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| TOPIC: | Park and Facility Naming Policy | | |
| POLICY No: | 12-5810-B | | |
| APPROVED BY: | Council | RESOLUTION No: | CS 2020-049 |
| DATE: | February 4, 2020 | | |
| AMENDED: | | | |

Purpose:

The Town of Ladysmith is committed to providing a fair, consistent and efficient process with respect to naming, renaming or dedication of Town assets such as parks, trails and facilities. The purpose of this policy is to establish a systematic and consistent approach for the official naming or renaming of municipal parks, recreational areas, amenities and facilities within the Town of Ladysmith.

Definition of Terms:

- **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, pickle ball 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 include 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, and green spaces under the jurisdiction of the Town of Ladysmith.
- **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 Town of Ladysmith.
- **Significant Financial Gifts** - means a monetary donation reflective of the total capital cost or appraised value of the amenity being considered for naming.

Criteria**1. Commemorative Name Designation Associated with Functional Use or Location**

- 1.1. 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.

- Staff may assign a name based on the adjacent street, functional use, geographic feature, community name or historic significance.
- Chosen names within this designation shall be assigned by staff and may remain unchanged until Council has approved a formal request for name change.

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

- 2.1. This section applies to any request for naming renaming a park/open space, or component feature in honour of individuals or groups. All requests for naming, designating or renaming in honour of individuals or groups shall be submitted in writing to the Director of Parks, Recreation and Culture, and will include a supporting application, explanation and/or justification;
- 2.2. Staff to conduct a historical review prior to referring to Parks, Recreation and Culture Advisory Committee or Council
- 2.3. The Director will forward the letter of request and or accompanied application to the PRCAC for recommendation to Council;
- 2.4. The Director will forward the PRCAC recommendation(s) to Council for consideration.
- 2.5. Names for consideration shall be those of distinguished persons, organizations, corporations, foundations or families:
 - where there has been significant contribution to the quality of life or well-being of the citizens of the Town of Ladysmith;
 - where the person/group is perceived as a role model and open to close scrutiny relative to their character, integrity and values;
 - demonstrated excellence, courage or exceptional service to the citizens of the Town of Ladysmith;
 - 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 Town;
 - where there is a strong historical or cultural connection to the Town and has a major contribution to the historical or cultural preservation of the Town;
 - where there is a strong contribution toward environmental preservation, conservation or enhancement of the Town;
 - 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
 - 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.
- 2.6. Naming in honour of elected or appointed public officials, Town of Ladysmith officials, or staff shall normally occur only after the public service or Town employment has concluded.
- 2.7. 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. 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. 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. 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. 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.
- 5.2. 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.
- 5.3. 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.
- 5.4. Existing names will not be changed without the consideration of:
 - the historical significance of the existing name;
 - the impact on the individual or organization associated with the existing name; and
 - the cost and impact of changing existing signage, rebuilding community recognition and updating records (data bases, maps, promotional materials, etc.).
- 5.5. 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.

- 5.6. Renaming of a park/open space, or component feature may occur if:
- the policy criteria are met;
 - a valid justification for renaming the facility is provided;
 - changing the name will not cause undue confusion within the community; and
 - an appropriate level of community support exists.

6. Approval Process

- 6.1. Staff to forward proposal to local neighbourhood association or community group for comments if applicable.
- 6.2. Staff to forward proposal to donor for comment (if land or facility was gifted to the Town).
- 6.3. Staff to conduct historical review prior to recommendation of approval.
- 6.4. Staff to ensure nominee (or legal representative / family if nominee is deceased) is in agreement with naming proposal.
- 6.5. Naming proposal placed on website for 30 calendar days seeking written comments from the public.
- 6.6. Director of Parks, Recreation and Culture to submit report including application, historical background and comments received to the Parks, Recreation and Culture Advisory Committee for recommendation for Council's consideration.

7. Inventory of Names

- 7.1. The Parks, Recreation and Culture Department shall be responsible for maintaining an inventory of names for parks/open spaces, and component features/facilities.
- 7.2. Practices to be avoided include:
- naming a park after a nearby, but not immediately adjacent, school or institution that may lead to confusion regarding their respective locations;
 - use of existing (or similar) names of parks within the Town, to avoid duplication and confusion;
 - names that are meaningful only to a few members of the community;
 - proposed request that a specific builder, developer or real estate company be used in the name; and,
 - chosen names reflect streets not adjacent to park to ensure continuity and minimize conflicts for emergency services.

8. Signage

- 8.1. The Town 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 Town of Ladysmith.
- 8.2. The Town will have final approval for the selection and location of any signage, including text and design.

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- 8.4. The Town will have final approval for the selection and location of any signage, including text and design.
- 8.5. The Town will bear the responsibility of ongoing maintenance for the signage.