City of Eugene Naming Policy

Eugene City Council
January 20, 2021

Overview

- Overview of Policy
- Recent Naming
- Related Policy/Commission Work
- Discussion

History of Naming Policy

- Developed in 2010
- Umbrella over existing policies
  - Park Lands and Features Naming Policy
  - Library Named Gift Opportunities
- Existing policies in effect unless umbrella procedures are warranted, based on:
  - Size and scope of facility, level of public interest, sig. historical event

Overview of Naming Policy

- Library – Named Gift Committee
- Parks – Naming Policy for Park Lands and Features
  - Geography, history
  - Donors, individuals, groups
- Streets – LCOG guidelines and City Code
- Other Major Facilities – City Council

Overview of Naming Policy

Administrative Action

- Streets
- Park subareas and features
- Library amenities
- Public meeting rooms
- Subsections of City facilities

City Council Action

- Renaming streets
- Real property (parks)
- Large park facilities (comm. center, pool)
- Renaming an existing facility for an individual
- Major City-owned facilities

Overview of Naming Policy

- General provisions for all naming
  - Geographic, natural, historic, geologic
  - Individuals whose achievements represent a lasting legacy
    - Policy not to rename, unless individual no longer represent lasting legacy

Overview of Naming Policy

- Specific Provisions for City Facilities (Council action):
  - Criteria if naming for individual for new/existing facilities
  - Process for naming new facilities
  - Process for naming existing facilities
  - All major facility naming will have public comment
    - Existing committee or Mayor appoint ad-hoc committee to assist with process

Overview of Naming Policy

- Additional provisions for:
  - Proposals from other jurisdictions
  - Proposals to other jurisdictions

Recent Naming Actions

- Riverfront streets (2019)
- Washington Jefferson Park (public hearing, no action) (2019)
- Andrea Ortiz Park (2018)
- Dr. Edwin Coleman Jr. Community Center (2018)
- Kesey Square (2017)
- Policy Amendments (2018) – waiting period, renaming

Recent Naming Council Discussions

- More robust vetting process for naming requests
- Renaming policy more robust
- More inclusive engagement processes
- Equity considerations
- Is the policy working the way it should
- Balance between clarity and subjectivity

Related Policy/Commission Work

- Resolution # 5274 – White Nationalism (7/24/19)
- Human Rights Commission Work Plan
  - Conduct research and engage the Eugene community in identifying place names and monuments, etc., in Eugene that honor or glorify white supremacy. Prepare a report on the results for HRC and City Council, with recommendations for place names to be considered for renaming, and monuments, etc., to be considered for removal/replacement.

Questions & Comments