



COUNCIL POLICY

Title	Naming Selection Criteria and Procedures
Section	Corporate Administration

POLICY

It is the policy of Council that there be Naming Selection Criteria and Procedures to provide a consistent and transparent approach to the naming of streets, parks, community facilities and places in the District of North Vancouver and to inform the work of the Place Naming Committee and Council decision making regarding name selection.

Policy approved on: February 16, 2015

PROCEDURE

The following procedures are used to implement this policy, but do not form part of the policy. These procedures may be amended from time to time at the discretion of the Chief Administrative Officer.

General procedures apply to the naming of all categories - streets, parks, community facilities and places. Specific procedures that follow provide additional detail that applies to individual categories only.

Definitions:

For the purposes of this policy:

“Community facilities” shall include community recreational or social facilities may include community recreational facilities, indoor/outdoor sports facilities (e.g. tennis courts) libraries, theatres, galleries, arts and other facilities and public buildings as well as interior rooms or spaces, that serve as places for social, recreational, cultural and other related purposes and may be District owned and operated, or operated by the North Vancouver Recreation Commission, Library Services or other agency or non-profit for the benefit of District residents.

“Parks” shall include District park land and park assets such as sports fields, golf courses, playgrounds, fountains, trails, multi-use pathways and bridges, natural open space and village greens.

“Places” shall include town and village centres, neighbourhoods and may also include public plazas and public art.

“Streets” shall include public and private roads, highways, lanes, bridges and other road designations as per Appendix A. May also include trails and multi-use pathways that are not park land.

General Name Selection Criteria:

Consider names that:

- have a strong connection to the local community;
- reflect cues from the local context and have historical, social or cultural relevance;
- may reference local geographic and environmental features such as mountains, rivers, creeks, coves, flora and fauna;
- engender a positive image;
- are not the same as or sound similar to existing North Shore names;
- avoid duplicating existing MetroVancouver names, where possible;
- generally avoid honourific or personal names except in occasional circumstances as warranted;
- avoid difficult pronunciation and spelling; and
- do not lend themselves to inappropriate abbreviations or acronyms.

General Consideration of Honourific or Personal Names:

Consideration of honourific names will first be deliberated by Council prior to community engagement.

Where honouring of special persons and use of personal names is warranted, then names should only be considered:

- a. posthumously for those individuals who have been deceased for at least two years, with exceptions to be approved by Council;
- b. with informed written consent of the named party's next of kin;
- c. where there is indication of broad District or neighbourhood support for this name;
- d. when the nominated person is well-respected, well-recognized and has made an exceptional positive contribution to community civic and/or community health and well-being; and
- e. where there is a clear connection between the community contribution of the individual or family and the street, park, facility or place being named.

Persons currently holding elected office, persons currently working for the District, persons actively serving the District on and standing or advisory committees, or local developers, shall not be considered for naming.

If an honourific name is selected, the family of the individual or family who is being honoured by the naming will be invited to a Council meeting and the Mayor will read and present a framed naming proclamation or plaque.

These procedures for honourific naming are not intended to provide direction for corporate and sponsorship name recognition which are instead addressed in the Corporate Sponsorship Policy.

Engagement Process:

The public engagement used for any given project will be determined by the level of community significance and/or the number of community members potentially impacted by, or who may have an interest in the name selection.

For smaller-scale naming or renaming projects (e.g. local streets or a neighbourhood park) the public engagement process may include input from the local neighbourhood surrounding the site.

For larger-scale naming or renaming projects (e.g. community facility or town centre) the public engagement process may include a larger portion of the District or possibly the entire District.

Both scenarios will include multiple channel opportunities for public input including online, in person, by phone and in writing.

Decision Making and Approval Process:

Council retains final decision making authority for the approval of all new names, unless specified otherwise by Council.

Council may, at its discretion and at any time, determine if a new or existing name (honourific or otherwise) is no longer appropriate and move to consider a new name.

Facilities, places and other areas for Corporate Sponsorship and Place Naming consideration are to be coordinated on an annual basis and reviewed by the Executive Committee.

Administration of New Name:

Following the selection of a new name, District staff will notify relevant public utility organizations, government agencies, emergency responders, internal departments (for updates to databases and GeoWEB), Google Maps, and other groups as needed, of this change. Updates to various plans and/or bylaws may also be needed, as appropriate.

SPECIFIC PROCEDURES

The following specific procedures apply to individual categories as identified only.

Street Naming Procedures:

Street Name Selection Criteria

In addition to the general criteria listed above, the following criteria will also be considered for street naming:

- The name should be concise and easy to pronounce.

- Extensions of a common name should generally be limited to one duplication (e.g. Byron Road and Byron Place) and take into account the Road Designations per Appendix A.
- Where a collector street changes direction, it shall retain its same name.

Street Name Administration Process

1. Naming of new private roads does not require bylaw adoption and can be implemented by the Planning Department through the Development Permit process, prior to building addressing.
2. New public road names are generally, however not mandatorily, introduced through the subdivision application process.
3. Naming or renaming of public streets that are not identified on Development Permit plans will be approved by Council by bylaw.
4. Once such bylaw is adopted, the District will send notification to property owners and residents and advise them to change their address and notify any contacts. (Canada Post generally provides a one-year grace period).

Parks Naming Procedures:

Parks Related Definitions:

“Ease of Locating” means a name that assists in the finding of a park by citizens unfamiliar with its location within the District.

“Special Person” means a person(s) who has broad District or broad neighbourhood recognition and acceptance for their community work, and is recommended for such recognition in a public manner, in a public place.

Parks Name Selection Criteria

In addition to the general criteria listed above, the following criteria will also be considered for park naming:

- The District of North Vancouver will name parks after adjacent streets or known neighbourhoods for ease of locating;
- Existing parks that are already named are generally not to be renamed after special persons either living or dead;
- Parks that are not named at the time of their approval, (through the appropriate dedication or zoning) or later, at their time of development or any other time, are only to be given names that follow adjacent street names or the names of the neighbourhood in which they are located, or adjacent geographic features such as mountains rivers, creeks and coves, or names of adjacent community centres.
- Small, locally used parkettes may be exempted from the policy, only if they do not currently have a name and there is a direct association of the parkette and the community contribution of the individual being honoured.

Use of Honourific Names

Honourific or personal names should not be considered for the naming of public parks, but may be considered for assets within parks such as a sports fields, golf courses, play grounds, fountains, trails, benches, park facilities, multi-use pathways and bridges, picnic shelters and gardens, as long as there is a clear connection between the community contribution of the individual and the facility or area being named.

- The funding of the approved means to honour a special person (i.e. plaques, landscape amenities, etc. and all the installation or renovation costs) is generally to be fully covered by the proponents.

Administration Process for Naming Parks

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

Consultation with potentially affected local or community groups and the general public on name ideas may occur if, and as directed by Council.

Community Facility Naming Procedure:

Community Facility Selection Criteria

In addition to the general criteria listed above, the following criteria will also be considered for community facility naming. The name may:

- reflect the geographic location of the facility including but not limited to: a well-known street, natural feature, neighbourhood or subdivision;
- reflect or share the name of an adjacent park;
- commemorate an historic event (e.g. centennial) or event of cultural significance (e.g. Olympics);
- help create an identity appropriate to public communications and marketing as well as civic and community goals; and
- reflect user programs and services as a secondary naming consideration.

Features and spaces within a facility can be named separately from the facility.

Use of Honourific Names

Honourific or personal names should not be considered for the naming of community recreation facilities, libraries, theatres, galleries, arts and other facilities centres, but may be considered for the naming of individual rooms and interior spaces within these facilities.

Where a facility is operated by NVRC, Libraries, other agency or non-profit group for the benefit of District residents, Council may at its discretion, consider the names of special persons or other names recommended by these agencies for the interior spaces and rooms within community facilities; or Council may delegate the naming of these interior spaces and rooms to the relevant organization or agency.

Administration Process for Naming Community Facilities

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

Consultation with potentially affected local or community groups and the general public on name ideas may occur if, and as directed by Council.

Place Naming Procedure:

Place Naming Selection Criteria

In addition to the general criteria listed above, the following criteria will also be considered for place naming. The name should:

- take cues from the local, geographic, historical, social or cultural context;
- have a strong positive connection to the local community;
- consider the emerging identity and character for town and village centres; and
- contribute to the establishment of community identity and sense of place.

It is anticipated that place naming will require substantive community engagement.

Use of Honourific Names

Honourific or personal names should not be considered for the naming of neighbourhoods, towns or village centres, but may be considered for the naming of outdoor spaces and public plazas.

Administration Process for Naming Places

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

Consultation with potentially affected local or community groups and the general public on name ideas may occur if, and as directed by Council.

Appendix A: Types of Road Designations

Road Designation	Description	Example
Avenue	Straight through-road, generally north-south	Tatlow Avenue
Boulevard	Landscaped major road	Grand Boulevard
Close	Short cul-de-sac	Ashley Close
Court	Cul-de-sac	Francisco Court
Crescent	Curved through road	Tempe Crescent
Drive	Continuous route of some length	Marine Drive
Gardens	Centrally landscaped residential road	Ottawa Gardens
Gate	Entrance road to a subdivision	Parkgate
Highway	Provincial arterial road	TransCanada Highway
Lane	Basic legal term for a narrow public way	Parkside Lane
Parkway	Ideally, a landscaped or scenic highway	Mount Seymour Parkway
Path	Basic legal term for a public pedestrian way	Bridal Path
Place	Single or double cul-de-sac	Trillium Place
Point	Central road on a promontory of land	Lookout Point
Road	Basic legal term for a public way	Lynn Valley Road
Street	Straight through-road, generally east-west	29 th Street
Trail	Wooded pedestrian way	Baden-Powell Trail
Way	Meandering residential road	Starlight Way
Walk	Improved pedestrian way	Sea Walk