



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

September 20, 2017

12:00 p.m. CITY COUNCIL WORK SESSION

Harris Hall

125 East 8th Avenue

Eugene, Oregon 97401

**Meeting of September 20, 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

Harris Hall, 125 East 8th Avenue

A. WORK SESSION:

Multifamily Recycling Program

B. WORK SESSION:

Broadway Plaza Renaming Process

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: Multifamily Recycling Program

Meeting Date: September 20, 2017
Department: Planning and Development
www.eugene-or.gov

Agenda Item: A
Staff Contact: Michael Wisth
Contact Telephone Number: (541) 682-6835

ISSUE STATEMENT

The City currently requires that all garbage and recycling haulers allow multifamily developments the opportunity to offer recycling services to their tenants. To meet new requirements of the State's Department of Environmental Quality Senate Bill (SB) 263 legislation, the City of Eugene will need to strengthen current regulations related to recycling at multifamily complexes in 2018.

BACKGROUND

The adoption of Oregon SB 263 in 2015 made fundamental changes to the Opportunity to Recycle Act (ORS 459A). SB 263 revised material recovery and waste prevention goals and requirements for Oregon's municipalities and wastesheds. For Eugene, changes include the requirement to implement additional recycling or waste recovery programs by January 1, 2018.

To meet this new requirement for 2018, the City will begin implementing mandatory recycling for multifamily complexes of four units or more, which represent 22,196 total units in Eugene. This program will address the challenges of waste and recycling that are often accompanied with multifamily complexes, particularly related to access and education. The purpose of this program is to provide support to tenants, property managers and haulers to ensure a cleaner and more robust multifamily recycling stream.

The program will also amend the current Solid Waste and Recycling Administrative Rules in the following ways:

- Require all multifamily complexes of four units or more to offer recycling to tenants
- Require tenants to receive educational materials related to proper sorting and recycling
- Require haulers to place signage on waste and recycling bins

At the work session, staff will discuss the City's outreach and educational efforts, program development and regulatory changes that will lead to the new recycling program by December 2017, in addition to other waste prevention efforts underway.

RELATED CITY POLICIES

The City of Eugene regulates licensed garbage and recycling hauling activities within the city limits. These activities are guided by Oregon Revised Statutes (ORS) as well as the Eugene City Code. In particular, ORS 459a outlines the “Opportunity to Recycle” for all Oregonians and sets a baseline for counties’ and their affiliated municipalities’ garbage diversion rates. The Lane County goal is to achieve 63 percent diversion on an annual basis by 2020. Outside of this statewide policy, waste reduction and diversion is included as an action item within Eugene’s Climate and Energy Action Plan and the City’s Climate Recovery Ordinance.

COUNCIL OPTIONS

This is an informational work session.

CITY MANAGER’S RECOMMENDATION

None required at this time.

SUGGESTED MOTION

None required at this time.

ATTACHMENTS

None.

FOR MORE INFORMATION

Staff Contact: Michael Wisth
Telephone: (541) 682-6835
Staff E-Mail: Michael.C.Wisth@ci.eugene.or.us

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Broadway Plaza Renaming Process

Meeting Date: September 20, 2017
Department: Central Services
www.eugene-or.gov

Agenda Item Number: B
Staff Contact: Mia Cariaga
Contact Telephone Number: (541) 682-5010

ISSUE STATEMENT

On April 19, 2017, City Council passed a motion to initiate a process for formally considering a proposal to change the name of Broadway Plaza to Kesey Square.

BACKGROUND

The City of Eugene Naming Policy specifies that only the Eugene City Council retains the authority to establish formal legal names for City-owned facilities. Council may consider honoring individuals whose achievements represent a lasting legacy to the mission of the City of Eugene and the community it serves and who are of such character and integrity that their name will endure as an honor in the present and into the future.

Consistent with the naming policy, a public comment period to solicit input on the renaming was opened from June 27 – September 15, 2017. Notice was provided via media release, social media postings and the City's webpage. As of September 13, a total of 37 comments were received via email or public forums on July 26, July 10 and September 11 (Attachment B).

This Work Session is Council's opportunity to discuss the renaming of Broadway Plaza and, if Council so chooses, to take action. Based on Council's adopted naming policy, Council has the option of taking action on the proposal to rename Broadway Plaza to Kesey Square or referring the suggested name to an appropriate existing committee or appointing an adhoc naming committee to review and make a recommendation to Council. The Council adopted naming policy, included as Attachment A, outlines criteria for the Council to consider when renaming a city facility.

ATTACHMENTS

- A. City of Eugene Naming Policy
- B. Public comments received

FOR MORE INFORMATION

Staff Contact: Mia Cariaga
Telephone: (541) 682-5010
Email: 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.

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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

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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:

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- ✓ 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: _____

Public Comment Received on the Renaming of Broadway Plaza to Kesey Square

Public Comment Received at Public Forums on June 26, July 10 or Sept 11:

Kristina Payne – opposed to name change because of Kesey’s reputation as a drug user.

Rob Bennett – premature to rename; conversation about renaming should happen after Master Plan for downtown open spaces

Melissa Achtien – complete Master Plan process before addressing the issue of renaming

Public Comment Received via email:

Dear Mayor, City Councilors and City Manager,

Engaging the community in the naming of places is important, but the renaming of the Broadway Plaza is premature. It is prudent that the community take time to come up with a strategic plan for downtown, and to determine what we want the future of downtown to look like before taking this step. This plaza is in the heart of our downtown and it deserves a thoughtful dialogue around what would be most beneficial to the **entire** community, not just a few vocal activists.

Please do **NOT** rename Broadway Plaza at this time. While the naming of the plaza feels purely ceremonial, it really sends a message to the community about how this space can and should be considered in the future. It is a major step to ensuring that the zoning get changed and we, as a community, have not made that decision yet.

Victoria Whitman
Broker, GRI, CRS
Windermere Real Estate Lane County
1600 Oak Street
Eugene, OR 97401
<http://whitman.withwre.com>
541-954-7171

Dear Mayor, Council, and City Manager-

As the President of Downtown Eugene Merchants (DEM) I strongly urge you to pause on renaming Broadway Plaza at this time. For our membership it is an issue of timing. Initial collaboration is underway to develop a Strategic Plan for downtown, including conversations with Downtown Stakeholders such as Downtown Eugene Merchants, Technology Association of Oregon, Downtown Neighborhood Association, the Eugene Chamber of Commerce and Downtown Eugene, Inc., who meet weekly to work on downtown related topics.

The idea for the Strategic Plan is to have goals and timelines, which can serve as a road map

towards a prosperous and inviting downtown. The plan can also help our community define a vision to collectively work together and achieve. It would be premature to make any decisions at this time about a name change.

Broadway Plaza sits in the heart of downtown, at the intersection of Broadway and Willamette Streets. Being such an important corner, changing the name of Broadway Plaza before there is strategic plan for downtown seems premature. It limits our community's future options, with regard to how the space fits in to an overall master plan.

We ask that you wait to make any naming changes until a Strategic Plan for downtown is complete.

Best Regards,

Nicole Desch
President, Downtown Eugene Merchants

Greetings,

Recent activities regarding public spaces in and around the downtown area make clear that the City needs to expend more time and resources on a thorough planning process before taking preemptory actions that could compromise implementation of a more comprehensive vision.

Renaming Broadway Plaza now strikes me as a prime example of an action of significant symbolic import that is premature prior to completion of a proper planning effort. It may very well be that public space planning initiatives could result in a much more fitting memorial to a great local writer. We don't know at this point – but it seems clear that there is no compelling reason for the Council to take preemptive action that implies a longer term usage of that space in the absence of an appropriate planning effort. Please refrain from doing so. Thank you.

Lee Lashway



Hello,

I am writing today about the proposal to change the name of Broadway Plaza to Kesey Square. I would like to ask that any decision on the name change be delayed until a plan for downtown is prepared. Right now the area is known informally as Kesey Square, but if the name were formally changed I believe that would limit options for the space going forward.

Once a plan is in place and it can be determined how the space would best serve our city, then I would support a discussion around a possible name change.

Thank you for your time,

Tenille Woodward, CPA, CPC
Pension Planners Northwest
1600 Valley River Drive, Ste. 340
Eugene, OR 97401

I am in favor of changing the name to Kesey Square. Ken Kesey had many positive influences in our community. His family is very much a positive contributor in our community with their many businesses. When I hear the name Kesey, yes, I think of hippie Ken. I also think of his roots in wrestling, his son, Mt. Pisgah, The McDonald Theater, Nancy's Yogurt, Springfield Creamery, The Country Fair, Pleasant Hill, One Flew Over the Cuckoo's Nest and Sometimes a Great Notion. His colorful life touches on many people and should be considered in his recognition.

Kim Mast
541-868-5949

I do not approve of a motion to rename Broadway Plaza to Kesey Square. The very center of downtown, where Broadway and Willamette Streets meet, should be appropriately named as it is.

I have lived in Eugene since 1966, (grad Churchill '75). I do not recall Mr. Kesey really contributing anything to the city. Colorful person, sure. Great writer? Depends on who is reading; I have never thought of the summation of his works as great, but this is beside the point. Why, though, must Eugene continue the perception that his association with the Pranksters and the Dead elevate him to some level of greatness reserved for people who really did contribute (s/a Sen. Morse, Gov. McCall, Mayor Bascom)?

If for some reason the Broadway Plaza is to be renamed, consider honoring heritage and being an Oregonian. Liberty Square. Freedom Plaza. Steelhead Circle. These are but a few ideas which honor us all. Honoring the Kesey "mystique" only prolongs Eugene's difficult trudge out of the 70s.

Respectfully,
Thomas Britton
3018 Brett Loop
Eugene, OR 97404

Dear City Council and Mayor,

I am writing in support of changing the name of Broadway Plaza to Kesey Plaza. While some have proposed a name change to Kesey Square, Kesey was anything but square.

Because of this, I propose the name of this central part of our city be Kesey Plaza.

Sincerely,

Jim Wilcox
205 W. 31st
Eugene, OR 97405

Dear mayor and Council,

I write to request that you officially stamp approval of the name Kesey Square for the corner of Broadway and Willamette where the Kesey statue resides. That is the common name of the space and the council is wise to simply recognize what is already true.

Thank you for your service!

Sincerely,
Edward Gerdes, OSB 915248
edgerdes@comcast.net
Cell: 541-556-0827
Co-founder of Beau Delicious! International LLC dba Cafe Yumm!
456 Charnelton St.
Eugene, OR 97405

Dear Mayor Vinis and Eugene City Council,

Since I've spoken to you and the council on several occasions over the past year on behalf of the Friends of Kesey Square, this letter is just to reaffirm my personal thanks for your support in making this very popular name change.

I think I've mentioned the question we kept getting as we collected signatures on our petition, "Isn't that what it's already called?" And I remember then mayor Kitty Piercy saying, "That's what I always call it." We easily collected over 200 signatures in just the two days we passed petitions around at the consultant meetings and could have signed up many more.

I've wondered why the process of naming something sometimes has a kind of natural stickiness about it that's hard to explain. In this case I attribute it to the charm and effectiveness of Pete Helzer's sculpture of the famous NW storyteller reading to his grandchildren. It's captures a warm family moment that connects to something universal in us all.

There's also no doubt that Kesey reading his bronze book has become a major way-finding marker in out downtown. "Where's the Barn Light, or the Bijou? Across from Kesey Square."

It was good to have our Public Places consultant reaffirm the important role the square has the potential to play in our downtown public life. I hope that as September rolls around that we can now turn to a grand public celebration over the renaming to Kesey Square.

Your sincerely,

Jerry Diethelm
July 16, 2017
Architect Landscape Architect
Planning & Urban Design Consultant

Hello!

Please change Broadway Plaza to Kesey Square! Thank you!

Mary Weed

Ms. Mayor and Council,
I strongly support changing the name Broadway Plaza to Kesey Square. That is the almost universally used name already so why not recognize that reality? I worked across from Kesey Square for several years and am downtown frequently so have a definite interest in the area. Thanks for listening.

James Coons

Please keep the name of Kesey Sq. Thanks for asking!

Trudy Maloney

I am writing to express my support of officially naming what some have called Broadway Plaza (such a generic, boring name) the more appropriate name Kesey Square. Most of the people I know already call it that, and love it, and love the statue and the history of Ken Kesey in our area. He was such a great writer, he deserves the attention!

Please don't take that away from us.

Karen Stingle
358 W 4th
Eugene 97401

Dear Mayor, City Council members, and City Manager,

As a 37 year resident of Eugene, I strongly urge you to rename the downtown public square, currently named Broadway Plaza, to Kesey Square.

Besides recognizing local son Ken Kesey, renaming the square to Kesey Square would also recognize the common, popular practice of already calling it that.

Frankly, I've never heard anyone call it Broadway Plaza. It has been, is, and should remain Kesey Square.

Thanks for your time and attention.

Chuck Hauk
2986 Gilham Rd
Eugene, OR 97408
541-343-0219
cdhauk@aol.com

Dear Mayor Vinis, City Councilors and City Manager,

"Kesey Square" is a fine name for a prominent downtown spot - but in Springfield, not Eugene. True, the statue is centrally located in downtown Eugene, but Kesey was from Springfield. Period. Leave the statue as is, graciously cede the current proposed name to Springfield, and ask Eugeneans to propose other names for the area.

Bean Comrada

Hello,

I strongly and definitely request that the name " Broadway Plaza" be retained.

I do not want the name changed to "Kesey Square." Kesey was not a Eugenean. His roots are in Pleasant Hill & Springfield. Also, Kesey embraced and encouraged a drug culture that I do not want championed.

Keep the Broadway Plaza name.

Ann Fuller
Eugene resident

A while back the Register Guard had an article showing about two dozen new apartment buildings in Eugene and the owners' locations. Only two were Not from out of state (1 was in Singapore): Why not let we the citizens have something that reflects our local culture and its riches? Kesey Square: anything else would be wrong. Thank you.

Laura Romeyn of Eugene

It is the heart of our city. It is the zocala, the people's plaza. And for years now it has been referred to as "Kesey Square." Why continue to confuse things by sticking with the hopelessly bland moniker of "Broadway Plaza?" Let's embrace one of our local favorite sons, and move on.

Vip Short
1448 E 22nd Ave
Eugene, OR 97403

I have lived in Eugene for 42 years now. I retired 3 years ago after a successful 30 year career in residential building and repair. My wife loves her job and will work another 5 years for her complete retirement. My wife and I have been totally happily married for 28 years and raised a daughter who is successful right here in Eugene and has 4 degrees from the U of Oregon. We have a bible household and none of us have ever been involved with drugs, cigarettes, marijuana, or any of the addictive drugs.

I am totally against naming the downtown square to Kesey Square or any association with the Kesey name. Why? Ken Kesey was a addicted LSD user and dealer. He and his friends(Grateful Dead Band members), spent several decades partying here and there and California and Cris- crossing the United States partying in their bus all the while using LSD, Marijuana, other drugs, open sex,(Ken fathered a child with Jerry Garcia's wife), selling drugs etc.

There are many noted Psychologists in this country that state, "A persons current behavior is defined by their past behavior". At the time of Keseys death, he was still using LSD just like he had done for the past 30 years.

I am well aware of several of Keseys accomplishments as a author and movie writer. Yes, I did enjoy his movie One flew over the Cukoos Nest, HOWEVER, I do not believe that these accomplishments over-ride the documented facts about his lifelong drug addiction and use.

I do not believe in any way shape or form that Ken Kesey is or was a Mentor, or, Role Model. When I look at the Kesey statue downtown as it portrays him reading to children, I am furious, because a True Mentor or Role Model is not a Drug Addict.....

Does the downtown plaza area really want to be associated with and defined or associated with a documented Drug User? I say emphatically, NO.

Ken Kesey's own words and quote, " I was raised a Christian and was a stone-faced ACID head".

I respectfully ask the Council that you name the area something other than Kesey Square.

Sincerely,
John Zacharias

To whom it may concern,

I am writing to voice my concern about the renaming of Broadway Plaza to Kesey Square. While Ken Kesey was a valuable member of outlet community and obviously a gifted writer and artist, I feel that the main reason there are so many problems with that specific property is the fact that the statue of Kesey is a magnet for the "travelers" who are at the crux of many of the problems there. It's no secret that Kesey advocated the lifestyle and morals that many of those people embrace, a lot of that being a disregard of the law and basic manners towards the rest of the community.

I seriously believe that his statue should be relocated, with the proper location being at or near the Mac Donald Theater, which is run by his relatives and consistently books acts more aligned with his family's artistic and moral agenda.

Please save the Plaza for the greater community, not for those who want to re-live the excesses of the 1960's. If we are going to celebrate the past, Wayne Morse would be a better choice.

Thank you,
Bruce Hartnell

We both feel the name should be Kesey Square. It's what we call it and it just fits.

Betsy Kelly
Dirk Beaulieu
220 Garfield St
Eugene.

Dear Mayor Vinis,

I have lived in Eugene since I was born, and in 23 years, Broadway plaza has always been called Kesey Square by locals. I didn't even know that the official name of the area was Broadway Plaza, because people young and old, who have lived in this city their whole lives, always called it Kesey Square. Changing the name to Kesey Square is the right decision, if only to make it easier for locals to give directions to non-locals. The area is popular for local artists, musicians, and activists. Please continue to protect the space and promote it's history. Thank you.

Sincerely, Emerald Henderson.

Yes, Kesey Square is what we've always called it. Why does it always take Eugene forever to do something. The good news is we often do it right, just a decade later than it might have been. Who knows, we might even have a City Hall one of these days.

Good luck!

Bob

I am writing in support of officially changing the name of what is known as Kesey Square to Kesey Square.

While I am writing you, I would add that I hope you will reverse the dog and smoking bans. Please let's not take prohibitive approaches. I sure hate cigarette smoke. I see the problem of cigarette-use at this point relates as much to the problems of (unregulated) capitalism as anything else. Special prohibition zones also relate to and exacerbate the problems of (unregulated) capitalism.

These are small points. The larger point is that it is painful to see our town going with the way of a failing world: promoting business (even small, even local, even green) where the broad benefit of non-essential businesses offer little more than to the community as a whole than "trickle down economics." Where non-essential consumerism is promoted, even subsidized (in all variety of ways), what we really have is destruction (in the form of nonsustainability) and exploitation (your life at \$10/hour is less worthy than mine, the boss who makes \$20).

What I would love to see supported is sustainable exchange. Can you imagine it? What would this look like? What makes a leader visionary?

We might be a Sanctuary City, which is great, as is any effort to undermine (rather than promote, which we also do) social bigotry. Let's not ignore a clear problem also on the mainstage of global crises: the economic models have failed, city by city, country by country, and we're taking the globe. Trump is a problem, but the problems were great and blatant before he came--we know this. Problem is, we, each of us, our town--on the whole, we just follow suit. It's hard to know what to do.

Best, Zondie Zinke

I am in favor of renaming the current Broadway Plaza KESEY SQUARE

Thank you

Janet Burch
Eugene Resident- 541 345-6430

Dear Mayor, Council, and City Manager,

We are surprised that at this late date you are still seeking feedback on changing the name of Broadway Plaza to Kesey Square. It seems there has already been much testimony and a petition to demonstrate that this is what the public wants. And the study which you paid for and finally began implementing some of their suggestions (suggestions that our own citizens had made for free), stated that it should be renamed Kesey Square. Why the foot dragging?

Here is our input yet again-change the name to Kesey Square. If we want to distinguish ourselves from every city U.S.A this is the way to go. And why would we not want to honor a prestigious writer like Mr. Kesey? We want visitors to be drawn here and appreciative of our uniqueness.

Sincerely,
Christopher & Deb Michaels

Change the formal name of Broadway Plaza, the public square downtown, to Kesey Square.

David Hoffman
2790 Madison St.
97405

Dear Mayor and City Council. First, thank you for your hard work and commitment to our community. I would like to request that you officially name Kesey Square the name that has become its official name by default.

I am a 22 year downtown employee and I believe this name has far more value to the community. The sculpture that is there represents the positive community he tried to create. He started his career as a teenager putting on shows for kids a block away at the McDonald Theater.

I feel renaming this space Kesey Square is very appropriate. Thanks for your consideration,

Rex Redmon

Please leave it Broadway Square. Or name it for a very Honored person that gave his service to Eugene, Oregon.

busey4055@comcast.net

The name of the square should be changed to Kesey Square -- because that is what people call it!

Robert Coates

Dear Mayor, City Council, and City Manager—

I'm writing to you about the proposed name change of Broadway Plaza to Kesey Square. Honestly, if I thought this proposal was about a simple name change, and that's where it ended, I would not be opposed to it. However, it appears that the motivation behind this effort is a means by which to ultimately rezone the plaza from its current commercial zoning to public space, which of course has significant, long-lasting implications about the future of the space and what can be done there.

I generally do not support rezoning efforts like this, which would severely limit the options for a given space for posterity when we do not know what challenges, opportunities, ideas that we might have in the future. Why limit our options in this instance? We may find, for example, that we need more urban housing options for which this space might be appropriate. Or, we may find that we want to maintain a portion of it as 'public' (or open) space, while developing the perimeter portion of it (vis a vis the proposal from Project for Public Spaces) to strengthen the space's connection to the public.

Lastly, it seems premature to change the name of Broadway Plaza ahead of the redesign efforts for the Park Blocks. It may be that we wish to develop an appropriate public space (or square) in the future Park Blocks design that would more appropriately be called 'Kesey Square', as a true square. I imagine that if we succeed in doing a good job with this opportunity above it would function better as the 'Kesey Square' that we all want.

Thank you for your time and consideration. Regards,

Thomas Pettus-Czar

Sept. 13, 2017

Mayor, City Council and Manager
City of Eugene

It's become common knowledge that you are now being asked once again to delay your decision to rename Broadway Plaza, Kesey Square.

And for a host of reasons:

We might for instance want to rename something for Kesey in the Park Blocks when we restore the North Park Block and build the new City Hall.

Not very likely. That's Skinner and Mulligan land. The proposed square there is far more appropriately, and in keeping with the donor's wishes, a Skinner Market Square, or something of the sort. I suppose we could also consider Mulligan Square because it is a "do over."

We might not need the square after we do the Parks Blocks.

That was the original argument that lead to the hiring of our New York consultants, who said to keep Kesey and make it the public urban centerpiece of a system of needed downtown urban spaces. We've paid for some outside professional vision, got good advice and should now take it.

We might still want to build housing in Broadway Plaza in the future.

That fork in the road was last year's argument. There are other and better opportunities for building housing downtown that do not compete with our need to develop public open space. Both the public desire and the consultant's proposals are aligned in confirming the square's publicness and its identity as Kesey Square. Delay, delay is just more foot-dragging at this point, and probably a lack of confidence that we can deal with our social problems downtown.

Changing the name is OK, but changing the zoning means no going back, and we won't be able to build some of the things the consultants have proposed for the square.

If that's the real objection to the name change, we should then immediately proceed to the name change and then make sure everyone is much clearer on the actual and possible impacts of a zoning change from commercial to public land.

Good staffing here will show, I believe, that the consultant's proposals would all be allowable uses in the new zone. We build concessions in parks for example. The new YMCA at 24th and Hilliard is being built on public land. So public-private uses that enhanced the square would be welcome and desirable.

Perhaps the most important benefit to a zoning change for achieving the full promise of Kesey Square is the opportunity to finally be able to, at some point, open the brick walls to connect the square to the businesses and prospective services in the buildings that form the square. That possibility is the very best assurance of creating a robust and vital public space.

The point here is that that can't and won't happen without the zoning change. Remaining commercial means the possibility of having at some future time a new building and new walls. The present owner (and no possible future owner of the adjacent buildings) could never afford to invest in opening to the square if at some future time they were forced to fill everything back in against a new neighbor.

So, the time is more than ripe and right for changing the name to Kesey Square. Changing the name doesn't really interfere with any plans or planning. Those urging delay are mainly worried about losing the opportunity to build there. If a better understanding of the impacts of a zoning change are not yet clear enough for everyone, then some delay for clarification of the zoning might be needed and appropriate.

But I urge you, once again, to take the action that needs, can and should be taken, and that in itself has very few objections or detractors, and finally and at last to vote to change the anonymous sounding name of Broadway whatchamacallit to our Kesey Square.

Looking for something more to celebrate downtown,

Jerry Diethelm

It must be called Kesey Square...that is what it is and that is what it needs to remain.

Patrice Dotson
Ward 1

Please change the name to Kesey Square!
Thanks,

Lynne

September 11, 2017

Mayor and City Councilors
City of Eugene
Eugene, Oregon

RE: Broadway Plaza

Dear Mayor and City Councilors:

Thank you for taking a moment to read this opinion about the potential re-naming of Broadway Plaza and perhaps eventual rezoning of the property.

Broadway Plaza is in the heart of Downtown and at the center of many discussions as of late. Changing the name of this place before there has been a discussion of strategic plan for the entire Downtown seems premature.

"What's in a name?" you might be asking yourself. Naming places:

- gives them an identity
- embodies the place with particular values
- provides cultural symbolism with which people identify
- recognizes achievements

So naming a place is not as benign or without significance as you might expect. Once the place is imbued with the values of the chosen name then options for opportunities at the place will be guided by these values and what they represent.

It is a little bit cart before the horse right now.

Since this place is important to the greater community and an important piece of the Downtown puzzle it would make more sense from a strategic viewpoint to come up with a strategic plan for downtown first, and then see what name seems appropriate for this place.

I understand initial collaboration is underway to develop a Strategic Plan for downtown, including conversations with Downtown Stakeholders such as Downtown Eugene Merchants, Technology Association of Oregon, Downtown Neighborhood Association, the Eugene Chamber of Commerce and Downtown Eugene, Inc., who meet weekly to work on downtown related topics.

This seems the best place to start and the best place to keep the community engaged. Save the naming until a strategic plan provides clear direction as to what values/ identity/symbolism want to be part of that property.

Sincerely,
Schirmer Satre Group



Carol Schirmer
Principal

