



# 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>Parks Naming Policy</b>

### **Purpose:**

To establish clear principles for the naming of parks within the District of West Kelowna.

### **Policy:**

1. In selecting the name for a Park and/or park feature, primary consideration will be given to local geography, history and tradition, natural features and persons of historical significance and community heroes.
2. Park features within an otherwise named Park, such as a fountain, building, shelter, playfield, pavilion, or playground, may be named separately from the designated Park name.
3. Naming shall begin early in the development and/or acquisition and be complete prior to official opening.
4. When selecting a Park or park feature name, consider the following in order of priority:
  - a. Use of a constant physical reference, such as a geographical feature, adjacent street or subdivision name, excluding real estate and development company names:
    - i. good examples: Pebble Beach Park, Willow Beach, Sunview Park;
  - b. Historical or cultural association with the site (ex. Gellatly Nut Farm, Wildfire Commemorative Park);
  - c. Significant or predominant plant or animal indigenous to the park (ex. Aspen Park, Timothy Park);
  - d. Person of historical significance or community hero (ex. Spring Park, Marjorie Prtichard Park).
5. Where acknowledgment of donations or significant individual contributions to District Parks is desired, recognition could be in a form such as a plaque, or other parks feature should be used.
6. 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 parkland 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.
7. The honouring of special persons by the naming of a park, 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 park 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 parkland.
8. Notwithstanding the above, if a personal name – of either a living or deceased person – is in a common or local use by the general public, the name may be considered for official adoption.
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. Generally existing parks that are already officially named should not be renamed, unless confusion of park names already existis or otherwise recommended by Council.
11. 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 park was designed for).

#### Corporate Sponsorship

1. The sale of corporate naming rights of parks infrastructure will only be permitted for interior and exterior components of facilities and infrastructure in District of West Kelowna Parks designated as Athletic Park by the Parks and Recreation Master Plan. This includes infrastructure such as dugouts, fence panels, field names, field buildings, parking lots, etc., but does not include infrastructure such as playgrounds, picnic facilities, trails, etc. that may be located within an athletic park.
2. Corporate naming of Athletic Parks will not be permitted.
3. Corporate naming rights of parks infrastructure will be determined based on a contract established at time of signing, however must have a maximum lifespan of 10 years before consideration for renewal.

#### Procedure

1. As part of any public park consultation, consideration towards the name of the park shall be presented for public input and suggestion. It should be noted that public park consultation may not be warranted for every park naming opportunity. In all cases, the Public may provide suggestions to staff for future park names.

2. When selecting a name for a new Park and/or park feature, or considering renaming of existing Park, Parks Planning, Recreation and Culture and Operations staff shall consider all appropriate names and provide the historical or other supportive information to justify the recommendation to the Director of Planning, who will bring forward the recommended name for consideration at a regularly scheduled Council Meeting.
3. When selecting a name for a new Park and/or park feature, or considering renaming of existing Facility, Recreation and Culture and Facilities staff shall consider all appropriate names and provide the historical or other supportive information to justify the recommendation to the Director of Building and Regulatory Services, who will bring forward the recommended name for consideration at a regularly scheduled Council Meeting.

Previous Revision/s: none