



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

October 18, 2017

12:00 p.m. CITY COUNCIL WORK SESSION

**Bascom/Tykeson Room
Eugene Public Library
100 West 10th Avenue
Eugene, Oregon 97401**

**Meeting of October 18, 2017;
Her Honor Mayor Lucy Vinis Presiding**

Councilors

Alan Zelenka, President
Emily Semple
Claire Syrett
Jennifer Yeh

Mike Clark, Vice President
Greg Evans
Chris Pryor
Betty Taylor

12:00 p.m. CITY COUNCIL WORK SESSION

Bascom/Tykeson Room, Eugene Public Library

Mayor: *I call the October 18, 2017, City Council work session to order.*

A. WORK SESSION:

Recommendation from Broadway Plaza Naming Committee

B. WORK SESSION:

Metro Plan Amendment

Adjourn.

The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-accessible. For the hearing impaired, an interpreter can be provided with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

El consejo de la Ciudad de Eugene agradece su interés en estos asuntos de la agenda. El lugar de la reunión tiene acceso para sillas de ruedas. Se puede proveer a un intérprete para las personas con discapacidad auditiva si avisa con 48 horas de anticipación. También se puede proveer interpretación para español si avisa con 48 horas de anticipación. Para reservar estos servicios llame al 541-682-5010. Las reuniones del consejo de la ciudad se transmiten en vivo por Metro Television, Canal 21 de Comcast y son retransmitidas durante la semana.

For more information, contact the Council Coordinator at 541-682-5010,
or visit us online at ***www.eugene-or.gov***.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Recommendation from Broadway Plaza Naming Committee

Meeting Date: October 18, 2017
Department: Central Services
www.eugene-or.gov

Agenda Item Number: A
Staff Contact: Mia Cariaga
Contact Telephone Number: 541-682-5010

ISSUE STATEMENT

The purpose of this work session is to provide City Council with the recommendation from a committee created under the City of Eugene Naming Policy to develop a recommendation on the proposed renaming of Broadway Plaza to Kesey Square.

BACKGROUND

On April 19, 2017, City Council passed a motion to initiate a process for changing the name of Broadway Plaza to Kesey Square. Consistent with the City of Eugene Naming Policy, a public comment period to solicit input on the renaming was opened from June 27 – September 15, 2017. At the September 20, 2017, meeting, City Council passed a motion to create an ad hoc naming committee to review the proposed renaming of Broadway Plaza to Kesey Square and return to Council with a recommendation within 45 days.

The committee, comprised of nine community members selected by Councilors and the Mayor, convened on October 4 and October 9, 2017. Minutes from both meetings are attached.

After discussion, the committee voted to recommend that Broadway Plaza be renamed Kesey Square, 7:2. In addition, the committee members unanimously agreed to communicate to Council their shared commitment to the future success of this public space and to encourage investment in improvements that will make the square more welcoming and attractive for all.

RELATED CITY POLICIES

City of Eugene Naming Policy, adopted September 27, 2010

COUNCIL OPTIONS

The City Council may consider the following options:

1. Proceed with formal council action on the proposal to rename Broadway Plaza to Kesey Square.
2. Direct the City Manager to return with additional information related to the proposed renaming.

SUGGESTED MOTION

No suggested motion is provided at this time.

ATTACHMENTS

- A. City of Eugene Naming Policy
- B. Broadway Plaza Naming Committee Meeting Minutes

FOR MORE INFORMATION

Staff Contact: Mia Cariaga
Telephone: 541-682-5010
Staff E-Mail: mia.cariaga@ci.eugene.or.us



City of Eugene Naming Policy

Adopted September 27, 2010

OBJECTIVE

The intent of the City of Eugene naming policy is to guide the naming of 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 or area, useful to the public in locating the facility and reflect prevailing or emerging community culture. 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. The council may choose to empower an appropriate existing committee or create an ad-hoc naming committee, appointed by the Mayor, to ensure the integrity and completeness of the naming process. In general, members of an ad hoc 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 procedures 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 designate an appropriate committee or convene an ad hoc naming committee to recommend a geographic name for that facility and to identify and analyze any real costs associated with the proposal. 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 naming 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 at a regular council meeting.

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 appropriate existing committee or 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 and any financial implications 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 at a regular council meeting.
 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 for approval at a regular council meeting, 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 implications, 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. Staff identifies any potential impacts associated with the proposal, including financial implications.
6. Following the public comment period, the proposal is scheduled for action by the City Council.
7. Official letter of recommendation is prepared and sent to governing agency.

ATTACHMENTS

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

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@lcog.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>	\$1,000,000
<i>Grand Staircase</i>	\$1,000,000

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

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

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

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

\$5,000 and under

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

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: _____

Submit to: City Manager's Office, 777 Pearl Street, Room 105, Eugene, OR 97401 (541-682-5010)

Broadway Plaza Naming Committee

October 4, 2017

Atrium Building, 99 West 10th Avenue, Sloat Room

12:00 p.m. – 1:30 p.m.

Committee Members Present: Councilor Mike Clark, Brittany Quick-Warner, Cary Thompson, Elliott Becker, John Iglesias, Suzi Steffen, Sherry Greening, Tim Mueller, Mayor Lucy Vinis, Jeff Geiger (*via phone*)

Staff: Mia Cariaga

1. Welcome and Introductions

City Manager's Office Division Manager Mia Cariaga welcomed the group, thanked everyone for their willingness to serve and explained the mission and charge of the committee.

2. Agenda Review and Process

Mia reviewed the agenda and proposed schedule and noted that the council will consider the committee's recommendation at its October 18 work session. Members reviewed the background materials.

3. Kesey Square Proposal

The committee members each shared one potentially positive outcome and one potentially negative outcome/challenge of the proposal to rename Broadway Plaza as Kesey Square.

Positives

- SS: Ken Kesey is one of this community's best-known cultural figures; particularly among artists and writers.
- SG: KK is world-famous, a community fixture, the statue is in that location and site is already referred to as Kesey Square.
- TM: The name has already been changed in people's minds, KK was world-famous, the square is a draw for tourists and other visitors, KK novels were a catalyst for mental health reform; embraces Eugene's reputation as a hippie town.
- JG: KK and the square was a factor in decision to move to Eugene; world-renowned literary figure; appropriate legacy; inspirational
- MC: Renaming celebrates a culture that many residents identify with fondly.
- BQW: Already widely referred to as Kesey Square.
- CT: Kesey strongly associated with area; two classic novels set locally; connection with UO; celebrates many positive aspects of counter-culture.
- EB: KK taught and graduated from UO; connection to logging industry; received distinguished service award from UO.
- JI: Recognition of a local, accomplished writer

Negatives/Challenges

- EB: Perception among some that KK was associated with drugs and negative counter-culture activities.
- JI: Not everyone is familiar with Kesey's work and stature as a writer; many other equally deserving people to honor.
- SS: Currently, how many public spaces named in honor of women or people of color?

- SG: There are no negatives.
- TM: There are no negatives.
- JG: Perception that Kesey is synonymous with drug culture.
- MC: Renaming proposal represents divisive path rather than inclusive process; support for Kesey not a unanimous viewpoint; name of “town square” should be embraced by everyone.
- BQW: Community conversation need for high-profile public space; current space is emblematic of positive and negative aspects of Kesey himself – divisive.
- CT: KK has long history as drug user, outlaw; one more facility named for a white male; other naming opportunities on the horizon.

4. Discussion

Resources requested for next committee meeting:

- Currently named spaces; other names being considered
- Information on award received from UO; other honoraria
- Aspects of community that unite the greatest number of people (place, activity, thing)
- Information about creation, placement of Kesey statue
- Implications of changing name (financial, logistical, etc.)

How will decision/recommendation be reached?

- TM: Get business world to acknowledge and embrace values of Kesey in drawing people to Eugene and to downtown.
- JL: Incorporate statue into downtown improvements.
- BQW: Capture essence of conversation and disagreement when making recommendation to council; create communication plan for the public if decision is potentially divisive.
- SG: Anecdotal observance of square.
- MC: Step back for broader look – what’s best for the space? Consider whether divisive name is best for place considered to be the town square; switch Kesey and Skinner statues; “Kesey Square” has very negative connotations among significant portion of population.
- JG: Don’t duplicate extensive, existing placemaking efforts; clear majority has already supported renaming space to Kesey Square.
- LV: Important to remember that use of space issue is separate from naming decision.

Additional Thoughts

- CT: Committee will probably not be able to reach consensus.
- TM: KK a local icon who represents diversity, welcoming spirit; community has organically decided on name.
- LV: Posed question to group: Does it matter if name is formally changed?
- TM: If name isn’t officially produced in literature, on signs – no.
- SG: Same as above.
- SS: Unsure – may have future development implications.
- JG: Same as above.
- EB: Does matter.
- CT: Unsure – no effect on zoning decisions, legal implications.
- BQW: Wants name to matter; leave as is if less divisive.
- MC: Does matter; represents opportunity to draw residents from every part of the city.

JG: It matters; community expects leadership and decision. Own the story and celebrate it, including community conversation.

BQW: If name restricts what can be done with space or who is comfortable there, it matters; “Kesey” has proven to repel some people.

Wrap Up

LV: Uncomfortable but necessary conversation; keep open mind; think about how committee’s work can be presented to council.

MC: Email thoughts, ideas and requests to staff.

Broadway Plaza Naming Committee

October 9, 2017

Atrium Building, 99 West 10th Avenue, Sloat Room

12:00 p.m. – 1:30 p.m.

Committee Members Present: Councilor Mike Clark, Brittany Quick-Warner, Cary Thompson, Elliott Becker, John Iglesias, Suzi Steffen, Sherry Greening, Tim Mueller, Mayor Jeff Geiger, Mayor Lucy Vinis

Staff: Mia Cariaga

1. Welcome and Review of Committee Charge, Ground Rules, and Scope

City Manager's Office Division Manager Mia Cariaga welcomed the group and reviewed the committee's charge, ground rules, and scope. She noted that the committee's focus was on the proposed name change only, not on the future use or development of the site.

2. Kesey Square Proposal

Mayor Vinis asked for a straw vote to determine the committee members' current position on the proposed name and said the results of that vote could help seed the ensuing conversation. She encouraged everyone to reconcile and respect differences of opinion and to find a pathway forward to help the community think about and be excited about the potential of the site.

STRAW VOTE: 6:3 in favor of renaming Broadway Plaza to Kesey Square.

3. Discussion

The committee members shared ideas, concerns, questions, and challenges related to the renaming of the site.

- EB: Install a plaque at site describing the many positive aspects of Ken Kesey's life and honors he received.
- Jl: A long-term vision that brings positive energy to the square is needed. Focus on Kesey is too narrow – only captures one segment of the population
- MC: To attract more people and create more positive energy, the space must be more welcoming to all segments of population, particularly as a centrally located "town square."
- TM: Eugene has a reputation for being a welcoming city (designation as Sanctuary City). Many of Kesey's quotes support this shared value as well as the importance of arts and outdoors. Suggest placing plaques with Kesey's quotations around the square.
- BQW: Are alternative names being considered? Changing the name isn't going to solve the current issues associated with the space. Need commitment to improvements.
- JG: There has been well-documented and conclusive input on the issue. Project for Public Spaces engaged with public and determined that it is already renamed in the hearts and minds of residents. Now is the opportunity to harness public passion to improve the space.
- SS: The cultural impact of Kesey's work is still felt today in a very significant way.
- MC: Is a 60/40 vote the way to unify the community around an important public space?
- CT: The organic renaming of the site began when the statue was installed there. Introducing alternatives at this point is counter-productive. More naming opportunities are on the horizon. Pledge to help with improvement efforts.

- JG: The Project for Public Spaces tagline is “the community is the expert” and the overriding comment received during public outreach was that the renaming question is a waste of time. Focus now should be on making the space inspiring and welcoming.
- MC: Suggest consideration of renaming site “Authors Square” to celebrate all local authors.

Mayor Vinis – Everyone agrees that what really matters is what’s happening in the space. It’s important now to think about how the narrative could be changed to explain why the statue is there and how it promotes the city’s vision and values.

Creating a Vision

- TM: Scatter quotes around square; sponsor writing contests, events to benefit mental health services; “change the music” to change the kind of people who use the space.
- SG: People sleeping in the square will always be an issue, regardless of name.
- SS: Program events at Kesey Square; acknowledge that homeless people need a place to sleep.
- JG: Track at Arts and Technology Academy improved and dedicated to Margaret Bailes, in recognition of her athletic achievements. The facility includes an interpretive panel about her life – an example of honoring a person’s accomplishments and contributions regardless of some perceived human flaws.
- JL: People sleeping on the street and heckling by travelers is a problem. Energy is lacking downtown; focus should be on making public spaces safe for all children. Names matter – they should inspire and speak to the strength and resilience of the community.
- MC: Should the message and connection of *Sometimes a Great Notion* to the local community be incorporated into the space name?
- LV: How do we frame our shared community values as illustrated by the statue of Kesey reading to children into this naming opportunity? The committee will not solve the disagreement about Kesey’s reputation.
- BQW: To some, changing the name of the space is changing the “music.” Acknowledge and respect this difference of opinion; programming is important, but investment in infrastructure and other improvements is also needed.
- JG: Renaming gives community a place to start with improvements; owning the name and directing community energy will help inspire.
- EB: The name is important; consider dedication event with Kesey family members.
- TM: Ideas – replace bricks with painting of river and directional artwork; murals and plaques; building with 3-story atrium over space; playground for children – all starting with Kesey inspiration.
- JL: Statue installed relatively recently. Short-sighted to accept name just because statue is there. Kesey Square is not big enough for Eugene – very diverse population that is getting younger.
- LV: Takeaway from conversation is that everyone cares deeply about what happens to the space beyond what it is named. Encourage the council to really invest in the space to be welcoming to all residents and visitors.

VOTE: 7:2 in favor of renaming Broadway Plaza to Kesey Square.

4. Recommendation to City Council

- SG: Kesey Square is appropriate name for the space; there are good and bad traits in everyone.
- CT: Renaming is good first step. Time to move forward and look at proposals for improvement, including eating space, awning, etc.

- SS: The decision has been made by democratic vote; consensus is unreasonable on this issue.
- TM: Pledge to work with City on programming and work with the Library on idea of community bookshelf.
- BQW: Acknowledge that there is still heartburn about the proposal and those perceptions and opinions should be respected. It will take a lot of work to make the space attractive and welcoming to everyone.
- Jl: If the space is important as a community gathering place, it will require significant work and resources. The name/designation should honor the city and community.
- JG: Kesey is a uniquely local and appropriately accomplished person to honor. Public opinion strongly suggests support for this proposal.
- EB: City Council expects a recommendation from the committee. In addition, encourage a dedication event celebrating the many positive aspects of Kesey, who contributed to the cultural development of Oregon.
- MC: An alternative name could have been vetted and agreed upon by consensus. The space's status as a town square makes this proposal inappropriate.

Wrap Up

Mayor Vinis acknowledged that the recommendation is frustrating for those opposed. There is consensus, however, among the group that a significant investment in the space is needed and the time is now to take advantage of opportunities and energy for improvement. She thanked the committee members for their time, passion, and thoughtful discussion.

Mia thanked the group and noted that the council is set to receive the committee's recommendation and discuss the proposal at its October 18 work session.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Metro Plan Amendment

Meeting Date: October 18, 2017
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: B
Staff Contact: Alissa Hansen
Contact Telephone Number: 541-682-5508

ISSUE STATEMENT

Over the past two years, the use of downtown open spaces has been a key focus of conversation by the City Council, and within the broader community. Earlier this year, in conjunction with discussions about Broadway Plaza next steps, City Council initiated a Metro Plan re-designation and concurrent rezoning of Broadway Plaza from Commercial to Public Land.

At a recent work session, City Council asked for more discussion to understand the timing and implications of the re-designation and rezoning before proceeding with the required public process. This work session provides City Council an opportunity to learn about and discuss these issues.

BACKGROUND

The area at the corner of Broadway and Willamette was originally the site of a two-story commercial structure. The building was removed as part of the construction of Eugene's pedestrian mall in the 1970s. In 1996, Willamette Street reopened to traffic between 8th and 10th avenues and the square officially became Broadway Plaza. In 2003, the sculpture of Ken Kesey was added.

In August 2016, City staff began the Downtown Placemaking Initiative, "Places for People," with a robust public engagement effort focusing on four primary public spaces downtown: Park Blocks, Broadway Plaza, Hult Center Plaza and Public Library sidewalk area. Initial work began with the assistance of placemaking consultants Project for Public Spaces (PPS). The PPS consultants presented their work to City Council on February 15, 2017, and their final report is available on the City [website](#), which includes the recommendation that, as the heart of the downtown commercial district, Broadway Plaza should have active uses throughout the day with a mix of food and beverage retail, entertainment programs, activities, and places to meet, sit and work together. This summer, City staff and community partners employed "Lighter, Quicker, Cheaper" strategies to provide short-term activation and pilot permanent improvements. Staff will return to Council this fall with an update.

Public Uses

Public uses and facilities are essentially allowed in all zones, based on Eugene's land use code. This means that the City can and does own lands with a variety of zoning and operate public uses

on those lands. Below are some examples of City of Eugene public facilities, and the zones in which they are located:

<i>City Facility</i>	<i>Current Zoning of Property</i>
Eugene Public Library	C-3 Major Commercial
Fire Station #1 (Downtown)	C-2 Community Commercial
Eugene Police Headquarters	GO General Office
Fire Station #2	I-3 Heavy Industrial
Fire Station #11 (Santa Clara)	R-1 Low Density Residential
Alton Baker Park	PL Public Land and R-1 Low Density Residential
Amazon Park	PL Public Land
West University Park	R-3 Limited High Density Residential
Other Neighborhood Parks	PL Public Land or R-1 Low Density Residential (generally)

In addition, local public schools are found in both PL and R-1 zoned lands, the University of Oregon has facilities on lands zoned PL, C-2, and R-4 High Density Residential, and Lane County has offices in both the PL and I-2 Light-Medium Industrial zone.

Public Land Zone

As noted above, property does not need to be zoned Public Land for it to be used by a public agency for public purposes. However, property zoned Public Land is generally limited to public uses. The Public Land zone is intended specifically for public and semi-public uses by providing areas for government services and education.

The Public Land zone allows for:

- public uses operated by the public agency that owns the site, including but not limited to government offices, libraries, parks and recreation facilities, post offices, fire stations, schools, and electrical substations
- accessory uses, including small scale commercial uses to primarily serve users of the public facility (such as the concession stand at Amazon Pool)
- temporary or seasonal uses such as fairs, festivals and special events
- other specific uses when the public agency that owns the land declares that the property is not currently needed for public uses.

Broadway Plaza is currently zoned C-3 Major Commercial, which allows for a broad range of commercial uses, as well as government uses and parks/open spaces. The current use of the site as a public plaza with four commercial food carts is clearly permitted outright in this zone. If rezoned to Public Land, the potential uses allowed within Broadway Plaza would become more limited. For example, the current predominate commercial food cart use may not meet the intent of the Public Land zone. Additionally, other commercial uses and activation strategies, such as those recommended by PPS, would need to be considered under the more-limited Public Land zone.

Process/Timeline

A Metro Plan amendment and concurrent zone change for an individual site follows a specific set of procedures from Eugene's land use code, including public notice to the state, public notice to surrounding property owners\occupants and other interested parties, followed by a public hearing before the Planning Commission. Following the public hearing, the Planning Commission

provides a recommendation to the City Council. The City Council then holds a public hearing and makes a final decision at the local level (which can be appealed to the Oregon Land Use Board of Appeals). The decision must be based on approval criteria from the Eugene Code. Typically, this process takes six to nine months (not including appeals).

RELATED CITY POLICIES

Creating walkable, vibrant, inviting and safe public spaces is critical to the development of a prosperous and diverse urban center, supporting a wide array of desired outcomes including job retention and creation, downtown housing, and cultural activities. As a result, the success of Broadway Plaza and the intersection of Willamette Street and Broadway contributes towards many policies and goals for Eugene and downtown.

Envision Eugene Pillars

- Provide ample economic opportunities for all community members.
- Promote compact urban development and efficient transportation options.
- Protect, repair and enhance neighborhood livability.
- Provide for adaptable, flexible and collaborative implementation.

Regional Prosperity Economic Development Plan

- Strategy 5: Identify as a Place to Thrive - Priority Next Step - Urban Vitality
As we foster a creative economy, dynamic urban centers are an important asset. Eugene, Springfield and many of the smaller communities in the region recognize the importance of supporting and enhancing vitality in their city centers. Building downtowns as places to live, work and play will support the retention and expansion of the existing business community and be a significant asset to attract new investment. The Cities of Eugene and Springfield will continue to enhance their efforts to promote downtown vitality through development and redevelopment.

City Council Goal of Sustainable Development

- Increased downtown development

Eugene Downtown Plan

- Downtown development shall support the urban qualities of density, vitality, livability and diversity to create a downtown, urban environment.
- Emphasize Broadway, Willamette Street, 5th and 8th Avenues as Great Streets through public improvements and development guidelines. Include portions of these streets as follows: 8th Avenue between Willamette Street and the Willamette River.
- Enhance public places throughout downtown through the careful design of civic buildings, streetscapes, parks and plazas. Include public art and other elements to create special places for all ages.
- Connect special places downtown with enhanced street designs, public art, directional signs, transit routes and historic markers to create an inviting and memorable route through downtown.
- Support public safety activities that increase visibility, access actual and perceived safety for individuals and property downtown.

- Enhance functional designs for streets, sidewalks and related public improvements with carefully chosen design elements, including materials, alignments, plantings and streetscape elements.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.
- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.
- Reinforce the creative, distinctive culture of downtown as the arts and entertainment center of the city.

Climate Recovery Ordinance

- An active, inviting, well-designed public open space downtown enhances walkability and livability, supports downtown as a 20-minute neighborhood, and reduces reliance on fossil fuels.

CITY MANAGER'S RECOMMENDATION

This is an information item only.

ATTACHMENTS

None.

FOR MORE INFORMATION

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