



# DISTRICT OF WEST KELOWNA

## COUNCIL POLICY MANUAL

Pages: 1 of 3

Approval Date: October 25, 2011

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| <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 exists 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.

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| Previous Revision/s: none |
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| <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.

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| Previous Revision/s: none |
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