



# DISTRICT OF WEST KELOWNA

## COUNCIL POLICY MANUAL

Pages: 1 of 3

Approval Date: October 25, 2011

<b>DEPARTMENT:</b>	<b>PLANNING DEPARTMENT</b>
<b>SUBJECT:</b>	<b>Civic Facilities Naming Policy</b>

### Purpose:

To establish clear principles for the naming of civic owned facilities within the District of West Kelowna.

### Policy:

1. This Civic Facility Naming Policy applies to:
  - a. Community Recreation Service, Health and Indoor Sports Facilities
  - b. Community Cultural Facilities
  - c. Community Outdoor Sports Complexes
2. Principle categories for naming purposes for Civic Facilities shall be:
  - a. Major Facilities that provide District-wide service
    - i. Major Facilities are – District owned facilities that house employees, are used to conduct District business, leased to non-profit community organizations providing public service, or District community facilities based on size and significance to the community, such as community centres, athletic complexes, stadiums, and cultural centres.
  - b. Minor Facilities that provide a neighbourhood or local community service
    - i. Minor Facilities are – District owned facilities that provide a neighbourhood or local community service, rooms within Major Facilities, or support or adjacent facilities. Examples include support facilities within an athletic complex and support facilities for a major facility.
3. Naming shall begin early in the development and/or acquisition and be complete prior to official opening.
4. The facility name, in most instances shall;
  - a. Respect civic identity
  - b. Identify the nature of the activities
  - c. Preserve any geographic, natural or physical features
  - d. Preserve any historic or landmark connotation of significance in the area that the facility is located, or the District as a whole.
5. The following classifications should be considered when naming facilities;
  - a. Geographical, natural feature or adjacent street name
  - b. Historical or cultural site
  - c. Person of historical significance or community hero

6. Where acknowledgment of donations or significant individual contributions to a Civic Facility is desired, recognition could be in a form such as a plaque, or other feature should be used.
7. The donation of land, facilities or funds for the acquisition, renovation or maintenance of land or facilities, shall not constitute an obligation by the District to name the land and/or facility or any portion thereof after an individual, family or organization.
  - a. Naming of Civic Facilities after people may be considered when that person (or next of kin) has donated the land for park purposes and when the donor (or next of kin) specifically requests that the park be named as such.
8. The honouring of special persons by the naming of a civic facility, or significant feature, should take into account the following criteria:
  - a. Have strong community support;
  - b. Information is provided that the individual contributed in a tangible way to the area where the civic facility or feature is located or to the District generally (i.e. monetary, public service, etc.);
  - c. If deceased, three years should have passed since the death of the individual, except in the case of bequeathing of the land on which the facility is located.
9. The names of individuals or groups involved in controversial enterprises or activities, such as those that would be detrimental to the image or mission of the District of West Kelowna should be avoided.
10. Other unique proposals should be considered in special circumstances that do not necessarily follow these guidelines (i.e. naming after a special use or theme that the Civic Facility was designed for).

#### Corporate Naming/Sponsorship – Major and Minor Facilities

1. Commercial naming is defined as a type of sponsorship in which a sponsor purchases the exclusive opportunity for the privilege of associating a sponsor's name with a Major or Minor Civic Facility, whereby the sponsor's name is included in the title of the Facility. The naming opportunity is sold or exchanged for significant cash or other revenue support. This arrangement shall be documented in an agreement signed by all interested parties.
2. The District may consider Commercial Naming for Major and Minor Facilities as a means to generate revenue from naming and sponsorship arrangements when these arrangements directly benefit the West Kelowna community and the District. Applicable circumstances for this consideration may include Civic Community Facilities operated by;
  - a. Commercial or non-profit tenants who are legal leaseholders
  - b. Contractors through a management/operations legal agreement
  - c. The District directly
3. Any Commercial Naming for a Civic Community Facility requires a major financial contribution to the facility either in deed or monetary contribution. The contribution from a corporation or organization must be strategically important to the creation and/or the operations of the facility.
4. Council shall have an unrestricted right to remove a Commercial name or cancel a naming agreement and return any sponsorship funds on a pro-rata basis.

5. Each lease or management/operating agreement shall specify terms and conditions as appropriate to the Commercial Naming of a Civic Community Facility, including the distribution of revenues received from the commercial entity.
6. A Commercial Name associated with a legal lease with a commercial or non profit tenant shall be directly related to the term and tenure of the lease, and shall be removed at the termination of the lease.
7. The District will not pursue a Commercial name for a Civic Community Facility fully occupied by a leaseholder, without the consent and participation of that leaseholder.
8. A financial contribution does not guarantee that a commercial tenant or proponent will receive approval for a Commercial Name.
9. A Commercial Name will be compatible with the physical attributes of a location and identify the nature of the activity primarily performed in a Major Facility. (e.g. The West Kelowna ABC Aquatic Centre as opposed to The ABC Centre)
10. A decision to approve a Commercial name shall be considered and made within the context of prudent business practices.
11. It is necessary for the District to be recognized at a Civic Community Facility, where the District has, or makes, an ongoing significant contribution to capital or operating costs. Clear and permanent identification of the District as the owner for the life of the facility will be displayed in adherence to branding guidelines established by the District.
12. Commercial Naming for Minor Facilities must be consistent with the values and principles of the community and address identifiable community needs that are aligned with the strategic goals and priorities of the District and of the non profit organization.
13. The approval of a Commercial Name will not result in additional costs for the District, excluding the District's approval process.
14. There will be no provision for automatic renewal or extension of a Commercial Naming agreement.

#### Procedure

1. As part of any civic facility construction consultation, consideration towards the name of the facility shall be presented for public input and suggestion. It should be noted that civic facility consultation may not warranted for every naming opportunity. In all cases, the Public may provide suggestions to staff for future civic facility names.
2. When considering a name for a new Major or Minor Civic Facility, or considering renaming of existing civic facilities, Recreation and Culture and Facilities staff shall consider all appropriate names and provide the supportive information to justify the recommendation to the Director of Administration, who will bring forward the recommended name for consideration at a regularly scheduled Council Meeting.

Previous Revision/s: none
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City of New Westminster - Parks & Recreation Department

Revisions from March 2007 draft are underlined for ease of reference.

## Department Policy & Procedure

Subject:		Policy Number:	01-2008
<b>NAMING COMMUNITY FACILITIES &amp; PUBLIC PARKS</b>		Effective Date:	
		Supercedes Date:	
Department:	Parks & Recreation	File No.	11.2100.00
Approved:	<input type="checkbox"/> City Council	<input type="checkbox"/> Parks & Recreation Committee	<input type="checkbox"/> Dept. Admin.

### PURPOSE:

To outline guidelines and a process for the naming of newly acquired or developed or as-yet unnamed public parks and community facilities.

For the purposes of this policy parks shall include park and open spaces, trails, greenways, and plazas; community facilities shall include recreation and cultural facilities (including individual rooms, spaces and features within buildings) and amenities within parks and open spaces such as picnic shelters, sport fields, bandstands, playgrounds, garden areas, etc. Community facilities generally include those City owned facilities where the general public gathers for social, recreation, cultural and other related purposes.

### AUTHORIZATION:

City staff will facilitate the park and facility naming process in accordance with the *Community Facility and Park Naming Policy* and make recommendation to the City's Parks & Recreation Committee pending review by the City's Heritage Commission. Upon recommendation from the Parks & Recreation Committee, City Council shall have final authority for the naming of all public parks and community facilities.

### OBJECTIVES:

- Provide an appropriate name for public parks and community facilities
- Ensure a consistent approach for naming
- Provide opportunity for citizen and neighbourhood input into the process

### GUIDELINES:

There are four potential sources of names for parks and community facilities as outlined below. Generally it is preferred that the name reflects the location or an historic factor as suggested in guideline #1 and #2. When there is no predominant location or historic factor; or under special circumstances, other naming sources may be considered as suggested in guideline #3 and #4.

1. The name could reflect the **location** of the facility or park. The location might be easily identified by a well known bordering street, natural feature, neighbourhood, subdivision or other factor. Such criteria will allow citizens to easily identify with the location of the park or facility.
2. The name could commemorate an **historic event** or event of **cultural significance**.
3. The name could commemorate a **person important to the City**. The nominated person must have made an exceptional positive contribution to parks, recreation or culture relating to the park or facility being named. Nominations must come from a community organization recognized by the City and will not be accepted from immediate family members. In such cases, a plaque indicating the significance of the person shall be placed in the park or facility in a prominent location. Recognition of individuals, whose contributions have been appropriately recognized in other city venues or by other means, shall be avoided.
4. The name could recognize a person, organization or corporation that has made a **substantial financial or property donation** to the City relative to Parks, Recreation & Culture. Corporate names shall not be considered for the naming of public parks but may be considered for trails and greenways, facilities, or assets within parks or recreation facilities. In circumstances where it is deemed inappropriate to name a park or facility after persons or organizations that have made substantial donations, a plaque acknowledging the donation may be placed in the park or facility in a prominent location.

**OTHER CONSIDERATIONS:**

1. **Persons currently holding elected office** or **persons currently working for the city** or **persons actively serving on any City standing or select committee** shall not be considered for naming.
2. Names that **duplicate** or sound as if they duplicate existing parks or facilities names or are otherwise **confusing**, shall not be considered.
3. Consideration will be given to incorporate into the name, language that **assists in identification of the classification** of the park or facility type (i.e. neighborhood park, village green, greenway, trail)
4. **Features and spaces within a park or facility** (i.e. playground, picnic shelter, plaza, garden, meeting room, etc.) can be named separately from a park or facility. Such features and spaces are especially well suited to be named after persons important to the City or individuals and organizations that have made a substantial donation to the City relative to Parks, Recreation & Culture.
5. **Renaming** of parks is strongly discouraged.

**PROCEDURES:**

Community Initiated Nominations

Individuals or organizations initiating the naming process shall submit a written nomination for park or facility names along with justification to the Director of Parks & Recreation. The nomination shall include:

1. The proposed name
2. Reasons for the proposed name
3. Evidence of community support for the proposed name

The Director of Parks & Recreation shall, in cooperation with other city staff including the City Librarian, Heritage Planner and Museum & Archives Manager, vet all nominations through the City's Heritage Commission and then make recommendation to the Parks & Recreation Committee who shall:

1. Review the nomination in accordance with the naming criteria.
2. Research, review and study the supporting documentation. Such research may include vetting the nomination through the City's Museum & Archives for verification of historical or factual content; refer to street naming reference documents when considering potential place names; and/or when deemed appropriate, invite concerned/impacted community groups to provide comment regarding the selection of a park or facility name.
3. Forward recommendations to City Council.

City Initiated Nominations

In those cases where the City initiates the park or facility naming process, the process followed will include:

1. A staff team, consisting of the Director of Parks & Recreation, City Librarian, Heritage Planner and Museum & Archives Manager, shall nominate naming options based upon the naming criteria. Each recommendation shall include the rationale for the proposed name. Staff may elect to use the City's Museum & Archives in identifying related significant historical or cultural events, or persons of importance to the City. Staff will also refer to street naming reference documents when considering potential place names.
2. The general public may also be invited to provide naming suggestions.

The Director of Parks & Recreation shall vet all nominations through the City's Heritage Commission and then bring forward all nominations to the Parks & Recreation Committee who shall:

1. Review the nomination in accordance with the naming criteria.
2. Research, review and study the supporting documentation. Such research may include vetting the nomination through the City's Museum & Archives for verification of historical or factual content, and/or when deemed appropriate,

invite concerned/impacted community groups to provide comment regarding the selection of a park or facility name.

3. Forward recommendations to City Council.

## POLICY STATEMENT AND REGULATIONS

**Number: 100.15**

### PARK AND TRAIL NAMING

#### POLICY OBJECTIVE

The District of Summerland values the natural and cultural heritage of its parkland. In keeping with these values, this policy provides guidelines for the naming of parks and trails throughout the District.

For the purpose of this policy, “park” will include parks and open spaces, beaches, greenways and plazas; “trail” means a narrow thoroughfare similar to a lane or path intended for pedestrian or active uses.

#### POLICY

In all cases, the final decision on park and trail naming will be made by the Summerland Council.

#### GUIDELINES

##### Sources of Names:

There are four potential sources of names for parks and trails as outlined below:

- 1) Names reflecting the **physical setting** of Summerland and the Okanagan Valley in terms of indigenous flora and fauna, local geography, natural features, neighbourhood, etc.
- 2) Names commemorating a **historic event** or event of **cultural significance**.
- 3) Names commemorating a **person important to the District of Summerland**. The nominated person must have made an exceptional positive contribution to parks, recreation, culture, or area relating to the park or trail proposed to be named.
- 4) Names included on the “**Street Name List**” as attached to Street Naming Policy No. 300.1, as amended from time to time.

##### Ease of Spelling and Pronunciation:

Park and trail names should be easily pronounced, recognized and use conventional spelling to avoid difficulties in emergency situations. Park and trail names should be spelled the way they are pronounced.



Names to Avoid:

- a) Names that duplicate or sound as if they duplicate existing parks, trails, or facility names, or are otherwise confusing, shall not be considered.
- b) Names that could be construed as advertising a particular business.
- c) Names that have a secondary negative or offensive connotation.
- d) Names that involve the use of complex words.
- e) Names with hyphens, apostrophes or dashes are discouraged and only considered on a case by case basis provided other criteria have been met.

Renaming:

The general policy is that names of existing parks and trails should not be changed. Renaming of existing parks and trails will only occur if Summerland Council resolves to make such a change.

Council Decision:

Council reserves the right to approve the naming of a park or trail, refer the matter back to staff for further review, or to leave the park or trail unnamed.

When determining whether to name a trail, Council will take into consideration factors such as the length/size of the trail proposed to be named, and the trail's location (for example, whether the trail is on municipally owned land, or if the trail runs through Crown Land/private property).

Signage:

All parks and trails formally named under this policy will display the name in a prominent location.

Approved: August 24, 2015  
Resolution No.: R237-2015

# REGIONAL DISTRICT OF NANAIMO

## POLICY

SUBJECT:	<i>Parks Naming</i> ( <i>Recreation &amp; Parks</i> )	POLICY NO: C1.3
		CROSS REF.:
EFFECTIVE DATE:	May 9, 1995	APPROVED BY: Board
REVISION DATE:		PAGE: 1 of 1

### **PURPOSE**

To establish guidelines for the naming of parks.

### **POLICY**

#### **Community Parks**

The park site being named should relate to a "constant" feature either nearby or within that park. This could be a geographical feature or a bordering street name.

When no such "constant" feature is present or when it is desired to honour a person posthumously, who was important to the community, a park may be named for that person. That person must be proven to have contributed substantially to the community either through service or through the donation of land for parks. The group requesting the naming must demonstrate that a substantial portion of the community is in agreement either through a petition or similar process.

When it is desired to commemorate a historical event, a park may be named for that event provided the group requesting the naming demonstrates acceptance among a substantial portion of the community through a petition or similar process.

#### **Regional Parks**

In general, Regional Parks are set aside for their significant geographical features and should be named for that feature. An example in the Regional District of Nanaimo would be Benson Creek Falls Regional Park, which is named for the geographical feature for which the park was set aside.

Regional Parks should be named after people only when that person has donated the land for the park and when that person specifically requests that the park be named after them.