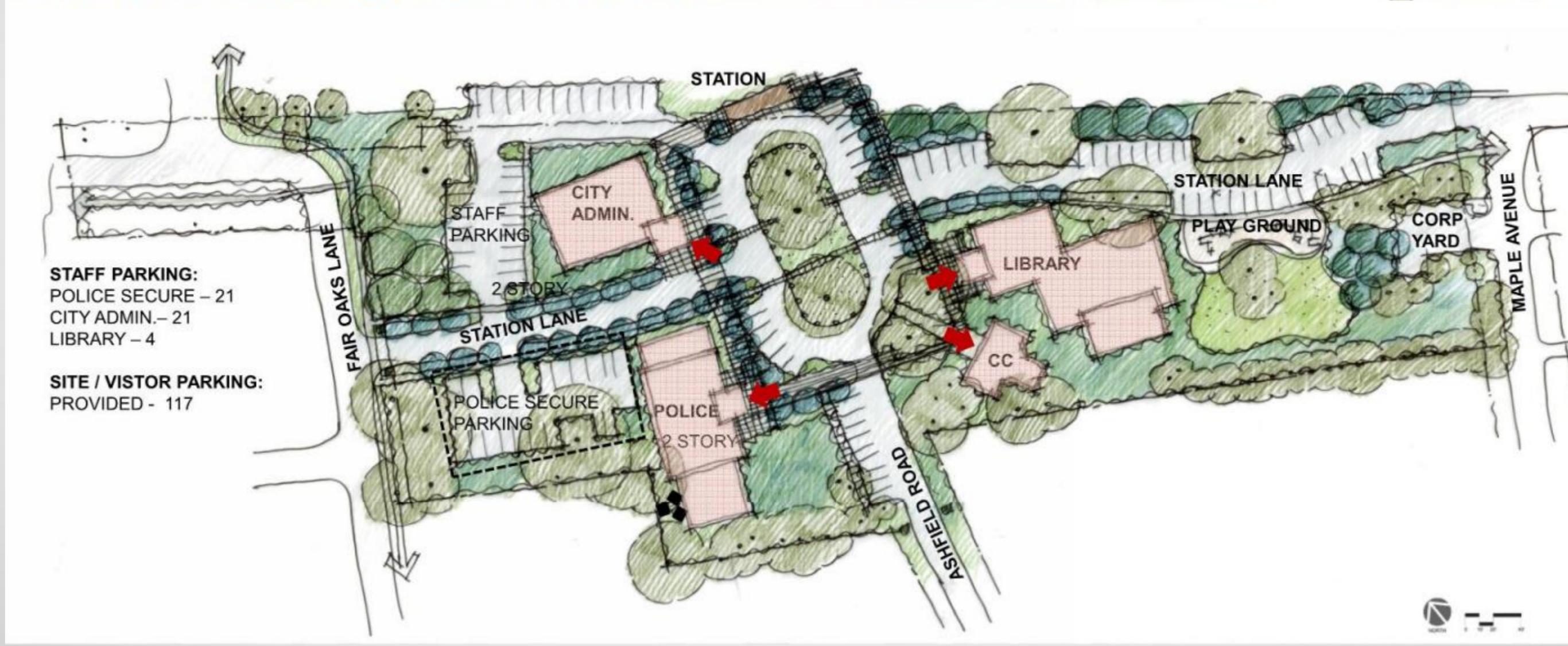
DESIGN OPTION #1: ONE BUILDING



DESIGN OPTION #2: TOWN GREEN



DESIGN OPTION #3: TOWN SQUARE



KEY SITE PLANNING ISSUES

OUTREACH MEETING #:

DATE:

BUILDINGS:

- **NO. OF BUILDINGS/DENSITY:**
 - 1 Building
 - 2 Buildings
 - Combinations?
 - 3 or More Buildings
- **NO. OF LEVELS:**
 - All 1 Story
 - All 2 Story
 - Combinations?
- **COUNCIL CHAMBERS:**
 - Yes – keep as chambers
 - Yes – keep & repurpose
 - No – demolish
- **PUBLIC WORKS YARD:**
 - On site
 - Off site (in park)

STREETS & PARKING:

- **NEED FOR THROUGH STREET (CONNECTING FAIR OAKS TO MAPLE):**
 - Yes
 - Best location/route
 - No
- **UNDERGROUND PARKING:**
 - Yes, maximize, minimal surface convenience parking
 - No, not at all, maximize surface parking
 - Yes, staff/secure only; surface visitor parking
- **TRAIN PARKING:**
 - Important, include now
 - Not important, show areas where could occur in future

PARK/GREEN SPACE:

- **TREES:**
 - Key priority to save trees
 - OK to remove some trees
- **PLAY STRUCTURE:**
 - Yes, important
 - No, not important
- **OUTDOOR GATHERING:**
 - Option 1 solves best
 - Option 2 solves best
 - Option 3 solves best
- **PEDESTRIAN CIRCULATION:**
 - Bike lane important?
 - Best Option
- **FRONT DOOR:**
 - Where?



NEIGHBORHOOD OUTREACH MEETINGS 10/28 – 11/5



NEIGHBORHOOD OUTREACH MEETINGS 10/28 – 11/5



NEIGHBORHOOD OUTREACH 1 – 10/28 – DOSTART RESIDENCE

- ✓ MINIMIZE SURFACE PKG.
- ✓ WEATHER
- ✓ 2-STORY = MORE GREEN!

ADDRESS BICYCLE CIRCULATION!

SAVE HERITAGE TREES?

YES NO

P UNDERGROUND PARKING

- POLICE
- STAFF
- SOME VISITORS

P TRAIN PARKING

- Used for construction vehicles
- continue this policy?

NOISE & VIBRATION

BIKE PATH

- Meandering

CORP. YARD ON SITE?

YES NO

ACCESS OFF FAIR OAKS?

YES NO

CONTINUING CIRCULATION!

RESIDENCES TRENDING TOWARD THIS

- 49,000 sq BUILDING SPACE
- 4.5 ACRE PARCEL
- TRAIN PARKING

ADDITIONAL SPACE NEEDED IN FUTURE?

NO YES

- PROBABLY NOT.
- WILL SHOW POTENTIAL EXPANSION
- FLEXIBLE/ OPEN ARCHITECTURE

CENTER ROAD GOING THROUGH?

NO YES

PLAYGROUND

NO YES

1-STORY

BOTH

2-STORY

LIBRARY?

9,300 sq w/ MULTI-PURPOSE space.

SEPARATION ADMIN LIBRARY

YES

SAVE CC BUILDING?

YES NO

REPURPOSED

MOVE TRAIN STATION?

YES NO

10.28.13



NEIGHBORHOOD OUTREACH 1 – 10/28 – DOSTART RESIDENCE

KEY THEMES:

➤ BUILDINGS:

- Preference for 2 story buildings as appropriate to increase density, reduce building footprints
- Some building consolidation is ok; prefer not to have all program located in a single building
- No strong feeling either way about preserving existing Town Hall building – comfortable repurposing into the design in some way; also ok with demolishing it
- No strong feeling about Public Works yard on or off site – if retained at civic center site, prefer located adjacent to Fair Oaks

➤ STREETS & PARKING:

- Support for underground parking, primarily for staff and secure parking, to reduce surface parking requirements
- Strong opinion for street connection between Maple and Fair Oaks; critical for Ashfield to continue through to Fair Oaks and/or connect to Station Lane which continues to both Maple and Fair Oaks



NEIGHBORHOOD OUTREACH 1 – 10/28 – DOSTART RESIDENCE

KEY THEMES:

➤ STREETS & PARKING:

- Issue of contractor parking practices continuing brought up – unclear how current practice will impact parking needs or if it will be continued
- Suggestion made to consider whether train parking needs to be provided up front or can be added as required later

➤ PARK / GREEN SPACE:

- Preference for more of a park feel to the site, prefer the central pedestrian green space shown in Option 2, instead of streets circulating through the center of the site
- Identified Fair Oaks as the “front door” of the project, but could see a successful approach from the perimeter and then walk to the town center (similar to Menlo Park’s Civic Center)
- No strong feelings about playground or play structures on site – agreed that the green space or park area needed to be successfully programmed to create interest
- About one third of the group did not prioritize maximizing preservation of heritage trees; some tree removal acceptable



NEIGHBORHOOD OUTREACH 2 – 10/29 – LEWIS RESIDENCE

"PARK OPTION"

OPTION 1

- MORE GREEN SPACE BY MOVING ASHFIELD CURVE FURTHER WEST?
- LIBRARY INCLUDES A MULTIPURPOSE SPACE ... ALSO CC CHAMBERS
- MINIMIZE BUILDING → MAXIMIZE PARK
- ✓ UNDERGROUND PKG.
- ✓ TWO STORY.

OPTION 2

- ▷ STAFF PREFERENCE?
- ▷ VISITOR COUNTS TO EACH DEPT.?
- ▷ LIGHTING? POWER?
- ▷ ASHFIELD TRAFFIC SAFETY ISSUES!
- ▷ PARKING NEEDS 33 SPACES FOR TRAIN?

OPTION 3

- LIKE MENLO PARK
- CONSIDER COMMUNITY USE IN CC. - DRAW PEOPLE INTO CIVIC CTR.!!
- LIBRARY + PLAY AREA EXPLORATION (some programmed space)
- FLIP ADMIN + POLICE BUILDINGS

ALL SCHEMES ARE GOOD AND COULD WORK!

ENHANCE SENSE OF Community

MORE BUILDINGS = MORE COMMUNITY INTERACTION

LIFE SPAN OF HERITAGE TREES? ... "Judicious removal"

CONSIDER FENG SHUI



NEIGHBORHOOD OUTREACH 2 – 10/29 – LEWIS RESIDENCE

KEY THEMES:

➤ BUILDINGS:

- Preference for 2 story buildings as appropriate to increase density, reduce building footprints
- About half the group preferred a single building with all functions in it
- Strong feeling about preserving existing Town Hall building – comfortable repurposing into the design in some way
- Prefer Public Works yard off site (combined with yard at Holbrook Park); however, concerns raised about impact to park

➤ STREETS & PARKING:

- Support for underground parking, primarily for staff and secure parking, to reduce surface parking requirements
- Strong opinion for street connection between Maple and Fair Oaks; critical for Ashfield to continue through to Fair Oaks and/or connect to Station Lane which continues to both Maple and Fair Oaks – preference expressed for Option 3 layout almost unanimously



NEIGHBORHOOD OUTREACH 2 – 10/29 – LEWIS RESIDENCE

KEY THEMES:

➤ STREETS & PARKING:

- Issue of contractor parking practices continuing brought up – unclear how current practice will impact parking needs or if it will be continued
- Concern about overall amount of parking provided – want to ensure adequate visitor and train parking, but maximize space available for green space and pedestrians

➤ PARK / GREEN SPACE:

- General consensus around maximizing green / park space
- Felt that Option 3 best captured town square idea and sense of place
- No strong feelings about playground or play structures on site – agreed that the green space or park area needed to be successfully programmed to create interest
- High priority for maximizing preservation of heritage trees
- Concerns expressed about where “back door” functions are located and screened



NEIGHBORHOOD OUTREACH 3 – 10/30 – SCHROEDER RESIDENCE

OPTION 1

- TWO STORY BLDG.
- WHAT ABOUT PKG. DEMAND FOR FUTURE TRAIN SERVICE?
- ADDRESS CONTRACTOR PKG.
- LOSE HISTORICAL CHARACTER

OPTION 2

- BLDG. ONE STORY.
- CC HISTORIC VALUE.
- RECYCLE ELEMENTS!
- ARCHITECTURAL CHARACTER... spanish style

OPTION 3

- WHY KEEP CORP YARD? HERE!
- CONCERN FOR PIKE SAFETY.

FUNDING

- Library FUNDS
- Bldg. Dept. FUNDS
- Private CAPITAL CAMPAIGN

FAIR OAKS

COMMUNITY

SERVICES

CONCERNS: UNDERGROUND PIKE COST?, TRAFFIC, "marmite" CONCRETE LIGHT FIXTURES, FRIENDLIER, THEY WERE MUCH MORE SQUARE FOOTAGE THAN CURRENT, 4WAY STOP, CONCERN ABOUT large equipment.



KEY THEMES:

➤ **BUILDINGS:**

- Preference for 2 story buildings as appropriate to increase density, reduce building footprints; some expressed desire for maintaining some one story buildings/scale
- Some building consolidation is ok; prefer not to have all program located in a single building
- Strong preference for preserving existing Town Hall; do not feel appropriate to continue as Council Chambers; acceptable to relocate elsewhere on civic center site and repurpose
- Strong preference for moving Public Works yard to park (if acceptable to staff and if does not adversely impact park)

➤ **STREETS & PARKING:**

- Support for underground parking, primarily for staff and secure parking, to reduce surface parking requirements if affordable
- Strong opinion for street connection between Maple and Fair Oaks; critical for Ashfield to continue through to Fair Oaks and/or connect to Station Lane which continues to both Maple and Fair Oaks; about one third to one half the group liked Option 3 street arrangement



NEIGHBORHOOD OUTREACH 3 – 10/30 – SCHROEDER RESIDENCE

KEY THEMES:

➤ STREETS & PARKING:

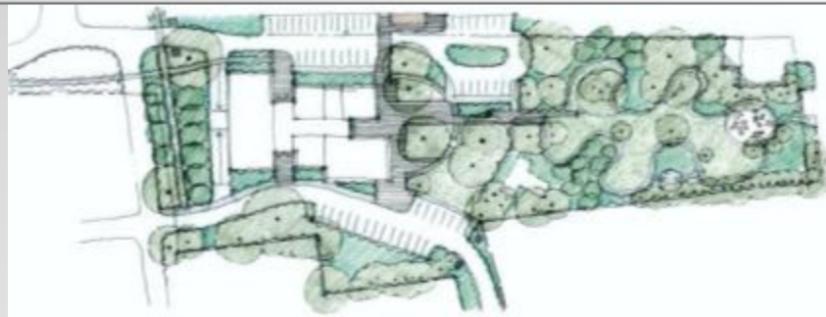
- Issue of contractor parking practices continuing brought up – unclear how current practice will impact parking needs or if it will be continued
- Concerns expressed if there will be sufficient train parking, particularly if weekly service resumes

➤ PARK / GREEN SPACE:

- Strong preference for more of a park or “bucolic” feel to the site, prefer the central pedestrian green space shown in Option 2, instead of streets circulating through the center of the site
- Recognized both Fair Oaks and Ashfield as two approaches or “front doors” of the project; like creating pedestrian center
- Most felt that civic center should not duplicate park functions located at Holbrook Palmer park and there was no need to create play space; some felt play space near Library was important
- Maximizing preservation of heritage trees important; some judicious tree removal acceptable; also wanted to preserve existing street lamps



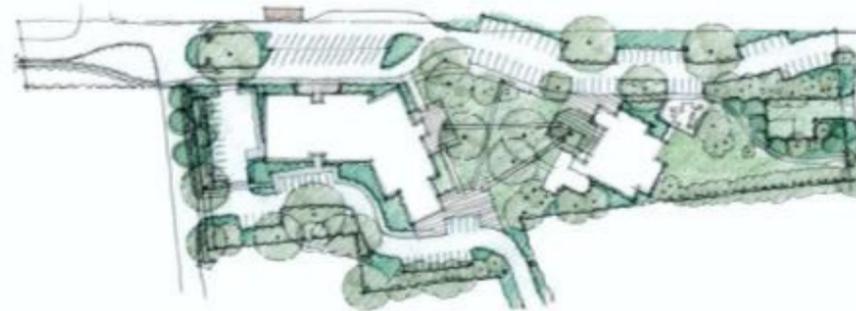
NEIGHBORHOOD OUTREACH 4 – 11/03 – NACHTSHEIM RESIDENCE



OPTION 1

- ▶ ACCESS TO POLICE?
- ▶ ASSUMES RETAINING CALTRAIN PARKING. **33 spaces**

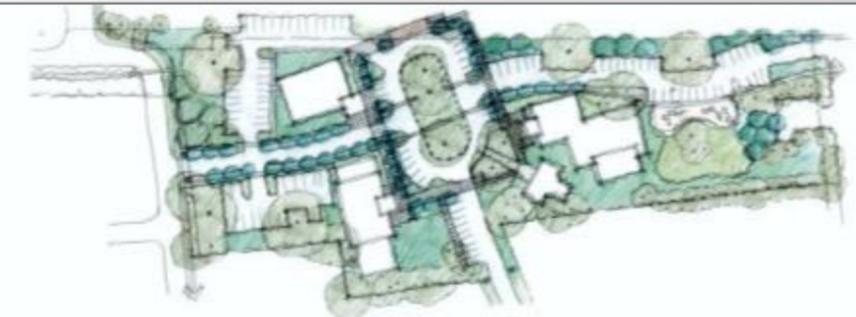
- How do staff feel about sharing space? — Definitely amenable!
- ONE BUILDING GIVES MORE FLEXIBILITY FOR EVOLUTION OF LOCAL GOVT. — Build largest we can to allow for growth.
- MAKE LIBRARY SEPARATE BLDG. — size?
- GREEN SPACE = Garden — Many schools/parks in the area.



OPTION 2

- ▶ DOES ONE STORY BLDG. PRECLUDE UNDERGROUND PKG.? — No! still possible!

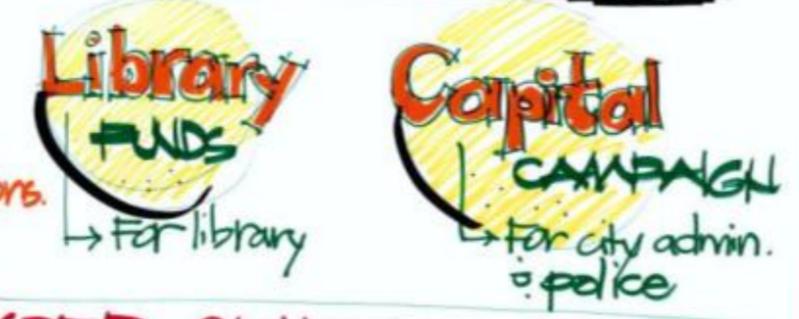
- LIKE PEDESTRIAN CENTER
- TRAFFIC COUNTS ARE IN... — Will present at 1/6 City Council mtg.
- ARE WE UPDATING AN ADMIN. CENTER or CREATING A HEART OF THE TOWN? — local organizations.
- NEED COMMUNITY ROOM? COMMUNITY GATHERING SPOT. — could be atrium of one building.
- CONSIDER CYCLES OF IN-SOURCING & OUTSOURCING.



OPTION 3

- ATTRACTION SOUND WALL?
- KEEP COUNCIL CHAMBERS — OK to move and re-purpose
- COST OF UNDERGROUND PKG. — Yes, if affordable

FUNDING



- ✓ PED CENTER ...
- ✓ TREES — comply with the town's own ordinance.
- ✓ ARRIVAL: Fair Oaks

11.3.2012



KEY THEMES:

➤ **BUILDINGS:**

- Preference for 2 story buildings as appropriate to increase density, reduce building footprints
- Some attendees preferred the single building approach due to its economy and efficiency; others felt the library should be its own building
- General agreement around preserving the existing Town Hall building, repurposing it to another use; most felt that it was acceptable to preserve the façade or a portion of the building and also acceptable to move it
- Consensus that staff should determine the best location for the Public Works yard

➤ **STREETS & PARKING:**

- Support for underground parking, primarily for staff and secure parking, to reduce surface parking requirements, if affordable
- Street connection between Maple and Fair Oaks critical; critical for Ashfield to continue through to Fair Oaks and/or connect to Station Lane which continues to both Maple and Fair Oaks



KEY THEMES:

➤ **PARK / GREEN SPACE:**

- General preference for more of a park feel to the site, prefer the central pedestrian green space shown in Option 2, instead of streets circulating through the center of the site
- Identified Fair Oaks as the “front door” of the project, but could see a successful approach from the perimeter and then walk to the town center
- Did not feel it was appropriate to spend effort or \$ on creating major gathering spaces or park spaces – felt that the civic center’s primary purpose is to provide a dignified location for city services and places for community groups to meet (indoor/outdoor) where there is currently no other venue serving those needs; the town already has other venues that provide park and recreation and large meeting/gathering spaces
- Preservation of heritage trees is important, but should not compromise an ability to achieve the best plan on the site; any removals proposed should be carefully considered along with replacement trees and should be compliant with the Town of Atherton’s requirements for tree removals and protection of existing heritage trees



NEIGHBORHOOD OUTREACH 5 – 11/05 – SOCKOLOV RESIDENCE

OPTION 1 (4)

SAFE PED. X-ING.

NEED SIGNAL LIGHT @ MIDDLEFIELD

DO WE NEED A LIBRARY?

OPTION 2 (11)

POLICE
CITY ADMIN. CC
LIBRARY

SEEKING UPGRADE ~ \$350K

OPTION 3 (3)

QUESTIONS:

- 5. ? KEEP ALL FUNCTIONS ON THIS SITE?
Yes. Possibly relocate comp. yard.
- WHAT ARE OBJECTIVES/GOALS?
 - Improve access
 - Provide adequate space for future needs
 - Preserve tree canopy.
 - Respect residential neighbors.
- GRADE SEPARATION f/ R/R.?
- COST OF UNDERGROUND PKG.?
- OPPORTUNITY FOR PERFORMANCE SPACE

NOTES:

- THIS WILL LOOK DIFFERENT IN THE FUTURE. i.e., fewer books, more media.
- POST OFFICE IS IN CITY ADMIN. SPACE.
- PARKING COUNTS BY FUNCTION - SAME ACROSS ALL SCHEMES.
- 9 ADMIN. STAFF + 27 POLICE DEPT. STAFF
- TRAFFIC ENGINEER ANALYSIS? Yes!
- FRONT DOOR - like Lindenwood gates!
- clear articulation
- easy access to parking.
- LIGHTING FOR SAFETY!
- ADDRESS CONNECTIONS TO BIKE/PED FACILITIES

FUNDING:

- CIVIC CENTER
- LIBRARY
 - underground pkg.
 - proposed costs in a shared bldg.
- GENERAL FUND \$2M
- CAPITAL CAMPAIGN - Police Found'n

11.5.2013



KEY THEMES:

➤ **BUILDINGS:**

- Preference for a mix of 1 and 2 story buildings to increase open space, preserve trees and reduce building footprints
- Some building consolidation is ok; prefer not to have all program located in a single building
- No strong consensus about preserving existing Town Hall building – comfortable repurposing into the design in some way; also ok with demolishing it
- No consensus about Public Works yard on or off site – if retained at civic center site, prefer located adjacent to Maple!

➤ **STREETS & PARKING:**

- Support for underground parking, primarily for staff and secure parking, to reduce surface parking requirements and preserve open space
- Strong opinion for street connection between Maple and Fair Oaks; critical for Ashfield to continue through to Fair Oaks and/or connect to Station Lane which continues to both Maple and Fair Oaks



NEIGHBORHOOD OUTREACH 5 – 11/05 – SOCKOLOV RESIDENCE

KEY THEMES:

➤ STREETS & PARKING:

- Issue of contractor parking practices continuing brought up – unclear how current practice will impact parking needs or if it will be continued
- Parking should be convenient and immediately adjacent to proposed uses
- Suggestion made to consider whether train parking needs to be provided up front or can be added as required later

➤ PARK / GREEN SPACE:

- Preference for more of a park feel to the site, prefer the central pedestrian green space shown in Option 2, instead of streets circulating through the center of the site
- Identified Fair Oaks as the “front door” of the project, but could see a successful approach from the perimeter and then walk to the town center (similar to Menlo Park’s Civic Center)
- No strong feelings about playground or play structures on site –program to create interest
- Overall the group did not prioritize maximizing preservation of heritage trees; some tree removal acceptable



CITY COUNCIL & CCAC PRESENTATION

SYNTHESIS:

➤ BUILDINGS:

- 2 story, 2 buildings (potential alternate option showing single building), retain existing Town Hall in some form – repurposed if feasible or preserve façade/use as entry for another building (relocation acceptable elsewhere on site)
- Move Public Works Yard to Holbrook Palmer park and consolidate with existing maintenance functions in park is preferred, but defer to staff preferences for most efficient solution
- Scheme should not depend on moving the station, but if it enhances final scheme and is possible, general support for its relocation

➤ STREETS & PARKING :

- Provide underground parking (assuming affordable) for staff & secure parking and some visitor parking; minimize surface parking to address daily visitor flow and convenience parking
- Verify anticipated train parking needs and propose phased parking approach to providing; locate on train right of way as much as possible
- Provide through street connection between Fair Oaks and Maple; ensure that Ashfield can connect through to Fair Oaks and if possible, to Maple as well



CITY COUNCIL & CCAC PRESENTATION

SYNTHESIS

➤ PARK / GREEN SPACE:

- Provide central pedestrian gathering/circulation space between buildings (or in front of main building if single building option is successful) as “town green” and central organizing space
- Provide bikeways, pathways, and other experiential green spaces throughout site
- Maximize preservation of heritage trees where practical – focus removal on unhealthy or non-heritage trees where possible: comply with current town ordinances and requirements for heritage tree protection and replacement
- Consider some children’s play area associated with the Library

Preferred direction seeks to blend best components of Options 2 (gathering/green space) & 3 (street flow, arrival/entry), with underground parking captured in Option 1.



CITY COUNCIL & CCAC PRESENTATION – NEXT STEPS

CCAC MEETINGS – 4 – 6 PM

12/3 12/18

NEIGHBORHOOD MEETINGS – MASTER PLAN OPTIONS

FRIDAY 11/8 6 – 8 PM

PUBLIC WORKSHOP #2 – MASTER PLAN REVIEW

12/11 6 – 8 PM

CITY COUNCIL – FINAL MASTER PLAN PRESENTATION

1/15/14 7 PM



NEXT STEPS – LEADING UP TO 12/11 PUBLIC WORKSHOP

➤ DEVELOP PREFERRED OPTION:

- Capture discussion from final outreach meeting
- Confirm direction & develop preferred plan layout for civic center site; begin looking at phasing, swing space needs, and costs
- Review revised plan(s) with CCAC 12/3

➤ FINALIZE PROGRAM NEEDS:

- Work with staff and CCAC to finalize space needs program for all departments
- Verify distribution of program spaces and appropriate shared space with preferred scheme
- Confirm direction for Public Works yard

➤ MEET WITH AGENCIES/STAFF:

- Meet with CalTrain to review project and proposed parking/streets/station layout
- Meet with Town Planning Department to review preferred scheme and discuss EIR issues to address and process following master plan completion
- Review scheme with arborist and traffic consultant



QUESTIONS + COMMENTS

