



Staff Report

July 20, 2026, Council Workshop Meeting

City Recognition and Naming Policy

Presenter: Alan Peters, Community Development Director

Time Estimate: 20 minutes

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BACKGROUND: From time to time, residents inquire about opportunities to recognize individuals through the naming of public facilities. The purpose of the draft policy is to establish clear and consistent criteria and processes for naming or renaming City-owned public facilities and streets. The policy is intended to ensure that names reflect the City's history, values, and sense of place and provide inclusive and respectful recognition of individuals, cultures, and natural features significant to Camas. Currently, according to Chapter 12.24 of the Camas Municipal Code, naming streets is the responsibility of the Community Development Director. However, processes for naming facilities other than streets are not outlined.

SUMMARY: The draft naming policy applies to public facilities (including streets, buildings, interior meeting rooms, parks, trails, bridges, etc.) but does not extend to donor recognition elements such as bench plaques.

The policy establishes new criteria for naming which specify that names may be based on (1) geographic location or natural features; (2) historical significance; (3) civil service and individual recognition; or (4) proportional to monetary contributions. Furthermore, names must be easy to pronounce and spell and not resemble or duplicate existing names. Renaming existing facilities is discouraged but allowed when clear public benefit can be proven. The policy also establishes the naming authority for various types of public facilities.

The policy also provides alternatives to permanent naming, recognizing that naming is not always appropriate or necessary. Alternatives include temporary recognitions such as proclamations, interpretive displays, or digital storytelling.

BENEFITS TO THE COMMUNITY: The policy will ensure that names are reflective of the community's history, values, and priorities. Its processes for receiving and making decisions on naming proposals ensure clarity, consistency, and fairness which would be beneficial for community members. The draft Our Camas 2045 Comprehensive Plan establishes Policy CC-1.6 in the Community Character chapter which states that the City should prioritize "naming streets, parks, and public facilities after historically significant people, events, geographic features, or native flora and fauna" and that the City should

“[c]onsider allowing naming rights in recognition of significant donations.” This naming policy would implement this goal. The naming policy supports placemaking efforts which can give residents a greater appreciation of and connection to their public facilities.

STRATEGIC PLAN: This policy aligns with the Strategic Plan’s Vibrant Community Amenities priority as it supports the enhancement of existing public spaces. The policy’s provisions around street name and emergency response standards ensure that naming also continues to align with the Strategic Plan’s Safe and Accessible Community priority.

POTENTIAL CHALLENGES: As the community grows, new naming opportunities will arise, along with requests to recognize individuals and groups whose contributions are significant to Camas. The policy will need to balance these opportunities with the need for consistency, transparency, community support, and thoughtful stewardship of names that may become a lasting part of the City’s identity.

BUDGET IMPACT: There is no estimated budget impact of this policy.

RECOMMENDATION: Staff recommend that Council review and provide feedback on the draft naming policy and schedule it for consideration of approval by resolution at a future Regular Council Meeting.