



COUNCIL RESOLUTION NO. 5480

**A RESOLUTION ADOPTING A NAMING POLICY FOR THE
CITY OF EUGENE.**

PASSED: 8:0

REJECTED:

OPPOSED:

ABSENT:

CONSIDERED: March 9, 2026



RESOLUTION NO. 5480

A RESOLUTION ADOPTING A NAMING POLICY FOR THE CITY OF EUGENE.

The City Council of the City of Eugene finds that:

A. On September 27, 2010, the Eugene City Council passed a motion adopting the City of Eugene Naming Policy (“the Naming Policy”). The Policy was subsequently amended by a City Council motion on April 11, 2018.

B. The Naming Policy is intended to provide procedures and considerations for naming and/or renaming City facilities in an inclusive, objective, and consistent manner and to aid in the selection of suitable names that are respectful of the history of the site or area, useful to the public in locating the facility and that reflect community culture and identity.

C. Adoption of an updated version of the Naming Policy via Resolution will make the Naming Policy more accessible to the public.

NOW, THEREFORE,


BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EUGENE, a Municipal Corporation of the State of Oregon, as follows:

Section 1. The City of Eugene Naming Policy attached as Exhibit A to this Resolution is adopted as City policy to be applied in the circumstances described therein unless the City Council determines extraordinary circumstances call for an exception.

Section 2. The Policy adopted pursuant to Section 1. of this Resolution replaces naming policies previously adopted by the City Council.

Section 3. This Resolution is effective immediately upon its passage by the City Council.

The foregoing Resolution adopted the 9th day of March, 2026.



City Recorder



City of Eugene Naming Policy

The City of Eugene Naming Policy is intended to provide procedures and considerations for naming and/or renaming City facilities, portions of facilities, and amenities and features within facilities in an inclusive, objective and consistent manner. For the purposes of this policy, “facility” means any building, park or natural area, bridge, or other significant structure. It does not include streets, the naming of which is prescribed by State law and City Code. The City Manager may delegate the responsibilities assigned by this Policy to City staff on a case-by-case basis as the City Manager deems appropriate.

I. NAMING FACILITIES OWNED OR OPERATED BY THE CITY

Criteria for Selecting a Name

Facility names shall either:

(1) Incorporate a **geographic, natural, historic, cultural or geological element** that will assist the public in recognizing the location, promote community identification and/or create a sense of ownership by community members; or

(2) Incorporate the name of an **individual** who:

(a) **Has been deceased for a minimum of one (1) year from the date of the submission of the proposed name; AND**

(b) **Is well known to be of such character and integrity that their name will endure as an honor in the present and into the future; AND**

(c) **Has either:**

1. Made achievements and contributions that represent a lasting legacy to the mission of the City of Eugene and the community it serves; OR

2. Been proposed for such recognition by a donor who:

a. Donates land comprising the facility (e.g. land for the park or building), if the appraised value of the land is \$500,000 or greater and the donated land represents at least 51% of the overall site’s area or value; or

b. Makes a financial contribution toward the cost of the facility’s construction, if the contribution provides at least 51% of the total construction costs as calculated at the time of the facility’s construction; or

c. Makes a financial contribution toward the cost of a major renovation or upgrade to the facility, if the contribution provides at least 51% of the total renovation or upgrade costs as calculated at the time of renovation or upgrade.

Process for Selecting a Name

(1) Process for Naming a New City Facility

The City Manager shall notify the City Council of a naming opportunity at least 12 months prior to the formal opening of the new facility or, if impracticable, at the earliest opportunity.

The Agenda Item Summary (AIS), generally to be placed on the City Council's consent agenda, will present a proposed engagement process selected by the City Manager to ensure equity in community engagement in the naming of the City facility. All community members should have the opportunity to engage in naming facilities, particularly those who have been historically underrepresented in City processes. The AIS shall also inform the City Council of any significant financial implications or other significant consequences associated with the naming process. In proposing an engagement process, the City Manager shall base engagement on one of the three options described below. Each engagement option is intended to result in a name for the facility that will then be recommended to the City Council for its action. In association with each of the engagement options, the City Manager will consult with key stakeholder groups to inform the recommended name and may convene an existing or ad hoc committee to assist in the naming recommendation.

Option 1 – This option would include staff research on potential names, with engagement from existing groups such as Neighborhood Associations or other community member committees.

Option 2 – This option would include components such as public meetings and surveys. Proposed names would generally be surfaced by community members and vetted by staff. A 15-day written public comment period regarding the recommended name will occur before a final recommendation is presented to City Council. If the public comments expose a significant concern regarding the recommended name, additional process should be used to consider other names proposed during the process. The final recommendation will include the rationale for the choice.

Option 3 – This option would include components such as an open naming submission process for community members, staff vetting, and community voting, which would be used to inform the final recommendation. A 15-day written public comment period regarding the recommended name will occur before a final recommendation is presented to City Council. If the public comments expose a significant concern regarding the recommended name, additional process should be used to consider other names proposed during the process. The final recommendation will include the rationale for the choice.

Approval of Recommended Name – At the completion of the engagement process, the City Manager will present the recommended name, including an overview of the engagement process used, to City Council for its review and action at a council meeting.

(2) Process for Renaming Existing Facility

An existing facility will be renamed only in response to evolving social, cultural or historical perspectives. City Council will not rename facilities which clearly 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.

Individuals or groups may recommend that the City rename an existing facility by completing the City of Eugene Application for Naming Facilities (Attachment A). It is not necessary that a new name be proposed when completing this application. Once received, the City Manager will decide, based on the considerations discussed in the preceding paragraph, whether to initiate the process outlined in Section (1) to rename the facility.

II. NAMING AND RENAMING A PORTION OF A CITY FACILITY OR AN AMENITY OR FEATURE WITHIN A CITY FACILITY

The City Manager shall be responsible for naming or renaming a portion of a City facility or an amenity or feature within a City facility (e.g., a garden, fountain, trail, structure, bench, or play area within a City park or open space; a room or area within a City building).

- (1) The criteria and process detailed in the City of Eugene Naming Policy may be used for such naming or renaming, but they are not mandatory. The City Manager may authorize City Departments and Divisions responsible for the operation of City facilities to develop additional criteria, considerations, and procedures for naming or renaming portions of those City facilities, or amenities or features within those City facilities.
- (2) If the City Manager determines that there is a high level of community interest in the naming, the City Manager may choose to consult with the City Council or seek City Council action on such a naming process or decision.

ATTACHMENTS

- A. Application for Naming/Renaming Facilities



City Manager's Office
500 E 4th Ave. Ste. 302
Eugene, OR 97401

APPLICATION FOR NAMING & RENAMING FACILITIES

Name: _____ Date Submitted: _____

Telephone: _____ E-mail: _____

Preferred method of communication? Phone Email

Applying to: Recommend New Name Request a Name Change

Address/Location of Facility: _____

Recommended Name (not required for name change): _____

Current Facility Name (If requesting name change): _____

Recommendation Summary

Please address the following in describing your recommendation below:

- How the name proposed meets the criteria contained in the City of Eugene Naming Policy
- If proposal is to rename an existing facility, please include the following:
 - Explanation of how renaming facility responds to evolving social, cultural or historical perspectives
 - If proposal is to rename an existing facility that is named after an individual, describe why the individual no longer represents a lasting legacy to the mission of the City of Eugene and the community it serves
- If proposed name recognizes a deceased person, please include the following:
 - Compelling evidence of how the individual's achievements and contributions represent a lasting legacy to the mission of the City of Eugene and the community it serves
 - Date of person's death
