



Opening a four-week public comment period for the Menlo Park Community Campus naming process

Parks and Recreation Commission / Library Commission (PRC / LC)

September 18, 2023





Purpose – Study Session

- City Council is the sole decision-making authority for naming or dedicating City facilities.
- As advisory bodies to City Council, the PRC and LC have no decision-making authority related to naming or dedicating City facilities.
- The PRC and LC will not make any decisions nor recommendations about specific names and/or dedications during this joint study session.



Purpose – Study Session

- Part of a multi-step process that was established by City Council to help inform its decision-making about potential names and/or dedications for the facilities and major programs to be located in the Menlo Park Community Campus project (MPCC)
- The purpose of this joint study session is to hear community input, provide background information and inform the PRC and LC about the naming process City Council established.



Recommendation – Study Session

- PRC and LC open a four-week public comment period for Menlo Park residents to offer feedback and suggestions
- All comments previously received have been retained
- At the end of the four-week public comment period, the PRC and LC will jointly convene another public meeting, tentatively Oct. 25
- PRC and LC will consider all community input received; review the Naming Policy, then recommend to City Council:
 - Up to three potential names and/or dedications for the overall facility
 - Up to three potential names and/or dedications for each of the five major programs to be housed in it.



City Council decision process

- The City Council will review the PRC's and LC's recommendations in November or December on a date to be determined
- City Council will have the final decision on a name and/or dedication for the overall facility, and names and/or dedications for each of the five major programs that will be housed in it.





Naming Policy

- City Council Policy #CC-23-026, “Naming and/or changing the name of facilities,” (Naming Policy) was updated by City Council by Resolution No. 6817 on March 14, 2023.
- Establishes the procedure and criteria for naming and/or dedicating a new facility, or the individual programs or components within a new facility, or the renaming and/or rededicating of a previously designated park, playground, building, or other unit under the City’s jurisdiction.

NAMING AND/OR CHANGING THE NAME OF FACILITIES

City Council Policy #CC-23-026

Adopted Resolution No. 6817



Purpose and scope

From time to time the City has the opportunity to name and/or dedicate a new facility, or the individual programs or components within a new facility, or is requested to rename and/or rededicate a previously designated park, playground, building or other unit under the City's jurisdiction.

In order to formalize the City's consideration of these opportunities and requests, and to provide guidelines to the public, the City has adopted the following procedure and criteria for the naming and/or dedication of facilities.

1. It shall be the policy of the City not to change the name of any existing City facility, particularly one whose name has City, regional or national significance, unless there are the most extraordinary circumstances of City, regional or national interest and no other new facility can so be designated.
2. The existing place names within Menlo Park shall be deemed to have historic significance to the City. The City will modify existing place names only with the greatest reluctance and, when naming or dedicating facilities in honor of a person or persons, only to commemorate a person or persons who have made major, overriding contributions to the City and whose distinctions are as yet under-recognized by the City.
3. The City Council is the final decision-making body for the selection of names and dedications for City facilities. The City Council may direct an appropriate City Commission to consider inputs from the community and recommend names or dedications to the City Council -- for example, it may select the Parks and Recreation Commission to do so for public parks, playgrounds, athletic fields, paths, tennis or pickleball courts, gardens, recreation buildings and related facilities.



4. The naming, dedication, renaming and/or rededication of City facilities will recognize and take into consideration the following criteria:
 - A clear and compelling connection to significant local places, communities, neighborhoods, history, geographical features, people, achievements, events, and/or other attributes of the City and community of Menlo Park
 - Inclusion, belonging, access, fairness, and justice for the entire Menlo Park community and all of the people who are part of it
 - A deceased person (no sooner than five years after death) who made major, overriding contributions to the City and community of Menlo Park and whose distinctions are as yet under-recognized by the City
 - National, regional or community groups that have made significant contributions to the Menlo Park community and have not been previously honored in a meaningful way by the City.

5. The City Council from time to time may authorize a dedication, memorial plaque, or other recognition in or on a facility that is closely identified with a person or group, or to recognize individuals and/or groups who have donated to the facility and/or individual programs or components within it, but the policy of the City is to retain the historic name of the facility.

6. For other than naming and/or dedicating a new facility and its individual programs or components, it is the policy of the City to take no action until at least six months from the receipt of a suggested renaming or rededication.

Policy history

Action	Date	Notes
Policy adopted	February 25, 1986	City Council adopted
Policy reviewed	January 27, 1998	City Council reviewed and made no revisions
Policy updated	March 14, 2023	City Council adopted Resolution No. 6817



City Council direction – January 24

On Jan. 24, City Council directed City staff to update the city's Naming Policy and undertake a process with robust community input to help inform the City Council's decision-making to identify:

1. A name and/or dedication for the overall Menlo Park Community Campus (MPCC) building
2. Names and/or dedications for each of the five major programs housed in the MPCC building: senior center, branch library, youth center, aquatics center, and recreation center
3. Recognitions for individuals and/or groups who donate toward the costs of the opening day furnishings, equipment, books, public art, and other amenities in the MPCC building.



City Council direction – March 14

On March 14, City Council:

- Updated the Naming Policy
- Authorized a process with robust community input to help inform the City Council's decision-making to identify names and/or dedications in the MPCC facility
- Directed City staff to prioritize the development of MPPC programming first, and to schedule the facility naming process in summer/fall 2023 after the programming work had been mostly completed.



Current timeline

All dates are tentative and are subject to change:

- Sept. 18 – PRC and LC open a new four-week public comment period for Menlo Park residents to offer input and suggestions
- Oct. 25 – PRC and LC consider community input, City Council direction and Naming Policy, then recommend to City Council up to three potential names and/or dedications for the overall facility, and up to three potential names and/or dedications for each of the five major programs in it.
- November/December TBD – City Council reviews the PRC's and LC's recommendations, hears additional public input, then selects a name and/or dedication for the overall facility, and selects names and/or dedications for each of the five major programs that will be housed in it.



Naming rights – City Council

- The City Council is the sole decision-making authority for naming or dedicating City facilities, including the MPCC and programs in it.
- The City’s naming rights for the MPCC project are affirmed in the Funding and Improvement Agreement between City of Menlo Park and Facebook (now Meta), which states:

“The City shall have the sole discretion to name the Project in accordance with its internal policies; provided, however, that prior to selecting the name, the City must meet and confer with Facebook. The City shall not license, sell, or otherwise commercialize the naming rights for the Project, or provide naming rights to a donor. Facebook shall have the non-exclusive right to use the appearance and image of the Project and refer to the Project’s name in its marketing or any other published materials.”



MAKERSPACE
SECOND FLOOR



Previous and current facilities / programs

The next five slides provide summary status updates about the previous and current facilities and programs that will be housed in the new MPCC facility when it opens:

- Belle Haven Branch Library
- Belle Haven Pool
- Belle Haven Youth Center
- Menlo Park Senior Center
- Onetta Harris Community Center



Belle Haven Branch Library

- Currently located at 413 Ivy Drive, Belle Haven Branch Library has remained open to the public in the same location during MPCC project construction.
- Belle Haven Branch Library will move into the MPCC when the project is complete.
- The new facility will include an expanded library space that spans two floors and features a new makerspace, teen zone, children's outdoor patio, and tutoring/study rooms.
- The library's current location at 413 Ivy Drive is part of the Belle Haven Elementary School site owned by Ravenswood City School District, and that space will revert to the school's use after the library moves out.



Belle Haven Pool

- Formerly located at 100 Terminal Avenue, the Belle Haven Pool facility was closed and demolished in June 2021 to make way for the MPCC project
- Aquatics programs are not being provided at this location during construction, but will be provided in this location when the new facility opens
- The new facility will include a new aquatics center with performance pool, instructional pool, family splash pad, and other features.



Belle Haven Youth Center

- Formerly located at 100 Terminal Avenue, the Belle Haven Youth Center building was closed and demolished in June 2021 to make way for the MPCC project
- The youth center program moved to a temporary modular building in the Kelly Park parking area in May 2021, and has remained open in that interim location during the MPCC project construction
- The youth center program will move into the MPCC when the project is complete
- The new facility will include an enhanced youth center space with classroom and indoor play areas, outdoor play yard, children's restrooms, kitchenette, and other features.



Menlo Park Senior Center

- Formerly located at 100 Terminal Avenue, the Menlo Park Senior Center building was closed and demolished in June 2021 to make way for the MPCC project
- The senior center program temporarily moved to Arrillaga Family Recreation Center in May 2021, and has remained open in that interim location during the MPCC project construction. The senior center program will move into the MPCC when the project is complete
- The new facility will include multiple senior center spaces with senior lounge, dining and event hall, commercial-grade kitchen facility, outdoor terraces, and easy access to auxiliary spaces and programs in the library, makerspace, and movement studio, among other features.



Onetta Harris Community Center

- Formerly located at 100 Terminal Avenue, the Onetta Harris Community Center building was closed and demolished in June 2021 to make way for the MPCC project
- Most recreation and sports programs are not being provided at this location during construction, but will be resumed when the new facility opens. (Some smaller-scale recreation classes are being provided at nearby Belle Haven Branch Library on an interim basis during construction)
- The new facility will include a public gymnasium, fitness center, movement studio, locker room and showers, classroom space, and other features.



CHILDREN'S LIBRARY
FIRST FLOOR



Current names of major programs

Each of the five major programs that will be located together in the new multiservice facility—library, aquatics center, youth center, senior center, and recreation center—previously had or currently have names assigned to them (as listed in alphabetical order):

- Belle Haven Branch Library
- Belle Haven Pool
- Belle Haven Youth Center
- Menlo Park Senior Center
- Onetta Harris Community Center



Current names of major programs (continued)

- The five major programs will no longer be housed in separate, individual buildings when the new multiservice facility opens
- Each program will be housed in its own distinct area of the new facility, marked by signage and in official City directories.
- Each individual program will retain its unique identity and programs in the new facility, even as new collaborations and synergies between the individual programs are created by the newly constructed facility's unique all-in-one design.



Overall “campus” name

- Prior to being demolished to make way for the MPCC project construction, the facilities at 100 Terminal Avenue were located in separate, standalone facilities, and each bore its own individual name
- There is no record of a single overall name having been assigned to the overall cluster of facilities—sometimes referred to as a “campus”—by City Council in the past
- The former monument sign at 100 Terminal Avenue prior to the demolition listed the names of the individual facilities on the site (including Kelly Park which is not part of the MPCC project construction), but did not list or indicate an overall campus name (Attachment C.)



Former monument sign



- Image of the monument sign previously located at 100 Terminal Avenue, prior to the demolition of Belle Haven Pool, Belle Haven Youth Center, Onetta Harris Community Center, and Menlo Park Senior Center to make way for the MPCC project construction
- (Note: Kelly Park is not part of the MPCC project construction. City Council could also choose to include Kelly Park in any overall campus name or dedication, if desired, however there is no intent or process to change the name of Kelly Park itself at this time.)



Signage considerations

- Monument sign. The project includes a new monument sign located next to the street at the site's entrance on Terminal Avenue for the purposes of demarcating the address and indicating what is located there
- Building main entry sign. The project design includes a sign over the main entrance into the new building to identify the building to visitors. Of note, the new building will have a single consolidated main entrance and entry sign. This is different from the previous facilities, which were in separate buildings each with its own main entry sign.



Signage considerations

- Wayfinding and room signs. The project design includes signs on each of the program areas inside the building, and wayfinding signage throughout the “campus” to guide visitors to the individual programs and destinations
- Dedication plaque. It is customary for significant new public buildings to have a dedication plaque. Dedication plaques typically display the year or date the building was completed and officially dedicated, and recognize individuals or entities that played significant roles in the project’s development such as elected officials, architects, builders, financiers, voters and/or ballot measures, as appropriate to the specific facility.

FIRST FLOOR



GYMNASIUM
(NOT SHOWN)

WEST TERRACE

CHILDREN'S LIBRARY & TERRACE

YOUTH CENTER & PLAYGROUND

STRG

STAFF

BATHROOMS

STAFF

BACK OF HOUSE

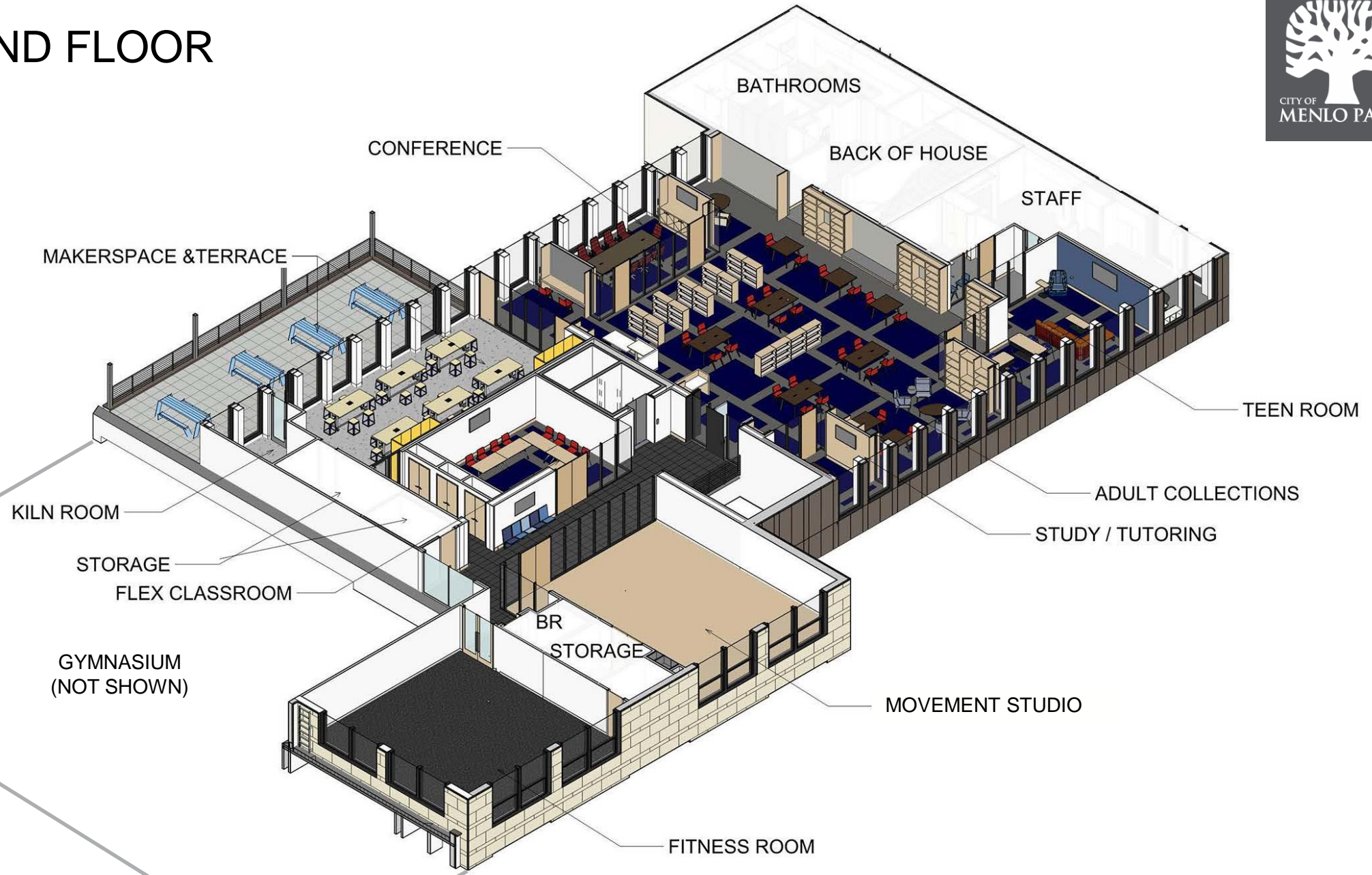
COMMUNITY DINING ROOM

SENIOR LOUNGE

FRONT ENTRANCE & LOBBY

EAST TERRACE

SECOND FLOOR







Public input

Members of the public can share written comments and suggestions related to MPCC naming and/or dedications:

- Online feedback form: menlopark.gov/name
- Paper suggestion boxes at City libraries and recreation centers
- U.S. postal mail to: Feedback, c/o City of Menlo Park, 800 Alma St., Menlo Park, CA 94025
- Public comments will continue to be accepted through Oct. 25
- A compilation of all written public comments received will be published in a report to PRC and LC on Oct. 25, and in a report to City Council.



Naming process next steps

On Oct. 25, City staff will present to the PRC and LC the following information to help inform and support the PRC and LC's joint recommendations to City Council:

1. Compilation of all written public comments received through various feedback channels
2. Summary of the public feedback received
3. Brief review of the Naming Policy and City Council direction related to the naming process
4. Matrix of naming and/or dedication opportunities to aid the PRC's and LC's discussion and recommendation process.



Thank you

