
PARKS NAMING POLICY

1. PURPOSE

The purpose of this policy is to establish a consistent approach for the official naming of parks and recreational areas and facilities within the District of North Cowichan.

2. OBJECTIVES

- 1.1. To provide a consistent process for the District of North Cowichan to recognize significant local events, people and geographic features through the naming of parks/open spaces and features/facilities;
- 1.2. To provide the guidelines by which names will be chosen for new parks/open spaces and features/facilities; and,
- 1.3. To encourage public participation in the naming, renaming and dedication of parks/open spaces and features/facilities through a clearly defined process.
- 1.4. Ensure that parks, recreational areas and facilities are easily identified and located.
- 1.5. Ensure that given names to parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.
- 1.6. Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.
- 1.7. Encourage the dedication of lands, facilities, or donations by individuals and/or groups.

3. DEFINITIONS

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/change rooms/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 District 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 District 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.

4. CRITERIA

4.1. 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.

- 4.1.1. 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.
- 4.1.2. 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.
- 4.1.3. 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.

4.2. Commemorative Name Designation Associated in Honour of Individuals or Groups

- 4.2.1. 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.
- 4.2.2. 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.
- 4.2.3. 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
 - h) 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.
- 4.2.4. 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.
- 4.2.5. 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.

4.3. Commemorative Names of Provincial, National or International Significance

- 4.3.1. Council may approve a name or name change in honour of individuals or groups who have made an outstanding contribution provincially, nationally, or internationally.
- 4.3.2. 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.

4.4. Names Derived from Significant Financial Contributions

- 4.4.1. 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.

4.5. Renaming Existing Parks

- 4.5.1. 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.

- 4.5.2. 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.
- 4.5.3. 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.).
- 4.5.4. 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.
- 4.5.5. 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.

4.6. Inventory of Names

- 4.6.1. The Parks & Recreation Department shall be responsible for maintaining an inventory of names for parks/open spaces, and component features/facilities.
- 4.6.2. 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.

4.7. Signage

- 4.7.1. 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.

4.7.2. The Municipality will have final approval for the selection and location of any signage, including text and design.

4.7.3. The Municipality of North Cowichan will bear the responsibility of ongoing maintenance for the signage.

5. PROCEDURES

5.1. Any individual or group wishing to submit a request for naming/renaming any park/open space, or component feature must provide a written proposal to the Parks & Recreation Commission, c/o the Director of Administration, and should include at least the following minimum information:

- a) Name of the applicant;
- b) Identification of the parks/open spaces or park features/facilities to be named/renamed;
- c) Proposed name; and
- d) Background information describing the accomplishments and/or legitimacy of the name designation; and

Proposals are encouraged to include letters of endorsement supporting the application.

- 5.2. When there is a local neighbourhood association or community group associated with the area in which the park/open space, or component feature in question is to be named, the Parks & Recreation Department will circulate the proposal to those parties.
- 5.3. When possible, if a request to name/rename is directly associated with, or is on land that has been donated to the District, the original donor or family will be advised.
- 5.4. When a naming/renaming request is submitted, staff will conduct a historical review of the current name prior to recommending approval.
- 5.5. When a naming/renaming request is submitted, staff will ensure that the nominee being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased.
- 5.6. Naming/renaming requests will also appear on the District's website allowing thirty calendar day for written comments from the public to the Recreation Commission.
- 5.7. The request will be forwarded to the Recreation and Parks commission for review. Staff will consult and request comments from all other departments that have jurisdiction relative to the amenity in question. Staff will forward the recommendation(s) to the Parks & Recreation Commission and subsequently a report to Council.
- 5.8. When a request proposes the naming/renaming of a park/open space, or component feature after an individual or group, the report shall be dealt with in-camera, similar to a personnel matter. This will ensure the integrity of the process and avoid any potential embarrassment.
- 5.9. The Parks & Recreation Commission will notify the applicant of Council's decision.

APPROVAL HISTORY

WRITTEN BY: Ernie Mansueti, Parks and Recreation Director	APPROVED BY: Council	DATE: October 6, 2010
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Naming / Renaming Request of a Park/Open Space or Park Feature

Date of Submission:	
Name:	
Address:	
City:	
Postal Code:	
Telephone Number	Day: Evening:
Email Address:	

Contact information of the nominee. In the event of a posthumous nomination, the contact information of the next of kin.

Name of Nominee:	
Address:	
City:	
Postal Code:	
Telephone Number	Day: Evening:
Email Address:	

Letter of consent from nominee or next of kin attached: Yes No

Request Details

Be sure to complete both Parts A & B.

Part A – Type of Request

Naming – Request to name an amenity not currently named.

Renaming – Request to rename an existing named amenity.

(For renaming requests only – Please indicate the existing name that you are requesting to be changed.) _____

