



**CITY COUNCIL MEETING
STAFF REPORT**

Meeting Date: August 5, 2024		Subject: Town Center Street Naming Policy	
		Staff Members: Sarah Pearlman, Assistant Planner and Amy Pepper PE, Development Engineering Manager	
		Department: Community Development	
Action Required		Advisory Board/Commission Recommendation	
<input 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 type="checkbox"/> Resolution <input checked="" type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable	
		Comments: N/A	
Staff Recommendation: Provide input on a street naming policy for Town Center.			
Recommended Language for Motion: N/A			
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:

Staff will present the current status of the Street Naming Policy Project for Town Center and is seeking feedback on the current criteria and list of names developed with the Diversity, Equity and Inclusion (DEI) Committee.

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 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 more 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 ten months, the DEI Committee chose a theme for street names and established criteria to evaluate potential street names. The chosen theme is Significant People who made an Impact on Social Justice. The criteria were as follows for the DEI Committee's work:

1. Street Names should inspire community members.
2. Name reflects social justice commitment to intentionally disrupting racism, genderism, ableism, and other socially unjust biases (person, place, thing). Additional weight should be given to figures who valued and worked for social justice in their lives.
3. Women who made inspirational contributions during their lives should be given additional weight in recommendations to remedy the lack of representation of women's contributions to the community.
4. Local Indigenous people who made inspirational contributions during their lives should be given additional weight in recommendations to remedy the lack of representation of indigenous peoples' contributions to the community.

The DEI Committee invited a number of local tribes to their early meetings on the topic of Town Center Street Naming to gather additional feedback and input given the interest in honoring indigenous leaders. Peter Sv-gvs (Black Bear) Hatch with the Confederated Tribes of Siletz Indians came to the January 2024 DEI Committee meeting. Staff also met with Mr. Hatch after the meeting to gather additional feedback. Mr. Hatch shared that the Confederated Tribes of Siletz Indians appreciated the opportunity to comment and be included but felt that the planned workflow from how names will be brought into use did not offer certainty about whether streets named for tribal leaders would be prominent or aesthetically pleasing in a way that would confer the honor that the City and Committee intend. Because street names are chosen by developers when a project is being permitted for construction, staff is recommending that names of

Indigenous individuals be included with the caveat that developers who would like to use the name share information about how the name will be used with the appropriate tribal authority and provide a letter approving the use of the name to the City before the name can be chosen for a street.

Attachment 1 includes a draft policy based on the criteria created and other feedback provided by the DEI Committee and the proposed list of names. The list in Attachment 1 still needs to be vetted and approved by the DEI Committee and will be reviewed at the August DEI Committee meeting. Attachment 2 includes additional research which was conducted by Aria Azizi, the City's Summer Admin Intern, using the criteria put forth by the DEI Committee.

In this work session, staff seeks feedback or concerns about the proposed policy and/or list of names. Staff will incorporate feedback from City Council into the materials that will be brought to the DEI Committee for their final recommendation in September.

Discussion Questions:

- Are there criteria and/or names that the City Council would like to add, remove, or otherwise modify?
- Should a future developer want to add a name, would the City Council like to see the name reviewed by the DEI Committee?

EXPECTED RESULTS:

Feedback on the draft policy and list of names including additional suggestions for names, criteria, or other modifications.

TIMELINE:

Work with the DEI Committee began in September 2023. The DEI Committee is expected to make a final recommendation to the City Council at the September 2024 DEI Committee meeting. The recommended policy and list will be shared with the Planning Commission in September 2024 and will be presented to City Council in October 2024 for adoption.

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. Draft Town Center Street Naming Policy and Town Center Street Names List
2. Additional Research Supporting the Town Center Street Names List