

# NAMING SELECTION CRITERIA AND PROCEDURES POLICY

1. Purpose
2. Introduction to the Place Naming Committee & Mandate
3. Overview of proposed new policy
4. Recommendation and next steps

# Purpose

- ▶ Corporate Policy needed to support the work of the Place Naming Committee.

## **Purpose of Committee of Whole discussion:**

- ▶ Present Naming Selection Criteria and Procedures Policy to Council for input.
- ▶ Discussion and clear direction prior to presenting for consideration of approval.

# Introduction to Place Naming Committee

- ▶ Approved by the Advisory Oversight Committee in 2013.
- ▶ Evolved from and replaced the Street Naming Committee.
- ▶ Membership – Interdepartmental staff team (Planning, Parks, Transportation, Real Estate and Properties, Permits, Fire) and 1 Council liaison
- ▶ Museum and Archives, NVRC etc.

# Place Naming Committee Mandate

- ▶ Coordinate, for Council's consideration, the selection of suitable names.



- ▶ Work plan largely driven by redevelopment in our emerging Town and Village Centres.

# Need for Naming Selection & Procedures Policy

Guidance on:

- ▶ selection criteria
- ▶ use of honourific names
- ▶ engagement process
- ▶ decision making and approval process

**Did we get this right? Other considerations?**

# Selection Criteria – General to Specific

## General Selection Criteria:

strong  
connection  
to the local  
community

historical,  
social or  
cultural  
context

local  
geographic  
& natural  
features

engender  
a positive  
image

## Specific Selection Criteria:

- ▶ **Streets** – concise, less than 10 letters per name
- ▶ **Parks** – consider names of adjacent streets and neighbourhoods
- ▶ **Community facilities** – geographic location, historic event, etc.
- ▶ **Places** – consider emerging character and identity for centre

# Use of Honourific Names

## Consider when:

- ▶ individual(s) deceased for at least 2 years
- ▶ broad District or neighbourhood support for name
- ▶ person is well-respected, well-recognized
- ▶ exceptional positive contribution to community civic and/or community well-being; and
- ▶ clear connection between that community contribution and the street, park, facility or place being named.

## Avoid:

- ▶ persons currently holding elected office,
- ▶ currently employed by the District
- ▶ actively serving on standing or advisory committees



# Relationship to Corporate Sponsorship Naming

- ▶ Procedures for honourific naming are not intended to provide direction for corporate and sponsorship name recognition – Corporate Sponsorship Policy pending.

BOSA Film Centre at  
Capilano University





# Engagement Process



- ▶ **For smaller-scale naming or renaming projects** (e.g. local streets or a neighbourhood park) engagement may include input from local neighbourhood surrounding the site.
- ▶ **For larger-scale naming or renaming projects** (e.g. community facility or town centre) engagement may include a larger portion or possibly entire DNV.

# Decision Making and Approval Process

## Community Facilities, Places and Parks

- ▶ Council approval, but no bylaw is needed to administer the name change.

## Streets

- ▶ New roads can be introduced as part of a development application process – no bylaw required.
- ▶ (Re) Naming of roads not part of a development application do require Council approval by bylaw.

To what extent does Council wish to be involved in naming?



# Next Steps and Recommendation

## Recommendation:

That the Committee of the Whole recommends to Council:

- ▶ THAT Council approve the Naming Selection Criteria and Procedures Corporate Policy.
- ▶ Repeal the Parks Naming Policy.
- ▶ Present priority list of items to be named to Council on an annual basis.