

Date

Adopted at the Regular Council Meeting of June 7, 2016 by Resolution No. 16.06.132

Park Naming Policy 01.05.51 and all amendments thereto are hereby repealed.

Preamble

It is important that the philanthropic efforts of citizens or organizations are acknowledged. However, there must be a trade-off between recognizing a contribution to the District and preserving public spaces for the enjoyment of all citizens. Clear recognition guidelines are necessary to avoid turning public spaces into shrines, advertisements or memorials and to avoid accusations of favouritism or bias.

This policy repeals and replaces Park Naming Policy 01.05.51. This updated policy maintains the guidelines lines established under Policy 01.05.51 and expands the guidelines to include District facilities and buildings.

Policy

1. In selecting a name for a District park, park feature, facility or building, consideration will be given to local geography, the local road name, history and tradition and natural features.
2. Names of persons will not normally be used for naming a District park, park feature, facility or building.
3. This policy shall not apply to, or limit the District's ability to enter into negotiations or agreements for naming rights of District owned property, facility or buildings.
4. The District may use various methods to solicit names for District parks, park features, facilities or buildings.
5. District Committees or members of the public may submit potential names to the District for consideration.
6. Where acknowledgment and conservation of a person's or group's significant contributions is considered important to a District park, park feature, facility or building, the District shall use other means of recognition such as a plaque or cairn.
7. Parks and park features shall not generally be renamed once the name has been established, particularly where community contributions towards the establishment of the park have been accepted.
8. Facilities and buildings shall not be renamed unless at the direction of Council.
9. Council may consider naming a park, facility or building after a person if that person has donated or bequeathed a significant piece of property that results in a new District park or a building or a facility resulting in a new community amenity, and the donor, or the donor's family, approves of the naming.

- 10.** Where significant contribution is needed to complete the acquisition of land, facilities or buildings, the following recognition guidelines will apply:
 - (a) Where the donation towards the acquisition is less than 25% of the value, recognition may be provided through site amenities, including but not limited to signage, plaques or brochures.
 - (b) Where the donation towards the acquisition is 25% or more of the value, recognition may be provided by naming an area or feature for the donor, in consultation with the donor. Where the donation is made by a corporation or organization, the name chosen for the area or feature to be recognized should reflect the donor's local affiliation and/or positive community or contribution.
- 11.** All donor recognition will conform to federal, provincial and local legislation.
- 12.** Names of a controversial or political nature will not be permitted.
- 13.** No aspect of names shall be offensive, inflammatory or discriminatory.
- 14.** The District's Parks and Recreation Advisory Committee (PARC) will review names submitted for District parks and parks features and, using the guidelines contained within this Policy, make recommendations to Council on supported names.
- 15.** Council shall have the final authority for deciding names for District parks, park features, facilities and buildings.

Original signed by James Baker
Mayor

Original signed by Reyna Seabrook
Corporate Officer