

COUNCIL RESOLUTION No. 5-2026

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MILWAUKIE, OREGON,
ADOPTING POLICY AND PROCEDURES FOR NAMING ASSETS AND FACILITIES.**

WHEREAS the City of Milwaukie owns and may acquire additional city-owned assets which may present a need to rename existing and name new assets; and

WHEREAS the city from time-to-time names its assets, including but not limited to facilities, parks, buildings, natural areas, trails, and recreational sites; and

WHEREAS the city recognizes that naming decisions can perpetuate or repair historical inequities and that public engagement is essential to meaningful community-centered naming practices; and

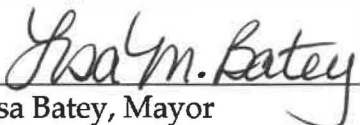
WHEREAS the intent is to establish a consistent, transparent, and equitable policy and process for the naming and renaming of city assets as well as a separate policy for recognizing memorial and donations; and

WHEREAS both policies help ensure that city assets are easily identifiable, are consistent with city values, and reflect community identity, shared history, and promote a sense of belonging for all residents.

Now, Therefore, be it Resolved by the Milwaukie City Council that the attached City of Milwaukie Policy and Procedures for Naming Facilities (Exhibit A) is hereby adopted.


Introduced and adopted by the City Council on **January 6, 2026**.

This resolution is effective immediately.



Lisa Batey, Mayor

APPROVED AS TO FORM:



Justin D. Gericke, City Attorney

ATTEST:



Scott S. Stauffer, City Recorder

EXHIBIT A

Personnel and Administrative Policy and Procedure

SUBJECT: Naming	EFFECTIVE DATE: REVIEWED: REVISED:
CATEGORY: POLICY NUMBER:	CROSS REFERENCE: Contributions 200.11 (city gives money) Separate Memorial and Donation Policy

Purpose: To establish a systematic and consistent approach for naming city assets, consisting of parks, natural areas, recreational facilities, trails, and facilities.

This policy ensures a fair and transparent process for asset naming, including names arising from sponsorships or major gifts. It also helps ensure that facilities are easily identifiable and are consistent with the values and character of the neighborhood or area served. Therefore, in support of the City's values of equity, inclusion, and justice, the naming process will seek to reflect the identities, histories, and contributions of Milwaukie's diverse communities, and promote a sense of belonging for all residents. While this policy could be used for fundraising purposes, it is not in and of itself a fundraising policy.

Definitions: This naming policy outlines the guidelines and standards for naming conventions to ensure consistency.

- A. Amenities: Are features that enhance comfort, convenience, or recreation in a facility or natural environment. They go beyond basic functional needs and may include things like playgrounds, trails, seating, restrooms, parking, or shade structures. Individual amenities are not named; however, this does not apply to conference rooms.
- B. Donation: The giving of property, goods, cash, or time to the City with no expectation of return.
- C. Facilities: Property assets under the city ownership including buildings, structures, open spaces, public parks, recreational facilities; environmental habitat and land. The term assets are also interchangeably used with facilities.
- D. Natural Area: Open space where the primary purpose is the conservation of the natural environment. Such parks typically have minor improvements for access to natural resources with a minimal impact on the environment
- E. Park: Open space developed for active or passive recreation, community gathering, educational, or aesthetic purposes.
- F. Significant Donation: A gift to a new capital project that amounts to at least one of the following: 1) 60% or more of the funding necessary, 2) 51% or more of the land necessary, or 3) a 20-year endowment for maintenance or programing.
- G. Sponsorship: The giving of financial or in-kind support from an individual or corporation for a specific service, program, facility, park, or event in return for certain benefits.
- H. Trail: Trails that connect communities within and beyond the City or regionally significant natural features, such as rivers and streams, and often across several neighborhoods.

Personnel and Administrative Policy and Procedure

Scope: This policy applies to all employees, city officials, or other personnel of the City of Milwaukie. This policy applies to the naming of properties owned by the city of Milwaukie. For primarily internal facing facilities, the city manager or designee can select a name that meets the following naming categories criteria below. This includes conference and community rooms that are internal and public facing. The city manager or designee is encouraged to seek out recommendations from the naming subcommittee. Other facilities that Milwaukie operates but does not own, the owner(s) of such facilities shall retain authority for their naming or renaming.

Policy: The city is to name facilities through an adopted process utilizing established criteria. As described in the purpose, appropriateness of naming designation will include at least one or more of the following categories:

- **Geographic/Special Features:** Place-based names (street, subdivision, area, etc.) or special features can help improve ease of locating district amenities and can help establish a sense of place.
- **Historic:** References to the past can educate the community about historical context and preserve memories of groups, elements, symbols, and/or events connected to the place-based history within the city. Priority should be considered for local shared history.
- **Indigenous or Cultural:** Names or symbols applicable with consideration from tribal governments and other underserved cultural communities.
- **Native Flora and Fauna:** Native flora or fauna illustrates the value the community places upon nature.
- **Naming for Outstanding Individuals:** Naming after an outstanding deceased individual is allowed where that person's significance is not necessarily limited to an individual's financial or business success but rather was exceptional in embodying city values and demonstrated excellence in service that made a positive impact to the land, community, the City of Milwaukie, North Clackamas Parks and Recreation District, State of Oregon, the United States, or the world;
 - Requirement for naming after deceased individuals: The staff liaison and at least one other member of the naming subcommittee will be assigned to conduct due diligent research looking into the individual's background and history.

Responsibilities:

- **Naming Review Subcommittee:** a rotational naming subcommittee is formed by members of the Equity Steering Committee (ESC), Parks and Recreation Board (PARB), and Library Board. Boards and Committees will nominate one or two members from each group to serve on the naming subcommittee to review naming suggestions for city assets. Members will serve up to a year and can repeat their term. Priority should be given to members who have not previously served on the subcommittee. The committee needs to have at least three members with one member from each board listed above.
- **City Manager:** May approve temporary or minor naming decisions. This includes naming primarily internal and public facing facilities and community rooms.
- **City Attorney, City Recorder, and City Manager** review the proposal before it is considered by the City Council.
 - **City Council:** Approves all final naming and renaming actions in a public meeting as required by Oregon public meeting laws.

Personnel and Administrative Policy and Procedure

Procedures: The naming process steps are as follows:

A. Naming New Assets

- Step 1, Public Notification: a public notification of a naming opportunity with City Council and appropriate city boards, committees, and NDAs. Promotion can include but is not limited to:
 - Announcements on the City's public webpage;
 - Media release and social media announcements;
 - Milwaukie Pilot newsletter;
 - Signage at designated City facility or project site;
 - Engage Milwaukie; and
 - Email community-led committee members.

- Step 2, Soliciting Submissions: Submissions to name an asset then completed by community members and groups, and submitted through the designated the City communication channels. Acknowledgement of receipt of the submission will be provided either electronically or by phone. A minimum of 45 days will be provided for the public submission process and can be submitted through:
 - Print forms;
 - Online on Engage Milwaukie; and
 - Email Office of City Recorder at OCR@milwaukieoregon.gov.

Engagement should ask the community for their input on:

- Preferred naming category the sub-committee should consider when selecting a name
 - A suggested name for space
 - A reason why they believe their suggested name is a good fit for the City and space
 - The sub-committee will review all submissions through further steps
-
- Step 3, Preparation of Submissions: Following the submission closing deadline, City staff will collect all submissions and prepare them per category for the naming subcommittee to review. A staff liaison will be appointed by the City Manager to help prepare materials and facilitate subcommittee.

 - Step 4, Naming Subcommittee Review and Recommendation: The designated naming committee will convene within two months following the submission deadline to review naming proposals. The naming committee reviews proposals, conducts additional research and develops written recommendations for staff and City Council. A recommendation from the committee must have at least a majority vote in support of the name.
 - If none of the submitted proposals are acceptable to the committee, the committee may submit a new proposal based on their discussion and public input. Additional naming committee discussions will be held in open public meetings.

 - Step 5, Staff review: The staff liaison and a representative from the naming subcommittee representative will take the recommended name back to City Manager, City Attorney and the City Recorder for review and discussion prior to the City Council review.

Personnel and Administrative Policy and Procedure

- Step 6, City Council Review and Approval: The staff liaison and a representative from the naming subcommittee representative will take the recommended name back to City Council. City Council reviews the recommendations and either:
 - Accepts the committee's recommendation.
 - Declines the committee recommendation, in which case the committee may choose to:
 - The naming committee continues review of other submissions; or
 - The naming committee may suggest the second naming option based on their discussions and public input to date.
 - Step 7, Communicating Name Decision: Once the decision from Council has been made, the city will be responsible for communicating the name to applicants and naming subcommittee within two weeks. The name will be publicized and shared with the community.
 - Appeals: Any person whose request to name/rename a city property is denied may appeal to the City Council by petition through the City Recorder's office.
- B. Naming for Donations:** A significant donation made to the City that adds considerable value to Milwaukie may be recognized through naming. As a guideline, the threshold for considering the naming includes one or more of the following:
- Land for 51% the park or facility was deeded to the City by the donor.
 - Contribution of a minimum of 60% of the capital construction costs associated with developing the park or facility.
 - Provision of a minimum 20-year endowment for the continued maintenance operation and/or programming of the park or facility
 - Donors seeking to name an asset associated with major donations in honor of an individual must follow the naming process and categories that apply to naming an asset after an outstanding person.
 - Naming city assets with a company name is prohibited. Corporate logos, insignias, brands or direct advertising text shall not be used in city naming.
 - Naming for significant donations will follow the same steps as naming new assets. For non-significant donations, a separate Memorial and Donation Policy was created to help guide the city's requirements for accepting donated materials or financial contributions as well as for recognition and/or memorial purposes.
- C. Renaming:** The renaming of city assets may be allowed. Name changes will be subject to a critical review by the naming subcommittee that includes consideration of the original justification for the current name, the value of prior contributors, and the rationale for changing the name. Rational is not limited to:
- Change in Function, Ownership, or Structure: The facility's purpose, ownership, or organizational structure has changed significantly (e.g., repurposing, merger, or development of a city asset), making the existing name inaccurate or irrelevant.
 - Outdated or Misaligned Identity: The current name no longer reflects the asset's role, location, or the community it serves, or it no longer aligns with the organization's mission, values, or branding.
 - Cultural or Ethical Concerns: The existing name is culturally inappropriate, offensive, or associated with individuals, groups, or events whose reputations or legacies conflict with organizational values. This includes criminal offence.
- Renaming request submissions require the following:

Personnel and Administrative Policy and Procedure

- The proposed name.
- Written justification for the proposed name addressing the City's policy and guidelines for property naming.
- Written justification for changing the established name.
- Identification of the interested/impacted stakeholders.
- The submission should include a depiction/map showing the location of the park, trail, or facility.
- The submission should be emailed to the Office of the City Recorder (OCR).
- The city will honor deed restrictions that have been approved before the adoption of this updated City naming policy. There must also be reasonable efforts to notify the party impacted by the name change.
- After submissions, similar procedures for naming new assets will follow similar steps as naming new assets.

Special Considerations:

- **Land or Cash Donations:** A significant donation of land for public use may be recognized with naming rights, subject to compliance with the naming criteria and City Council approval. A significant financial contribution may be recognized through naming opportunities. A threshold (e.g., 51% development cost) may be required for full naming rights, with terms defined in a written agreement and must still meet at least one of the naming categories.

Personnel and Administrative Policy and Procedure

SUBJECT: Memorial and Donation	EFFECTIVE DATE: REVIEWED: REVISED:
CATEGORY: POLICY NUMBER:	CROSS REFERENCE: Contributions 200.11(city gives money) Separate Naming Policy

Purpose: This policy establishes guidelines for establishing memorials or recognizing donations within City of Milwaukie parks and facilities. The intention of this policy is to help guide the City’s requirements and process for accepting donated amenities or financial contributions that are to serve as memorials to those that have passed. This policy may also be used to recognize the donation of amenities, services, volunteer labor, or financial contributions that are made toward a capital project at a park or facility.

An example of a ‘memorial’ would be the donation of a bench (or the cost of a bench) in a park with a memorial plaque on it. While the memorial plaque would include the name of the person to be remembered, the bench would not be *named after the person to be remembered*. An example of ‘donation recognition’ would be when a neighborhood association donates a small amount of funds towards the cost of a playground that is part of a larger capital improvement in the park. In this case, a plaque could be installed near the playground recognizing the donation from the NDA.

A separate Naming Policy would govern the naming of city parks or other assets, whereas this policy only governs how to recognize a donation or memorial. While this policy could be used for fundraising purposes, it is not in and of itself a fundraising policy. This policy is not intended to apply to naming of city parks or other assets, nor is it intended to apply to murals, interpretive or education signs, wayfinding signage, public art, historical markers, project completion signs, landmark signs, or other types of city signage or plaques.

Definitions: This naming policy outlines the guidelines and standards for naming conventions to ensure consistency.

- A. Amenities: Are features that enhance comfort, convenience, or recreation in a facility or natural environment. They go beyond basic functional needs and may include things like playgrounds, trails, seating, restrooms, parking, or shade structures. Individual amenities are not named; however this restriction on naming individual amenities does not apply to public facing rooms (such as the Dogwood Community Room at City Hall).
- B. Donation: The giving of property, goods, cash, or time to the City with no expectation of return.
- C. Facilities: Property assets under the city ownership including buildings, structures, open spaces, public parks, recreational facilities; environmental habitat and land. The term assets is also interchangeably used with facilities.
- D. Natural Area: Open space where the primary purpose is the conservation of the natural environment. Such parks typically have minor improvements for access to natural resources with a minimal impact on the environment
- E. Park: Open space developed for active or passive recreation, community gathering, educational, or aesthetic purposes.

Personnel and Administrative Policy and Procedure

- F. Sponsorship: The giving of financial or in-kind support from an individual or corporation for a specific service, program, facility, park, or event in return for certain benefits.
- G. Trail: Trails that connect communities within and beyond the City or regionally significant natural features, such as rivers and streams, and often across several neighborhoods.

Scope: This policy applies to all employees, city officials, or other personnel of the City of Milwaukie. This policy applies to donation recognition plaques or donations for the purposes of memorials on properties owned by the city of Milwaukie.

Term of Memorial or Donation Recognition Plaque:

Memorials/Donations are to be established for renewable 20-year terms. The City will make reasonable efforts to contact the donor or their heirs in advance of the expiration of a memorial so that donors may request a renewal at their expense. In the event of replacement or upgrading, the original memorial plaque may be reused or replaced with a new plaque at the donor's direction and cost. In the event a memorial is to be discontinued, the plaque will be offered to the donor or their heirs at no charge.

Cost of Memorial or Donation:

All costs associated with a donation are to be covered by the donor. The City may, on a case-by-case basis, establish an appropriate administrative fee of no greater than 15% of the value of the donation to coordinate the project for projects that fall outside of the pre-determined amenity list. For projects of large value and/or complication, a reasonable administrative fee will be negotiated with the donor.

Any and all donations received become the sole property of the City.

Location of Memorial or Donation Recognition Plaque:

The City provides memorials/donations in locations which are considered permanent during the identified term of the memorial. However, future circumstances may arise requiring the relocation of a memorial/Donation. If this occurs, the City will make reasonable attempts to find a mutually agreeable relocation site with the donor. The costs of memorial/donation relocation will be the responsibility of City. In all cases, City will have the final decision on memorial/donation locations.

Memorials/donations proposed to be located in the public Right of Way (ROW) must follow the typical ROW permitting process as established by the City. ROW permits must be approved prior to the final determination is made on the memorial or donation application is approved.

Memorials / donations covered in this policy are allowed on all city-owned parks, trails, natural areas, facilities, subject to the requirements of this policy. Memorials and donations may be allowed to enhance a city park, trail, natural area, or facility, with an approved ROW permit and following the requirements of this policy.

Personnel and Administrative Policy and Procedure

Special Considerations:

- Land or Large Cash Donations: The donation of land for public use or large donations of cash for capital improvements may be recognized with naming rights, subject to compliance with the naming policy. Please see the Naming Policy for more information and donation requirements.
- The age, general condition, and anticipated maintenance requirements of a donation will be taken into consideration before accepting donations.
- Memorial/Donation proposals may not reflect a political party or religious or business statement or position. Memorial/Donation proposals or the plaques recognizing donations shall not include logos, symbols, flags, images, or pamphlets.
- Donations must be compatible with and meet a specific park, facility, or amenity need identified in the approved master plan for the park. In areas not covered by master plans, compatibility with existing facilities and local conditions shall be considered as long as the donation meets a specific park need as determined by the City Manager or their designee.
- The City will offer potential donors a list of pre-approved furnishings, plants, or other items and associated costs based on the desired location. Other furnishings or structures not on this list will be considered on a case- by-case basis.
- Donations may be made in cash, amenity (bench, picnic table, etc) or plant material. Donations of in-kind services may also be recognized.
- ALL MEMORIALS AND DONATIONS ARE SUBJECT TO CITY MANAGER APPROVAL.
- Under the direction of City Council, the City reserves the right to remove the plaque or return a donation for any reason.
- Donations are accepted for the purpose of enhancing City parks and park pathways, and will not be accepted in areas where human activity is discouraged to protect habitat and sensitive lands.
- Donations of plant material is allowed insofar as the materials are purchased from a nursery and the City is available to plant the material at the time of acceptance.
- Plaque size, style, type font, and wording are subject to City review and final approval. Recognition plaques are to be of standard size, style, font, and similar material. The size of plaque is not to exceed 8 x 11 inches and shall be made of bronze or a bronze-like material with a metallic finish. Font size and style are to follow the City's branding style guide.

PROCESS/PROCEDURES:

To apply, download and complete the City Memorial or Donation Application (ATTACHMENT A). Submit via e-mail to ocr@milwaukieoregon.gov

Personnel and Administrative Policy and Procedure

Attachment A: Memorial & Donation Recognition Policy Application

MEMORIAL OR DONATION APPLICATION

Thank you for taking the time to complete the Memorial or Donation Application.

These requests may take up to 45 days to process. We appreciate your patience.

1. APPLICANT INFORMATION	
Applicant Name	
Physical Address	
Mailing Address <i>If different than above</i>	
City, State, Zip	
Contact Person <i>If different than applicant</i>	
Phone	
Email	

2. MEMORIAL OR DONATION INFORMATION	
Who would you like to honor?	
Why would you like to honor them?	
What form of Memorial or Tribute	<input type="checkbox"/> I wish to make a CASH DONATION. <input type="checkbox"/> I wish to donate a PARK AMENITY (bench, picnic table, etc.). <input type="checkbox"/> I wish to donate PLANT MATERIALS <input type="checkbox"/> <u>OTHER:</u>
Proposed Location	

Personnel and Administrative Policy and Procedure

3. ACKNOWLEDGEMENTS

APPLICANT ACKNOWLEDGES AND AGREES AS FOLLOWS:

I understand that the City of Milwaukie will make every effort to repair damaged donations and memorials. However, the City is not responsible for replacing items, including plaques, due to excessive damage or loss. The City will make every effort to contact the donor to inform them of the loss. Donors may replace the items and/or plaques at their own expense. The period of donations and memorials shall be 20 years. I understand that donated materials or donation plaques are tributes in and of themselves, and that the name of locations where donated materials or donation plaques are installed or planted are not being named or re-named through these tributes. ALL MEMORIALS AND DONATIONS ARE SUBJECT TO CITY MANAGER APPROVAL. Under the direction of City Council, the City reserves the right to remove the plaque or return a donation for any reason. I acknowledge that all plaques are intended to be of the same font, size, style, and materials as called for in this memorial and donation policy.

Applicant Name: _____

Applicant Signature: _____

Date: _____

CITY USE ONLY

INTERNAL ROUTING

STAFF NOTES

- Parks Maintenance Provider (If necessary)
- Natural Resources
- Planning
- Public Works Director
- Other

Result of Application: Approved Denied