

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: City of Eugene Naming Policy

Meeting Date: May 19, 2010
Department: City Manager's Office
www.eugene-or.gov

Agenda Item Number: B
Staff Contact: Beth Forrest
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AGENDA ITEM SUMMARY

This is a work session to discuss establishing a comprehensive set of procedures and policies to name City-owned facilities as well as endorse names of assets for which other agencies have primary responsibility.

In general, City facilities are named for their geographic location, or for a natural, historic, or geological feature, a practice that promotes community identification and creates a sense of ownership by community members. Facilities and amenities may also be named to recognize or commemorate individuals. The proposed naming policy (Attachment A) supports a continuation of this practice and further clarifies the criteria and procedures for naming and renaming. It also recognizes the existence of several internal policies.

BACKGROUND

The City Council last discussed this issue in July 2004. That work session was precipitated by two actions: the highly publicized decision to change the name of Centennial Boulevard to Martin Luther King, Jr. Boulevard, and a request from a group of bicycling advocates to rename a bike bridge in honor of a recently retired, long-term City employee. There was general agreement at that time that a more cohesive, comprehensive City of Eugene naming policy should be developed.

On March 10 2010, in response to a request from Governor Kulongoski, the City Council submitted a letter to the Oregon Transportation Commission (OTC) supporting a proposal to rename Beltline Highway in honor of Randall C. Papé. Although in principal the proposal was widely supported and deemed an appropriate honor, the financial impacts associated with the renaming were not provided until after the OTC's decision was made. It was also unclear what process, if any, had been used to gauge public opinion about this proposal.

More recently, a request to endorse a proposal to name the new I-5/Willamette River Bridge the "Whilmut Passage Bridge" was submitted by the Whilamut Natural Area Citizen Planning Committee (see Attachment B). In this case, the City of Eugene has no jurisdictional authority over the decision and, therefore, any process or policy put into place by the council will result in a recommendation to the OTC via the Oregon Department of Transportation.

These past and present scenarios illustrate the need for a comprehensive City naming policy that anticipates multiple contingencies and ensures a transparent, thorough process.

Currently, there is no single official policy encompassing all types of naming requests and situations, but rather a mixture of processes and practices, some documented, used to name city facilities. These can be loosely categorized as “naming in recognition” or “naming in commemoration” opportunities.

For example, the Eugene Public Library has developed an extensive list of “naming in recognition” gift opportunities. The Parks and Open Space Division has a set of guidelines and procedures in place to recognize monetary gifts in support of park facilities and/or amenities. Other departments have less formal practices and have made decisions to name subsections of facilities within the management structure of the department.

“Naming in commemoration” refers to the practice of naming a City facility after a person who has made a substantial contribution to the United States, Oregon or local community, usually without any monetary gift to the City itself. In these cases, especially for large, visible and frequently used facilities, the City Council has taken formal action to name a facility. Examples of this include the 2003 council resolution to name the Willamette River bike path after former mayor Ruth Bascom, the council motion in the late 1990s to name the new pedestrian bridge adjacent to the Ferry Street Bridge after Representative Peter DeFazio, and the decision in September 2009 to rename the Autzen Footbridge in honor of Dave and Lynn Frohnmayer.

Naming in commemoration is the process for which there is currently little policy or procedure. Preliminary research of practices in other communities shows that a number of cities have policies in place and these have provided a good basis for developing the proposed policy for City-owned facilities.

The naming and renaming of streets follows policies and procedures set forth as regional guidelines and in Eugene Code provisions. It is recommended that these policies, which for renaming proposals include a public involvement component and a mechanism for Planning Commission and City Council review, remain in effect.

The act of renaming a facility carries with it additional responsibilities. While the naming of a new facility or amenity may benefit from a structured process, renaming warrants its own policies and procedures and should include an analysis of any financial implications or other impacts before a decision by the City Council is made.

Public involvement in naming and renaming facilities and amenities is another consideration. Some cities have created ad hoc groups to develop a set of names, others have created an initiative-type system and still others have handed off such tasks to a standing citizen advisory committee. There are a number of variations related to citizen involvement.

RELATED CITY POLICIES

The establishment of a City naming policy relates to the City Council goal of Effective, Accountable Municipal Government, a government that works openly, collaboratively, and fairly with the community to achieve measurable and positive outcomes and provide effective, efficient services.

OPTIONS

The City Council has several options with regard to the proposed naming policy:

1. Adopt the naming policy and procedures as proposed.
2. Amend the naming policies and procedures.
3. Direct staff to return with additional information.

CITY MANAGER’S RECOMMENDATION

The City Manager has no recommendation at this time. Based on council direction, staff will revise the proposed naming policy and bring it back for formal adoption at a regular council meeting.

SUGGESTED MOTION

No motion is suggested.

ATTACHMENTS

- A. Proposed Naming Policy
- B. “Whilamut Passage Bridge” Information
- C. Hypothetical Application Process

FOR MORE INFORMATION

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City of Eugene Naming Policy

OBJECTIVE

The intent of the City of Eugene facility naming policy is to guide the naming of major, City-owned facilities in a fair, objective and consistent manner, and aid in the selection of names that are suitable to the property or facility, respectful of the history of the site, and useful to the public in locating the facility. For the purposes of this policy, “facility” shall be used to mean any building, park, street, natural area, bridge, or other City- owned structure.

GENERAL

The establishment of formal legal names of permanent real property owned by the City of Eugene requires administrative action. Only the Eugene City Council retains the authority to establish formal legal names for City-owned facilities.

It will be the general policy of the City of Eugene when naming facilities to incorporate a geographic, natural, historic, or geological feature as part of the name to assist the public in recognizing the location. The use of geographic areas or neighborhood locations for naming promotes community identification, thus creating a sense of ownership by citizens.

As an alternative, the council may consider honoring individuals whose achievements represent a lasting legacy to the mission of the City of Eugene and the community it serves, or donors making significant financial contributions to the construction of or ongoing operation of the facility by incorporating that individual’s name in the name of the facility. Whenever practicable, the individual’s name will be incorporated into the existing geographic name. In the event that an individual’s name is considered, the City Council will take great care to ensure that the individual is of such character and integrity that the name will endure as an honor in the present and into the future. At no time will a facility be named after a business.

It is the policy of the City Council not to rename existing facilities which have been dedicated in honor of an individual, unless such individual no longer represents a lasting legacy to the mission of the City of Eugene or the community it serves.

All naming proposals for major City-owned facilities will be subject to a public comment process during which objections to the proposal may be raised. In addition, an ad-hoc naming committee, appointed by the Mayor, may be created to ensure the integrity and completeness of the naming process. In general, members of the Naming Committee will possess a public service background and have a working knowledge of state and local history.

Existing naming policies shall remain in effect unless the application of the following policies is warranted. Factors used in determining which policy shall be applied may include size and scope of the facility, level of public interest, and significant historical event.

CRITERIA FOR CONSIDERING INDIVIDUAL’S NAME FOR BOTH NEW AND EXISTING CITY FACILITIES

The City Council may consider naming a facility after an individual who has been deceased for a minimum of one year as of the date of the submission of the proposed name and who meets at least one of the following criteria:

- Regional or local leader with strong, identifiable ties to the community or, specifically, to the facility being named.
- City resident who has distinguished himself/herself in public service as an elected or appointed official or volunteer with strong, identifiable ties to the City organization.
- Individual nominated for dedication of a specific facility by a donor who gives:
 - ✓ At least 50 percent of the total cost of the facility donated at the time of construction;
 - ✓ At least 50 percent of the total cost of major renovation or upgrade donated at the time of renovation or upgrade; or
 - ✓ The land comprising the building site or the cost of the land donated at the time of purchase.
- Individual nominated for dedication of a space/room in the facility by a donor who makes a significant financial contribution to the facility.

I. PROCEDURE FOR SELECTING NAMES FOR NEW FACILITIES

The following procedures shall be used in selecting names for new City-owned facilities.

A. City-Owned Facilities

1. Staff will notify the council about a naming opportunity at least 12 months prior to the scheduled opening of a new facility or at the earliest opportunity. The council may choose to convene an ad hoc naming committee to recommend a geographic name for that facility. The proposed name will be based on the location served by the facility or its history.
 - a) Individual or groups who wish to submit a recommendation to the City Council will provide the following information in writing (*see Attachment D*):
 - ✓ Description of facility to be named
 - ✓ Proposed name
 - ✓ Description of how the naming proposal meets the criteria contained within this policy

If the proposed name recognizes a living or deceased person, the proposal must also contain the following:

 - ✓ Compelling evidence of the extraordinary contribution of the individual to the community
 - ✓ Biographical information, including date of the death, if applicable
 - ✓ Explanation of how renaming facility would improve community awareness and historical perspective
2. A name for the new facility will be proposed to the City Council at a regular council meeting. This meeting will initiate a public comment period, the purpose of which is to ensure that the proposed geographic name and/or any individual names proposed by stakeholders or citizens are accepted by the community.
3. During the public comment period, staff will notify the public of the proposed name through press releases, public service announcements, the City's website, or other effective means of communication. Any notification will contain the following information:

- (a) A description of the facility to be named, its location, and its proposed name
 - (b) The deadline for submitting comments (either in writing or in person)
 - (c) The address to which citizens may send their comments
 - (d) The dates, times, and locations of the council meetings to be held during the public comment period, at which citizens may comment on the proposed name.
4. If public response suggests the need for an alternate name, the Naming Committee will consider other names and make an appropriate recommendation to the council. The recommendation will include the rationale for the committee's choice.
 5. The council will hear the final recommendation and, unless further deliberation is needed, will vote on the recommendation. Depending on the level of public interest, a determination will be made by the Mayor as to whether the naming decision will be made as a Consent Calendar or an action item.

B. Streets

The process for naming streets is prescribed in planning laws and regulations (*see Attachment A.*)

C. Library Amenities

The criteria for the naming of features and amenities at the Eugene Public Library were set by a council-appointed committee, and are maintained by a three-member City of Eugene/Eugene Public Library Foundation (EPLF) committee and coordinated by the EPLF (*see Attachment B.*)

D. Parks and Open Spaces

The Parks and Open Space Division oversees the naming of park lands and features within the Eugene parks and open space system, with the exception of large buildings such as community centers and aquatic facilities. To ensure fair and consistent application of naming, all park lands and features requiring naming, or for which formal naming is requested, are evaluated and processed in accordance with established guidelines (*see Attachment C.*)

II. PROCEDURE FOR SELECTING NAMES OF INDIVIDUALS FOR EXISTING FACILITIES AND SPACES

In most cases, renaming an existing facility will occur only when a facility has a generic name or in recognition of and response to evolving political/social perspectives and sensitivities.

At any time, citizens or other stakeholders may suggest names for an existing facility or for spaces in and around City-owned facilities to the City Council in writing; however, the council will not rename facilities or existing facility spaces which have been previously dedicated in honor of an individual, unless such individual no longer represents a lasting legacy to the mission of the City of Eugene or the community it serves.

A. Renaming City-Owned Facilities

1. When submitting a proposal to rename an existing facility, the person(s) requesting the change will provide the following information (*see Attachment D*):
 - ✓ Description of feature to be renamed
 - ✓ Proposed name
 - ✓ Concise description of reason(s) for the name change
 - ✓ Description of how the renaming request meets the criteria contained within this policy

If the proposed name recognizes a living or deceased person, the proposal must also contain the following:

- ✓ Compelling evidence of the extraordinary contribution of the individual to the community
 - ✓ Biographical information, including date of the death, if applicable
 - ✓ Explanation of how renaming a park or feature would improve community awareness and historical perspective
2. The City Council may refer a suggested name(s) to an ad hoc Naming Committee. The Naming Committee will meet to review any suggestions and will make a recommendation to the council. During its review, the committee will identify and analyze potential consequences associated with the proposed name.
 3. When a name is suggested for an existing facility, the council will initiate a public comment period and will notify the public of the proposed name through press releases, public service announcements, the City's website, or other effective means of communication. Any notification will contain:
 - ✓ A description of the facility to be named, its location, and its proposed name
 - ✓ The deadline for submitting comments (either in writing or in person)
 - ✓ The address to which citizens may send their comments
 - ✓ The dates and times of at least one public forum to be held during the public comment period at which citizens may comment on the proposed name
 4. If multiple suggestions are made for the same facility or space, the Naming Committee will select one name to recommend for approval, but may recommend the other suggested names for other spaces in the facility.
 5. The council will hear the Naming Committee's recommendation and, unless further deliberation is needed, will vote on the recommended name. Depending on the level of public interest, a determination will be made by the Mayor as to whether the naming decision will be made as a Consent Calendar or an action item.
 6. If additional deliberation is needed, the vote will be postponed until a subsequent council meeting. The Naming Committee will clarify its recommendation before that council meeting.

B. Renaming Streets

The process for renaming streets is currently set forth in Eugene Code sections 9.8475 – 9.8490. Applications for street name changes are submitted to the Eugene Planning Division and vetted by the Planning Commission (see Attachment A).

III. STAFF-INITIATED REQUESTS

Naming/renaming of public meeting rooms and subsections of City facilities will be made by the City Manager or his designee, but may come to the City Council as an item on the Consent Calendar, or, in situations of lower public interest, via council memo at least four weeks prior to formalization of the proposed name.

ENDORISING PROPOSALS FROM OTHER JURISDICTIONS

In the event the Mayor and City Council are asked to endorse a proposal for naming or renaming a facility not under the City's jurisdictional authority, the following information shall be required:

- ✓ Written letter or statement of request
- ✓ Description of public process for vetting the proposed name
- ✓ Impact analysis, including financial costs, community impact, potential negative impacts, associated with the naming or renaming.

A minimum of six councilors voting in the affirmative is required for the City Council to officially endorse a naming proposal. In the event this threshold cannot be met, a formal notice will be sent to the requesting agency stating that the City Council has no position on the request.

COUNCIL-INITIATED PROPOSALS TO OTHER JURISDICTIONS

Individuals, advisory groups, organizations, individual councilors, or the council as a body may wish to recommend a name for a facility not under the City of Eugene's jurisdiction. In these cases, the following procedure will be used to develop a formal recommendation:

1. Individual or group submits recommendation in writing to City Council via letter or nomination form.
2. Recommendation is placed on Consent Calendar for initiation of public comment period.
3. Notification about the public comment period will occur on the City's website or by other effective means of communication and will consist of:
 - ✓ A description of the facility to be named, its location, and its proposed name
 - ✓ The deadline for submitting comments (either in writing or in person)
 - ✓ The address to which citizens may send their comments
 - ✓ The dates and times of at least one public forum to be held during the public comment period at which citizens may comment on the proposed name
5. Following the public comment period, the proposal is scheduled for action by the City Council.
6. Official letter of recommendation is prepared and sent to governing agency.

ATTACHMENTS

- A. Street Naming Policy (including name change application and relevant code provisions)
- B. Library Naming Policy
- C. Parks and Open Space Naming Policy
- D. Application for Naming/Renaming Facilities (*draft*)

Suggested Road Naming Guidelines Lane County, Oregon

Recently, many new road names became problematic for address and road name users. Developers have proposed road names that are identical or too similar to existing road names in Lane County. There have also been problems with road names containing road types, alpha/numeric, etc. This results in difficulties for many public agencies, private companies, the U.S. Postal Service, E9-1-1, residents, and the public at large.

Lane Council of Governments (LCOG) facilitated a meeting with local governments and the U.S. Postal Service to create guidelines to accommodate the needs of Planners, Addressing, Public Safety, and U.S. Postal Service staff when reviewing new road names and proposed road name changes. The guidelines apply to both public and private road names.

Generally, each jurisdiction involved in reviewing subdivision plats and proposed road name changes already has an existing review process. In addition to these existing review processes, it was concluded that it would be beneficial to have the U.S. Postal Service, E9-1-1, and LCOG review proposed road names. In an effort to reduce the amount of paper involved with this additional step, correspondence will be sent via e-mail. An e-mail group list has been created and can be found on the RIS network as *LCOG Roadnames. Another benefit of the group list is that it may help prohibit identical or too similar road names from being approved by two different entities simultaneously. Those who send proposed road names to the e-mail group list should give reply deadlines. Recipients should reply that the proposed road name is acceptable or unacceptable before the deadline.

Guidelines:

These guidelines do not conflict with any existing regulations within Lane County. Road names can be checked by using www.rlid.org. This site contains all road names within Lane County where building permits have been issued.

Do not accept:

- Road names without a valid road type;*
- Road names with post-directionals (ex: Woodlake Way South);
- Road names with pre-directionals contained within the *road name* field (instead of in the pre-direction field). Pre-directionals that are attached to another word in the road name (no space between words) are acceptable (ex: South Ridge Dr is not acceptable, Southridge Dr acceptable);
- Road names with punctuation (ex: St. Ives Pl, Be-ell Pl, or Hooton's Corners Rd);
- Road names with potentially confusing foreign names (ex: Soufreiere Ct);
- Road names that are alpha/numeric (ex: Bonners Lane 1);
- Road names that sound like existing road names (ex: Cortland/Portland);
- Road names that contain more than 20 characters (ex: Goodpasture Lakes Loop Rd);
- Road names that contain a road type within the road name (ex: Woodway Pl);*
- Road names that contain a sound-alike of a road type within the road name (ex: Brenelain Ave);*

Do not accept (cont'd)

- Road names that are identical to an existing mailing or incorporated city;
- Road names that are in general confusing, or have unusual spellings (ex: Acres on Taylor Ave or Hodsdonsdale Ln);
- Road names that contain abbreviated MT (mount/mountain) or ST (saint) without another word following (ex: Shasta MT Rd not acceptable, MT Shasta Rd is acceptable). There will be no punctuation but it must contain a valid road type;
- Road names with TRL as a road type. "Trail" in the road name is acceptable with a valid road type (ex: Deer TRL not acceptable, Deer Trail Rd is acceptable).

Proposed road names that already exist in Lane County will be reviewed on a case-by-case basis. Because the Master Street Address Guide (MSAG) is maintained at a county-wide level, it would be less confusing to avoid duplication of road names in Lane County.

Additional guidelines:

Naming cul-de-sacs:

- A new road name is preferable
- For short cul-de-sacs which can be addressed between the lowest and highest addresses of the "root" road where it connects with the cul-de-sac, it is acceptable to use the same road name *and* type as the root road. Do not use a different road type. (ex: a cul-de-sac off of Teralee Ln should be named either Teralee Ln or an entirely different road name)

If you have any questions regarding these guidelines, please contact Carolyn Housdorf at (541) 682-6437 or chousdorf@lco.org.

*Valid road types are: Aly, Ave, Blvd, Cir, Ct, Dr, Hall, Hwy, Ln, Lp, Pike, Pkwy, Pl, Rd, St, Ter, and Way.

Relevant Code Sections

Standards for Streets, Alleys, and Other Public Ways

9.6855 **Street Names.** Wherever practical, streets that are in alignment with existing named streets shall bear the names of such existing streets. Names for streets that are not in alignment with existing streets are subject to approval by the planning director and shall not unnecessarily duplicate or resemble the name of any existing or platted street in Lane County.

(Section 9.6855, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)

Street Name Change

9.8475 **Purpose of Street Name Changes.** Requests to rename an existing street may be generated by a variety of circumstances. In many cases, there are other existing streets in the city that have similar sounding names resulting in confusion for the postal service, emergency response services and the general public. Applications to rename a street are subject to state law that requires the planning commission to review the request and make a recommendation to the city council for final action.

(Section 9.8475, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)

9.8480 **Applicability.** Any existing street or highway, other than a county or state road or highway, may be renamed by the city council provided it is within six miles of the limits of the city and within the Eugene Urban Growth Boundary. Street name changes are subject to the Type IV procedural requirements beginning at EC 9.7400.

(Section 9.8480, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)

9.8485 **Street Name Change Approval Criteria.** The planning commission shall recommend, and the city council shall approve an application for a street name change upon determining that a proposed renaming is in the best interest of the city.

(Section 9.8485, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)

9.8490 **General Requirements.** The city council by ordinance shall rename a street or highway in accordance with the recommendation of the planning commission, or by resolution shall reject the recommendation. A certified copy of the ordinance shall be filed for record with the county clerk or recorder, and a like copy shall be filed with the county assessor and county surveyor. The county surveyor shall enter the new names of the streets and roads as required by state law.

(Section 9.8490, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02.)



EUGENE PUBLIC LIBRARY NAMED GIFT OPPORTUNITIES

A three- person committee decides all deletions and additions to the named gift opportunities list, which was originally created by the City Council-appointed “Named Gifts Committee.” That committee is currently comprised of Library Services Director Connie Bennett, Eugene Public Library Foundation (EPLF) Board President Connie Regali (to be replaced next month by incoming president Larry Deckman), and EPLF Executive Director Jim Olney.

Once a named gift opportunity is identified and approved by this committee, EPLF handles all donations and naming. The list of current gift opportunities is listed below and is available on the EPLF website.

Over \$250,000

<i>Children’s Center</i>	<i>\$1,000,000</i>
<i>Grand Staircase</i>	<i>\$1,000,000</i>

Over \$50,000 and under \$250,000

<i>Children’s Center Courtyard</i>	<i>\$250,000</i>
<i>Electronic Resources Room</i>	<i>\$100,000</i>
<i>Eugene Skinner sculpture</i>	<i>\$75,000</i>

Over \$5,000 and under \$50,000

<i>Billy Goats Gruff sculpture</i>	<i>\$50,000</i>
<i>Conference Center Breakout Area</i>	<i>\$35,000</i>
<i>Carnegie Table</i>	<i>\$10,000</i>

\$5,000 and under

<i>Study Tables</i>	<i>each \$5,000</i>
<i>Study Carrels</i>	<i>each \$5,000</i>
<i>Rotunda Steps</i>	<i>each \$2,500</i>
<i>Computer Stations</i>	<i>each \$2,500</i>
<i>Upholstered Chairs</i>	<i>each \$2,000</i>
<i>New Library Chairs</i>	<i>each \$1,000</i>
<i>Buy a Library Book Stack</i>	<i>each \$1,000</i>
<i>Buy a Library Book Shelf</i>	<i>each \$100</i>

Donation Guidelines
City of Eugene Parks and Open Space

APPENDIX A

NAMING POLICY FOR PARK LANDS AND FEATURES

1. INTRODUCTION AND PURPOSE

The Parks and Open Space Division shall oversee the naming of park lands and features within the Eugene parks and open space system, with the exception of certain large buildings such as community centers and aquatic facilities. To ensure fair and consistent application of naming, all park lands and features requiring naming, or for which formal naming is requested, shall be evaluated and processed in accordance with these guidelines. Approved naming or renaming shall not constitute an obligation to provide a sign or other indication of the name.

2. JURISDICTION

The establishment of formal legal names of permanent real property owned by the City of Eugene, including parks, requires legislative action and cannot be accomplished through administrative action. Only the Eugene City Council retains the authority to carry out legislative action to establish legal names. Features or distinct areas within parks, however, such as picnic structures or gardens, can be named through administrative action.

3. COMMON NAME VS. LEGAL NAME

For operational and public identification purposes, the Parks and Open Space Division frequently refers to park property by a particular name which has not been legally defined or assigned by the City Council. Such names are called “common” or “use” names. In many cases, common names are used for long periods of time, and subsequently appear in documents and printed materials. Names may only achieve a legal standing by one of two means:

1. Eugene City Council resolution adopting the name
2. Eugene City Council adoption of a plan or document in which the common or use name is clearly used to identify the property or facility

4. NEW PROPERTY AND FEATURES

As new property is acquired and new features are constructed, the City of Eugene Parks and Open Space Division typically establishes a name based on one or more of the source criteria listed below. Similarly, the Division may establish a name for existing parks property or features which have not been named.

Adjacent Street - Names referencing an adjacent street.

Geography – Names referencing geographical characteristics of an area near the park or facility, with consideration being given to archeological, geological, topographical, botanical, zoological, or human-made geographical characteristics. Geographical names shall reference features expressing timeless qualities likely to maintain name appropriateness over time.

History - Names referencing a historic person, place, culture, or event associated with the land or facility.

Subdivision/Neighborhood - Names referencing the surrounding neighborhood or subdivision comprising a significant portion of the park service area.

Donation Guidelines
City of Eugene Parks and Open Space

5. RECOGNITION NAMING

Naming park land or features in recognition of a person, group or entity shall be considered based on the following criteria:

Donor - Names referencing a donor, or a name suggested by a donor, may be considered in exchange for significant contributions. Naming of land, where the land itself is donated, may be considered where the appraised value of the donated land is \$500,000 or greater, and where the donated land represents at least 51% of the area of a particular park. Naming of donated features constructed using donated funds, may be considered for donations of 51% of the feature construction or acquisition cost, or \$100,000, whichever is greater. Long-term gifts and endowments are encouraged and may also be considered for naming opportunities.

Honoring a Living Person - Park land and features may be named to honor a living person whose gift or service to the community is of a most extraordinary nature.

Honoring a Deceased Person – Park lands and features may be named to honor a deceased person to recognize an extraordinary service or gift to the community. Requests for naming in honor of a deceased person shall be considered after 2 years from the date of death.

Group Recognition - Park lands and features may be named to recognize an organization or group for extraordinary gifts or service to the community.

6. RENAMING PROCEDURES

In order to respect past community values, a commonly- or legally-named park or feature shall not be renamed in its entirety under most circumstances. The following procedures describe the process for renaming park lands and features in a variety of circumstances:

Renaming Through Public Process

During public discussions within a park or open space resources plan update process, a general consensus may be reached to rename park land or features to better reflect current community values or the area's special characteristics, or for similar reasons deemed significant by participating members of the community. Public discussions of naming shall be directed to address the criteria outlined herein.

Legal change of the name for a park does not occur unless or until formally adopted by the City of Eugene Council. Name change for a feature or area within a park will take place when the plan is adopted by administrative order.

(continued next page)

Donation Guidelines

City of Eugene Parks and Open Space

Renaming Features Outside of Public Process

Requests for renaming outside of a public process may originate from members of the community, organizations, or elsewhere. An official written request for renaming must be sent to the Parks & Open Space Division containing the following information:

- ✓ Description of feature to be renamed
- ✓ The proposed name
- ✓ Concise description of reason(s) for the name change
- ✓ A description of how the renaming request meets the criteria contained within this policy

If the proposed name recognizes a living or deceased person, the proposal must also contain the following:

- ✓ Compelling evidence of the extraordinary contribution of the individual to the community
- ✓ Date of the death, if applicable
- ✓ Explanation of how renaming a park or feature would improve community awareness and historical perspective

Renaming a Park Outside of Public Process

Typically such requests will need the individual support of the Mayor or a City Councilor in order for staff to be instructed by the City Council process the request. Such requests will generally need the same types of information as indicated above for renaming a feature.

7. NAMING APPROVAL PROCEDURES

All naming requests and proposals shall be reviewed by the Parks and Open Space Division. Requests shall be reviewed by Parks and Open Space Division staff, who shall forward a recommendation to the Director, who may elect to accept or reject the request. The Director may elect to forward the naming request to the Eugene City Council for action if the request is judged to have a high level of controversy, or to change names with prior legal standing. The Director may decline to forward the request to the Eugene City Council for naming of subordinate areas or features within a park.

On receipt of a request from the City Council to consider renaming a park, staff will evaluate the information provided and return a recommendation to the City Council regarding the request. The Council would then make the decision.



City of Eugene Application for Naming Facilities

The naming of facilities follows City of Eugene policy. The Eugene City Council has sole responsibility for establishing formal legal names for City-owned facilities.

I/We _____ request that the name of
(Name of applicant)
_____ be considered for the
(proposed name)
_____ facility located at
(current or functional facility name)

(address or description of location)

Summary of recommendation (additional documents may be attached to this form)

If proposed name recognizes a living or deceased person, please include the following:

- ✓ Compelling evidence of the extraordinary contribution of the individual to the community
- ✓ Date of the death, if applicable
- ✓ Explanation of how renaming facility would improve community awareness and historical perspective

Person(s) submitting this proposal (please print):

Address:

Phone: _____ Email: _____

Date submitted: _____

I-5 Willamette River Bridge – Eugene and Springfield Naming Procedure

1. ODOT needs to receive information documenting support for a specific name from the City of Springfield, City of Eugene, Lane County and the Metropolitan Planning Committee.
2. Any name has to be approved by the Oregon Geographic Names Board. Information needed for OGNB approval will need to be developed by the naming advocates.
 - a. Name proposal forms and instructions can be found and submitted electronically online by visiting Website http://geonames.usgs.gov/domestic/name_form.htm
 - b. Or it can be mailed or e-mailed to:
Oregon Geographic Names Board- Oregon Historical Society
ATTN: Champ Vaughan, OGNB President
1200 S.W. Park Avenue
Portland, Oregon 97205
E-mail: Vaughan@molalla.net
3. Submit the request along with the supporting documents to:
Jane Lee, Region 2 Manager
455 Airport Rd SE, Bldg B
Salem, Oregon 97301-4989
4. Any name honoring the Kalapuya or any other tribal group must be acceptable to the Confederated Tribes of Grand Ronde or other appropriate tribal organizations depending on the recommended name. Tribal coordination will be done by ODOT after local consensus is reached.
5. The name must be acceptable to ODOT.

Emerging Theme: Whilamut Passage

The theme for the Interstate 5 Willamette River Bridge project focuses on words, phrases and images that encompass the variety of users—past, present and future. Though the bridge is the central feature, the I-5 Willamette River Bridge project incorporates elements of many different places. It is an intersection in time, a confluence, a crossing.

This sense of place is represented by the river and its natural features and native animal and plant communities. It is also represented significantly by the first peoples, the Kalapuya, followed by white explorers, settlers, with the millrace, earlier commerce and crossings, other bridges, later arrivals, and current commerce and movement.

Today, as part of a park area that includes about three miles of frontage along the north bank of the Willamette River, the Whilamut Natural Area encompasses 237 acres of publicly-owned open space, linking the neighboring cities of Springfield and Eugene, Oregon. The Whilamut Natural Area honors the Kalapuya people and their language. To the Kalapuya it means, “Where the river ripples and runs fast.”

Hence: Whilamut.

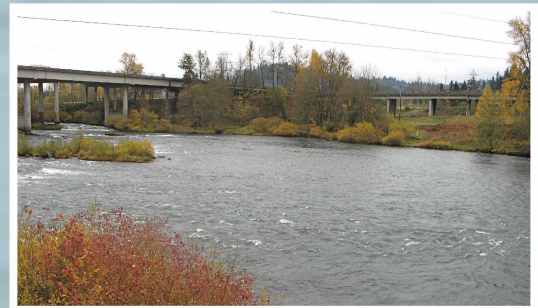
Though its primary impetus is to convey vehicles over the Willamette River as they travel north or south, the bridge encourages a flow of people and goods beside, under and through in a variety of modes: trains, cars, trucks, wheelchairs, bicyclers, walkers, boaters, and floaters.

Passage \Pas"age\, n. [F. passage.]

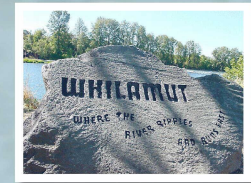
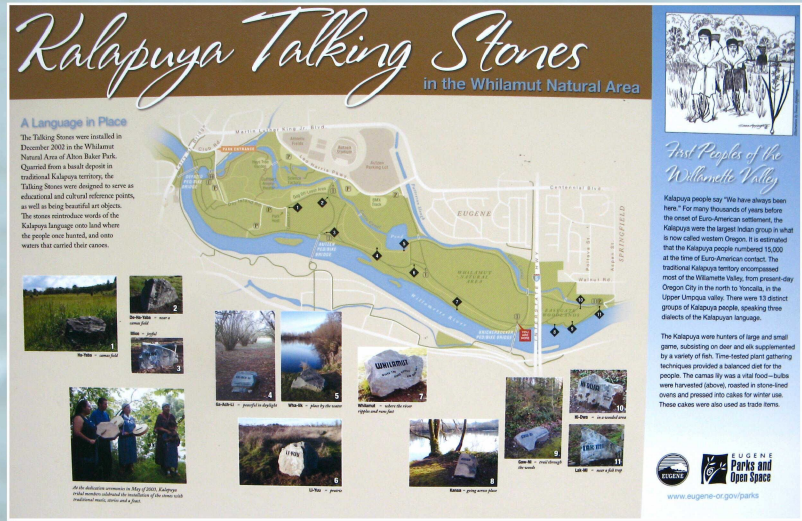
1. The act of passing; transit from one place to another; movement from point to point; a going by, over, across, or through; as, the passage of a man or a carriage; the passage of a ship or a bird; the passage of light; the passage of fluids.
2. Transit by means of conveyance; journey, as by water, carriage, car, or the like; travel; right, liberty, or means, of passing; conveyance. Source: Webster's Revised Unabridged Dictionary (1913)



Hence: Passage.



The emerging, proposed theme, **Whilamut Passage**, will guide design development, place-making, and shape a lasting identity.



Representative Terry Beyer

From: Rep Beyer
Sent: Tuesday, April 06, 2010 4:21 PM
To: 'dreesor@ci.springfield.or.us'
Subject: Willamette River Bridge Naming

April 6, 2010

City of Springfield
225 Fifth Street
Springfield OR 97477

Dear Mayor Lieken and Council Members:

I am writing to encourage the Council to support the naming of the Willamette River Bridge in memory of the Native American History of the river and surrounding area. I have had contact over the last few years with members of the Citizen Planning Committee to discuss their interest and work in the naming of the bridge.

I was impressed with the committee's historical knowledge of the area and their desire to create a name that will remind us of our history for years to come as we gaze at the bridge and the river that runs beneath it.

It is my hope that the Council will look favorably at the request for support that is before you tonight.

Elizabeth Terry Beyer
State Representative

City of Springfield
225 Fifth Street
Springfield, Oregon

Dear Mayor Leiken and Council Members:

As ODOT's Area Manager during construction of the I-5 detour bridge in 2003-04, and as a lifelong Lane County resident until my recent move to Wyoming, I endorse the name "Whilamut Passage Bridge" for the permanent replacement bridge now under construction.

As part of our public outreach for the detour bridge, ODOT conducted weekly tours of the project. We worked with the Citizen Planning Committee for the Whilamut Natural Area of Alton Baker Park in giving these tours, pointing out to diverse groups taking the tours that we were caring for the parkland surrounding the northern anchorage of the bridge. I took particular pleasure in pointing out the nearby Talking Stones to school children. My father and grandfather were concrete contractors in Springfield from early 1920 until 1953 and left a talking stone legacy in the city. They placed large sections of sidewalk on Main Street, and many sidewalks today carry the stamp of "R.J. Pirrie and Son", with dates 1924 through 1930.

My father and grandfather worked on the construction of the Springfield Bridge, and our family home was located on West B street from 1925 until 1953. The family had many experiences with Willamette River flood waters during the winters, and learned to be very respectful of the power of the river. With grandparents buried in Creswell and the Laurel Hill Cemetery our family has strong lasting ties to the Willamette Valley and the River.

The Whilamut Passage name makes a connection both to history and to the contemporary movement of the vehicles that make our modern society possible -- and both names, Whilamut and Passage, address the river over which the bridge passes.

I think the name will generate pride in the descendants of those Kalapuya people who lived here for many centuries, and make us proud that this beautiful structure's graceful arches complement the river.

Robert J. Pirrie
Cheyenne, Wyoming

HYPOTHETICAL APPLICATION OF PROPOSED POLICY

Background

The City of Eugene is constructing a pedestrian bridge in a newly created park/natural area. The proposed name for this amenity reflects a geographic or historic connection (e.g., Ridgeline Bridge).

John Smith is a long-time city resident who served multiple terms as a City Councilor, was a consistently strong voice in his neighborhood association, and regularly participates in civic discussions about land use and livability issues.

A group of individuals would like to name the bridge in honor of Mr. Smith, who represented the ward in which the bridge is being built.

Process

1. Group submits application to the City requesting that the bridge be named in honor of John Smith. Application includes background information on Mr. Smith and compelling evidence of his contribution to the community.
2. The council hears the naming proposal at the first available regular City Council meeting.
3. The council determines that an ad hoc naming committee will be formed to review the request and identify and analyze potential consequences associated with the proposed name.
4. A public comment period that includes at least one opportunity for testimony during a Public Forum is initiated.
5. Following a period of due diligence and public comment, the naming committee submits its final recommendation to the council during a regular meeting.
6. The council considers making an exception to the City's written policy of honoring only deceased individuals and also deliberates on whether to incorporate both the individual's name and the geographic name.
7. The council approves naming the bridge the John Smith Ridgeline Bridge.