



**CITY COUNCIL MEETING
STAFF REPORT**

Meeting Date: October 7, 2024		Subject: Resolution No. 3171 Town Center Street Naming Policy	
		Staff Members: Sarah Pearlman, Assistant Planner & Amy Pepper PE, Development Engineering Manager	
		Department: Community Development	
Action Required		Advisory Board/Commission Recommendation	
<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input checked="" type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable Comments: The Diversity, Equity and Inclusion (DEI) Committee recommended that the proposed Town Center Street Naming Policy and List of Names be adopted at their September 10, 2024 meeting.	
Staff Recommendation: Staff recommends Council adopt the Consent Agenda.			
Recommended Language for Motion: I move to adopt the Consent Agenda.			
Project / Issue Relates To:			
<input type="checkbox"/> Council Goals/Priorities:	<input checked="" type="checkbox"/> Adopted Master Plan(s): Town Center Plan	<input type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

Whether to adopt the proposed Town Center Street Naming Policy as an amendment to the existing Citywide Street Naming Policy (Resolution No. 1924).

EXECUTIVE SUMMARY:

At the end of 2023, the Development Review Board Panel B approved the first application for redevelopment in Wilsonville Town Center aligning with the Town Center Plan. The redevelopment would replace the existing Shari's restaurant with a five-story, 114-unit mixed-use apartment building with 3,700 square feet of ground floor commercial space. The project would also involve the construction of a new public street. The Developer approached the City to inquire about possible street names for this new street.

The Town Center Plan, adopted in May 2019, identifies conceptual layouts for streets and the Town Center Streetscape Plan, adopted as Appendix J to the Town Center Plan in 2021, identifies cross-sections and design elements for these streets. However, the Town Center Plan does not identify a specific street naming convention outside of the City's adopted policy. Staff felt that street naming in Town Center should reflect both the process and the vision of the Town Center Plan which put forth a bold, community vision to create an accessible, diverse, connected, and thriving place for all people to gather.

To gather feedback, staff brought the project to the Diversity, Equity, and Inclusion (DEI) Committee beginning in September 2023 for ideas on specific names and/or an overarching theme for street names in Town Center. Over the following year, the DEI Committee chose a theme for street names and established criteria to evaluate potential street names. In August, staff and the DEI Committee Chair and Vice Chair brought the policy and list of names to the City Council for additional feedback and input. That feedback was discussed at the August and September DEI Committee meetings and has been incorporated into the policy and list of names. At their September meeting, the DEI Committee prioritized the list of names to those currently included in the proposed policy (Attachment 1) and provided a unanimous recommendation to the City Council. The recommended policy and list of names was also shared with the Planning Commission in September as an informational item. The Planning Commission communicated appreciation to staff and the DEI Committee for the thoughtful consideration given to the project and satisfaction with the final recommendation to City Council.

The chosen theme is Significant People from Historically Marginalized Backgrounds Who Made Inspirational Impacts. Should a future developer want to add a name to the list, staff will work with the DEI Committee to vet and research the name based on the following criteria developed during this process:

1. The proposed name inspires community members.
2. The proposed name reflects an individual who demonstrated a commitment to social justice and to intentionally disrupting socially unjust biases in their lifetime.
3. Priority shall be given to women who made inspirational contributions during their lives to remedy the lack of representation of women's contributions to the community

4. Priority shall be given to local Indigenous people who made inspirational contributions during their lives to remedy the lack of representation of indigenous peoples' contributions to the community with the consent of the tribal government with which the individual was affiliated. The Applicant shall provide the appropriate tribal authority with information regarding the proposed use of the name. The Applicant shall provide a letter to the City Engineer from the tribal government at the time of Building Permit application.
5. Priority shall be given to those who have had a significant connection to Wilsonville, the Portland Metro region, and Oregon.
6. Proposed names shall reflect persons who are deceased.

Resolution No. 3171 (Attachment 1) adopts the Town Center Street Naming Policy and List of Names as an attachment to the Citywide Street Naming Policy. Additional research on each individual named is included as Exhibit B and will be available as supplemental material for developers in making decisions on street names. The full list of considered and vetted names that were not prioritized for the final list will also be available should a future developer wish to propose one of those names instead. These names will require review and approval by the DEI Committee to be added to the list. Should a developer want to use or add the name of an indigenous individual, approval from the appropriate tribal authority will be required.

EXPECTED RESULTS:

Establish a Town Center Street Naming Policy.

TIMELINE:

Work with the DEI Committee began in September 2023. The DEI Committee provided a final recommendation to the City Council at the September 2024 DEI Committee meeting. The recommended policy and list was shared with the Planning Commission in September 2024. With development projects underway, a naming policy is needed.

CURRENT YEAR BUDGET IMPACTS:

Staff time is non billable within existing department budgets. Any review costs that are associated with applying the policy to future streets are likely to be covered by fees paid by developers.

COMMUNITY INVOLVEMENT PROCESS:

Staff involved the DEI Committee who represent a diverse cross-section of the Wilsonville community. Members of the DEI Committee contacted a number of local tribal governments. In response, the Confederated Tribe of Siletz Indians provided feedback that shaped the proposed policy.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

This project will contribute to placemaking in Town Center that sets the neighborhood apart as the City’s downtown core. Street names are often used as names for adjacent buildings and landmarks. The proposed policy aims to increase representation of historically underrepresented people who made impactful contributions to social justice to inspire and to reflect the diverse experiences of both current and future residents of and visitors to Town Center. Thus, the project aims to contribute to an inclusive and representative identity for Town Center as it develops.

ALTERNATIVES:

City Council may choose to add additional names and criteria and make other modifications to the proposed policy and list of names.

If the City Council chooses to take no action, the Citywide Street Naming Policy would apply in Town Center. The Citywide Street Policy includes historical names from the early settlement of Wilsonville and native plants as themes for street naming, which do not clearly reflect the community desire for inclusivity communicated in the Town Center Plan. This alternative also does not set Town Center apart as a unique neighborhood.

CITY MANAGER COMMENT:

N/A

ATTACHMENTS:

1. Resolution No. 3141
 - A. Town Center Street Naming Policy and Town Center Street Names List
 - B. Town Center Street Naming Information Handbook