



## Item No.5f Town of Atherton

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

**TO: PARKS AND RECREATION COMMITTEE**

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

**DATE: MARCH 2ND, 2022**

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

#### **Background**

At the February 2nd, 2022, meeting the Park & Rec Committee discussed editing the updated draft Memorial and Donation Policy document. Staff has incorporated the Committee's comments. Attached is a clean version with the edits.

The main changes are below:

Updated amounts for the elements.

Now the Town will except the donations for elements.

The amount is changed to \$10,000 before it needs to be reviewed by Council.

The form will be updated.

24" box trees can now be an option

Plaques can now be on memorial trees.

#### **Discussion**

Please discuss and staff can incorporate any additional comments or edits.

Park & Rec can review the updated version and a vote will be needed to make a recommendation to City Council. Staff will then bring to the Council on March 16<sup>th</sup>, 2022.

Attached: Updated Memorial and Donation Policy

# UPDATED DRAFT 2/24/22

## TOWN OF ATHERTON

### Parks and Recreation Outdoor Facilities

#### Memorial and Donation Policy

Adopted and approved by the Parks and Recreation Committee on [ ].

Approved by the ~~City~~Town Council on [ ].

**Purpose:** The purpose of this policy is to establish guidelines, standards, and procedures for the acceptance, ~~installation~~installation, and care of donated park improvements, either as a result of a cash or physical property donation. These donations may include, but are not limited to: park benches, ~~bicycle racks~~, picnic tables, ~~monuments (by exception only)~~, drinking fountains, statuary and other types of park accessories ~~as well as monuments (by exception only)~~. Acceptable donations are always dependent upon the specific needs of the Town of Atherton, and ~~an updated list of~~ acceptable donation opportunities ~~can be reviewed with the Park Manager and the is maintained by the~~ Parks and Recreation Committee. The ~~Town (change all City to Town)~~ City desires to encourage donations while at the same time manage aesthetic impacts and mitigate on-going maintenance costs.

Guidelines established by this policy will apply to all donations made after the effective date of this policy. Donations made prior to the adoption of this policy shall be subject to applicable sections of this policy. Standards established by this policy will apply to purchased equipment, installation techniques, donation acknowledgements, and care of all donations made after the adoption of this policy.

**Scope:** This policy applies to Holbrook-Palmer Park: ~~City~~Town Offices located at ~~91 Ashfield Road~~80 Fair Oaks Lane and the Atherton Reading Park & Library ~~located LOCATED At~~ 2 ~~Dinkelspiel Lane~~80 Fair Oaks Lane. *This policy does not apply to buildings.*

#### GUIDELINES FOR EXISTING and New DONATIONS

**Definition of an Existing Donation:** For the purpose of this policy, existing donations are those donations received prior to the adoption of this policy.

**Maintenance:** Maintenance of the landscaping at tree donation sites is the responsibility of the Town. All landscaped sites will be maintained debris-free. ~~Donated park~~Donated Park elements (i.e. benches, tables, etc.) become ~~City~~Town property. Donations made both prior to and following the adoption of this policy are to be maintained by the ~~City~~Town during their useful life spans.

The ~~City~~Town shall be responsible for the maintenance for all items donated to the park. The ~~City~~Town will make every good faith effort to assure that existing donated item are kept in good working order and in the case of a tree, thrives in its new setting. The ~~City~~Town does not, however, make any guarantee that a donated item will last for any given amount of time and does not make any offer to repair or replace these donations following the course of a failure. The ~~City~~Town will remove and dispose of any item deemed a safety hazard by the ~~Director of Public~~

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~~Works or Park Manager~~~~Park Superintendent~~ without notification or restitution to the donor of an item.

### **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 k~~ (artwork, ~~seating, fixtures~~).
2. Monetary donation for a memorial item to be added to the park (trees, benches, ~~seating, fixtures, convenience~~ 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 Parks and Recreation Committee goals and objectives.
- b) The Atherton Parks and Recreation Committee may decline any donation or gift without comment or cause.
- c) The donation or gift will not ~~be in conflict with~~ conflict with any provision of the law.
- d) Any non-cash donation or gift will be aesthetically acceptable to the ~~Ce~~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 ~~City~~ Town would be unwilling to fund when the donation is exhausted.
- g) The donation or gift places no restriction on the ~~CityTown~~ or the Holbrook-Palmer Park Foundation, unless agreed to by the Foundation and the CityTown Manager or Council.
- ~~h) The donation or gift shall become property of the City.~~
- h) All donations or gifts will receive recognition appropriate to the level and nature of the donation, as determined by the CityTown. For those of a capital nature, that may be in the form of signage, marking, naming, or any other means the CityTown 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.
- ~~ij) Donations of \$2500 or less of personal and memorial items will be brought by the Holbrook Palmer Park Foundation to the Parks and Recreation Committee for approval and placement. Donations of items greater than \$10,000 \$2500 will be brought to the Parks and Recreation Committee for approval and then the Atherton CityTown Council for final acceptance. [acceptance. Review with Town when Council must approve]~~
- jk) All information regarding a donor or donors and their respective donation(s) or gift(s) are public information, and information and are subject to disclosure pursuant to the California Public Records Act.

**Commented [SB1]:** Will items less than \$10,000 just go to P&R?

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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 CityTown 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 CityTown 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~~2000

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Tree (specimen) 15 gallon:  
~~\$2500~~3500

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~~Furniture (Park bench~~  
~~\$2700~~

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Commented [SB 2]: \$1500 bench plus install/ placement \$150 plus plaque \$75-150 = \$2000

~~Picnic table~~ \$32000

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\*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 make changes to the cost of elements in a reasonable fashion as needed and update the policy as needed.  
park convenience item) \$2500

Commented [SB 3]: Picnic bench can be \$1700 plus placement \$200 plus plaque \$75-150 = \$2000

[All to be reviewed with Sally; consider having a different amount of tables if more expensive]

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3. **Monetary donations to fund specific or non-specific projects or maintenance in the park.** The Holbrook Palmer Park Foundation is always willing and able to accept monetary donations of any amount for both planned projects in the park and unspecified projects and maintenance to be used at a future date.

**Appearance and Aesthetics:** The CityTown 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~~Donated Park elements, and/or their associated donation acknowledgements, become CityTown 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 City-Town assumes no liability as to the condition or useful lifespan of donated elements.

The CityTown 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~~Donated Park elements must be of high quality to ensure a long life, be resistant to the elements, ~~wear~~wear, and tear, and to acts of vandalism.

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

~~The Holbrook Palmer Park Foundation will manage. All~~ monetary donations to the park for specific park elements shall be made directly to the Town. ~~Once the dollars are procured, the Foundation will put forward a request for installation to the Parks and Recreation Committee.~~ Once approved by the Parks and Recreation Committee, a formal request will be issued to the Public Works Department and the work will be carried out by staff. ~~Once completed, staff will invoice the Park Foundation for the costs of all work associated with the installation and administration of the donation.~~ Monetary donations to fund a specific or unspecified project or maintenance in the park shall be made to the Foundation to be used to fund new and ongoing projects in the park.

**Application:** Applications are available through ~~the~~the-mail or in person at the Towns Public Works Administration counter located at ~~99 Station Lane~~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, ~~Ps and~~ payment will be made to ~~Public Works~~the Town of Atherton for review, processing and acceptance by the Parks and Recreation Committee.

### **CRITERIA FOR ACCEPTANCE**

**Park Site Plan:** To accept donation of a park element ~~for a specific park facility, a park site plan must exist showing the available locations for park elements (see Appendix C). If no plan exists, then a donation may be made to another facility. If a plan exists, but exists but does not identify a particular park element proposed for donation, the City may accept the donation under certain conditions. Under this circumstance,~~ 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 CityTown 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 ~~only~~ in the cases of donations of benches, picnic tables, trees and park convenience items. Donation acknowledgements and memorial plaques, as approved by the Parks 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 Parks and Recreation Committee. (2.5 inches by 6 inches) ~~and material established by the Town of Atherton.~~ The Parks ~~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 ~~three~~ acknowledgement/memorial ~~language options~~: “Donated by \_\_\_\_\_,” “In memory of \_\_\_\_\_,” or “Dedicated to \_\_\_\_\_.”

Commented [SB 4]: Do we want to add plaques for trees?

~~No memorial plaques will be installed for tree donations.~~

The ~~City~~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, ~~BICYCLE RACKS, PICNIC TABLES, AND DRINKING FOUNTAINS~~**

Park benches, ~~bicycle racks~~, picnic tables, ~~trees~~, drinking fountains, and playground components ~~shall may~~ be sited in locations approved by the Parks and Recreation Committee, ~~in accordance with an available site plan (see Appendix C).~~ Items donated become ~~City~~Town property at the time of purchase.

### **TREES**

The size, ~~and~~ species ~~and location~~ of a donated tree (or trees) shall be limited to those determined by the ~~Committee and Park Manger, Town.~~ 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 make a donation 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 City park~~Town Park facility. Exceptions to this policy are monuments ~~installed by the City commemorating commemorating~~ the history and/or dedication of a park facility ~~and funded by a donor that are approved by the Town. If the City was the one funding the memorial that would not be a “donation” under the policy.~~

### **OTHER DONATIONS**

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

**Appendix C:** ~~Park Site Plan~~

*Adopted and approved by the Town of Atherton Parks and Recreation Committee on January 15, 2008.*

**APPROVED LIST OF DONATION NEEDS/MEMORIAL AND DONATION FEE SCHEDULE**

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<u>DONATION TYPE</u>	<u>ELEMENT INSTALLATION COST *</u>
<u>Park Bench</u> <u>Recycled plastic planks or natural wood</u>	<u>\$2,700</u>
<u>Picnic Table</u> <u>Recycled plastic planks</u>	<u>\$3,200</u>

<u>Drinking FountainADA</u>	<u>**</u>
<u>Tree (Common) 15 gallon</u>	<u>\$3,000</u>
<u>Tree (Specimen) 15 gallon</u>	<u>\$3,500</u>
<u>Tree (Common) 24" box</u> <u>*May also include cost of planting</u>	<u>\$4,000</u>
<u>Tree (Specimen) 24" box</u> <u>*May also include cost of planting</u>	<u>\$4,500</u>
<u>Bike Rack</u>	<u>**</u>
<u>Play Equipment (recycled)</u>	<u>**</u>
<u>Other Park element</u>	<u>**</u>

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

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Appendix A

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

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Appendix B

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

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(To be completed by applicant, please print legibly)

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Applicant Information:

Name of Donor

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Address of Donor

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Home Phone

Work Phone

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Email Address

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Donation Information:

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Description of Donation

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Location of Donation

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Wording on Memorial Acknowledgement

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Type of Donation

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Total Cost of Donation (Includes purchase, tax, shipping, and installation)

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**I have read and agreed to the terms of the memorial and donation policy.**

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Donor

Date

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To be completed by Town staff

Reviewed by  
Parks Manger

Date

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Park & Recreation Commission Approval

Date

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