



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jane Light, Secretary
Library Commission
Lee Price, MMC
City Clerk

SUBJECT: SEE BELOW

DATE: May 29, 2007

Approved

Date

6/6/07

Council District: 2

**SUBJECT: LIBRARY COMMISSION RECOMMENDATION FOR NAMING THE
NEW BRANCH LIBRARY ON MONTEREY ROAD AND EAST
BRANHAM LANE**

RECOMMENDATION

The Library Commission recommends that the City Council name the new branch library currently being constructed at Monterey Road and East Branham Lane the "Edenvale Branch Library".

OUTCOME

If the Council takes this recommended action, the name of the new branch library will reflect the neighborhood in which it is located.

BACKGROUND

A new library is currently under construction at the corner of Monterey Road and E. Branham Lane. City Council Policy 7-5, Naming of City Owned Land and Facilities, directs that "for naming or renaming, a public hearing by the appropriate Commission shall be held in order for the Commission to develop a recommendation to the Council" (Section 2A).

Accordingly, the Library Commission conducted a public hearing on the evening of May 9, 2007 at the Santa Teresa Branch Library. Prior to the public hearing, 27 phone calls and/or emails were received suggesting a number of names that are included on Attachment A.

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Three people spoke to the Commission during the hearing. Of those speaking, one wished to see the library named Edenvale, one suggested Branham, and the final speaker felt either name

would be appropriate. At the hearing's conclusion, the Commission then reviewed the correspondence and testimony and unanimously voted to recommend to the City Council the name "Edenvale Branch Library".

ANALYSIS

The Commissioners wished to name the branch after the neighborhood because branch libraries are often focal points of community pride and identity. Also, many library customers use multiple branches and determine the general location of programs or library materials from the name of the branch.

PUBLIC OUTREACH/INTEREST

1,000 postcards were mailed to the community noticing the public hearing and encouraging them to "Name that Library". Flyers were distributed at libraries in the area and through e-mail. It was posted on the Library Bond Projects web site and a press release went out on April 11, 2007.

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This item does not meet the above-criteria.

COORDINATION

This report has been coordinated with the Library Commission, City Clerk and City Attorney's Office.

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CEQA

Not a project.

Attachment

For questions please contact Richard Desmond, Director of Branch Library Development at 793-4101.

ATTACHMENT A

Suggested Name	Number of Calls
Blossom Lane	1
Blossom Valley	1
Branham	6
Branham Lane	5
Branham Lane East	1
Edenvale	3
El Camino Real	1
Frontier Village	1
Great Highway	1
Junipero Serra	1
Oak Tree	1
Hayes	1
Mission Bell	1
Monterey	1
Our Community	1
Southside	1