

APPLICATION TO NAME PARK, OPEN SPACE, FEATURE OR FACILITY (please refer to attached policy excerpt)

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Applicant (Individual or Group Name): _____

Address: _____

Telephone: _____ Email: _____

Location of park, open space, park feature or facility to be named: _____

Proposed Name*: _____

* **Note:** Applicants must attach background information describing the accomplishments and/or legitimacy of the name designation along with letters of endorsement supporting the application.

For Internal Use:

Date application received: _____

- Forward proposal to local neighbourhood association or community group for comments:

- Forward proposal to donor for comments (if land or facility was gifted to the Municipality):

- Staff to conduct historical review prior to recommendation of approval
Staff member conducting review: _____ Due date: _____
- Nominee (or legal representative/ family if nominee is deceased) in agreement with naming proposal
Person/representative contacted: _____ In agreement? Yes No
- Naming proposal placed on website for 30 calendar days seeking written comments from the public
Dates placed on website: _____ to _____, 20____
- Circulate to all Municipal departments and external agencies that have jurisdiction over the amenity for comments:

- Director of Parks and Recreation to submit report including application, historical background and comments received to a Closed Council meeting for consideration.
- Applicant notified of Council's decision

POLICY EXCERPT

NAMING OR RENAMING PARKS, OPEN SPACES, FEATURES OR FACILITIES

1. Definition of Terms

The following terms are provided for greater clarity:

Component Feature/Facility - means all substantial structures or recreational aspects of a park which includes, but is not limited to, such things as: sport fields, ball diamonds, hard surface courts, playgrounds, tennis courts, lawn bowling greens, bocce courts, gardens, washrooms/changerooms/fieldhouses and skateboard park facilities, etc.

Commemorative Naming - naming rights granted to honour outstanding achievement, distinctive service, or significant community contribution. Commemorative naming will not be tied to a financial contribution.

Individual and Community Organization Commemorative Naming - naming rights granted to an individual, group of individuals, family foundation, or a non-profit community organization in recognition of significant philanthropy.

Open Space - includes, but is not limited to, trails, pathway systems, utility features such as stormwater management ponds, and other similar structures under the jurisdiction of the Municipality of North Cowichan.

Parkland- means all parkland designations including, but not limited to, dedicated parkland, parks, community parks, neighbourhood parks, etc. owned by and/or under the jurisdiction of the Municipality of North Cowichan.

Significant Financial Gifts - means a monetary donation reflective of the total capital cost or appraised value of the amenity being considered for naming.

2. Criteria

1.0 **Commemorative Name Designation Associated with Functional Use**

This is based on geographical location, historical or cultural significance, distinctive natural or geological features, and the wishes of the community in which it is located.

- 1.1 Staff may assign a name based on the adjacent street, functional use, geographic feature, community name or historic significance. Examples include: Sherman Road Park - adjacent to Sherman Road; Chemainus Ball Park – Chemainus.
- 1.2. Chosen names within this designation shall be assigned by Staff and may remain unchanged until a formal request for a name change has been approved by Council.
- 1.3 Generally, chosen names shall reflect the adjacent street name (i.e: Herd Road Park - majority of street frontage on Herd Road). This is to ensure continuity and minimize conflicts for emergency services.

2.0 **Commemorative Name Designation Associated in Honour of Individuals or Groups**

- 2.1 This section applies to any request for:
 - a) naming; or,
 - b) renaming a park/open space, or component feature in honour of individuals or groups.
- 2.2 Council shall approve all names in honour of individuals or groups. All requests for naming, designating or renaming in honour of individuals or groups shall be submitted in writing, with supporting explanation and/or justification to the Chair of the Parks & Recreation Advisory

Committee, c/o the Director of Parks and Recreation. The Director will forward a report with the Committee's recommendations to Council for consideration.

- 2.3. Names for consideration shall be those of distinguished persons, organizations, corporations, foundations or families:
- a) where there has been significant contribution to the quality of life or well being of the Municipality of North Cowichan;
 - b) where the person/group is perceived as a role model and open to close scrutiny relative to their character, integrity and values;
 - c) demonstrated excellence, courage or exceptional service to the citizens of the Municipality of North Cowichan;
 - d) to memorialize or otherwise recognize substantial gifts and significant donors, individuals designated by donors, or individuals who have made exemplary or meritorious contributions to the Municipality of North Cowichan;
 - e) where there is a strong historical or cultural connection to the Municipality and has a major contribution to the historical or cultural preservation of the Municipality;
 - f) where there is a strong contribution toward environmental preservation, conservation or enhancement of the Municipality;
 - g) where there is a major contribution made to the acquisition, development or conveyance of land or building in question and/or its subsequent development; or
 - f) where there is a direct relationship or association that exists between the place or former place of residence of the person or group and the facility/park to be named.
- 2.4 Naming in honour of elected or appointed public officials, Municipality of North Cowichan officials, or staff shall normally occur only after the public service or Municipal employment has concluded.
- 2.5 Notwithstanding the above, Council, by resolution, may approve a name or name change in honour of individuals or groups when circumstances justify such action. Council may also remove the original name designation when circumstances justify such action.

3.0 Commemorative Names of Provincial, National or International Significance

- 3.1 Council may approve a name or name change in honour of individuals or groups who have made an outstanding contribution provincially, nationally, or internationally.
- 3.2 In such instances, and prior to approving the use of any name of individuals or group, staff shall investigate any protocol and/or requirements of any provincial, national or international agency or organization.

4.0 Names Derived from Significant Financial Contributions

- 4.1 In selected instances where a naming request has been proposed as a result of receiving a unique and extraordinary financial, or other significant contribution, towards the acquisition, creation or redevelopment of a property or park consideration will be given to the sponsorship contribution being provided. The merits and value of each such naming will be evaluated on a case-by-case basis. It should not be assumed that a financial contribution guarantees that a park is named after the service club/business/individual/organization.

5.0 Renaming Existing Parks

- 5.1 Renaming of parks and open spaces carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community identification are important

community values. Each application must meet the criteria in this policy, but meeting all criteria does not automatically ensure renaming.

- 5.2** Critical examination will be conducted to ensure that renaming the park will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as naming a park/open space, or component feature:
- a) Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks that have been named by deed restriction shall not be considered for renaming.
 - b) Parks and facilities named after individuals shall not be changed unless it is found that because of the individual's character the continued use of their name would not be in the best interest of the community.
- 5.3** Existing names will not be changed without the consideration of:
- a) the historical significance of the existing name;
 - b) the impact on the individual or organization associated with the existing name; and
 - c) the cost and impact of changing existing signage, rebuilding community recognition and updating records (data bases, maps, promotional materials, etc.).
- 5.4** Only nominations having a direct relevance to the park/open space, or a component feature within the space in question will be considered for renaming.
- 5.5** Renaming of a park/open space, or component feature may occur if:
- a) the policy criteria are met;
 - b) a valid justification for renaming the facility is provided;
 - c) changing the name will not cause undue confusion within the community; and
 - d) an appropriate level of community support exists.

6.0 Inventory of Names

- 6.1** The Parks & Recreation Department shall be responsible for maintaining an inventory of names for parks/open spaces, and component features/facilities.
- 6.2** Practices to be avoided:
- a) naming a park after a nearby, but not immediately adjacent, school or institution that may lead to confusion regarding their respective locations;
 - b) use of existing (or similar) names of parks within the Municipality, to avoid duplication and confusion
 - c) names that are meaningful only to a few members of the community; and
 - d) the proposal suggests a name after a specific builder, developer or real estate company.

7.0 Signage

- 7.1** The Municipality will be responsible for coordinating the public presentation of signage to acknowledge the naming/renaming designation. Costs associated with naming/renaming of a park/open space or component feature as outlined in this policy will be assumed by the Municipality of North Cowichan.
- 7.2** The Municipality will have final approval for the selection and location of any signage, including text and design.
- 7.3** The Municipality of North Cowichan will bear the responsibility of ongoing maintenance for the signage.