

## **PURPOSE**

The intent of this policy is to govern the naming and/or renaming of District assets in recognition of significant contributions that organizations or individuals have made that have benefited the District.

## **SCOPE**

This policy applies to all requests or considerations to dedicate or name a District asset, including facilities, parks, properties, streets, or other amenities in the District of Sicamous.

This policy is not intended to address naming situations related to sponsorships or naming rights sold, usually for a specific term, as part of a naming partnership involving agreements, normally comprised of a variety of benefits and opportunities for both the sponsor and the District.

## **POLICY**

### **General Guidelines**

All proposed names for any District assets must conform to the majority of the following guidelines:

1. Names should give a sense of place, continuity, belonging and celebrate distinguishing characteristics and uniqueness of Sicamous.
2. Names should maintain a long-standing local area identification with residents of Sicamous.
3. Names should be consistent with any other applicable District of Sicamous policies and standards.
4. Names which reflect and/or imply a reference to any of the following **WILL NOT** be eligible:
  - political affiliation;
  - derogatory or offensive term of references; discrimination against race, gender, ethnicity, or creed;
  - duplication;
  - tobacco, cannabis or alcohol products;
  - names considered inappropriate for a civic amenity or inconsistent with Corporate Strategic Directions and/or Vision of the District.

All names selected for municipal assets **MUST** be approved by District Council to be officially recognized.

Names given to municipal assets in the District of Sicamous will cease through the expiration of the life cycle of the asset, unless a renaming initiative is commenced and approved in accordance with the requirements of this policy. In such cases, the renaming, when approved, will cease at the expiration of the life cycle of the entity.

## Renaming of Municipal Assets

Recognizing that established names contribute significantly to community identity and pride, proposals to rename existing municipal amenities must be predicated by exceptional circumstances. Accordingly, existing names will not be changed without considering the historic significance of the existing name; the impact on the individual and/or organization associated with the existing name or the cost and impact of changing the existing signage, rebuilding community recognition and updating records (data bases, letterhead, promotional materials, etc.).

For certainty, the process to rename a municipal asset will be in accordance with this policy.

## Categories

The District of Sicamous has three categories for the naming of municipal assets:

*GEOGRAPHIC* - Names having geographic affiliation, which may include but are not limited to the following references:

- A neighborhood, community, or subdivision
- An adjacent street
- A noteworthy physical, environmental or scenic quality
- A unique site characteristic or scenic quality
- Proximity to a recognized facility or area
- Topographical or ecological characteristics

*HISTORIC* - Names having historical affiliation, which may include but are not limited to the following reference:

- A local or national historical event
- Heritage events
- First Nations influence

*PROMINENT INDIVIDUALS AND/OR ORGANIZATIONS* - Names affiliated with individuals and/or organizations that have been part of the community for more than twenty years, the following criteria will be used to weigh the suitability of the name being proposed:

- Individuals or families having a historical connection to the site (such as a previous landowner)
- Individuals and/or organizations having a significant contribution to the community/district in one or more of the following areas:
  - Service as an elected representative to the municipality for at least four terms.

- Long-standing service in a voluntary capacity in community organizations such as service clubs, cultural groups, unions, ethnic organizations, community associations, professional organizations, etc.
- Long-standing service in a voluntary or philanthropic capacity or having made a significant contribution in the areas of agriculture, arts and culture, co-operatives, education, business or industry, journalism, medicine, politics, region, science, public service, recreation or sports on a local, provincial, national or international scale.

In those cases where names are affiliated with individuals and/or organizations, the following criteria must be met:

- The contributions of the individual and/or organization must be well documented and broadly acknowledged within the community.
- To the extent where possible, a direct relationship should exist between the individual and/or organization and the asset being considered for naming/renaming.
- The reputation of the individual/organization must be honorable, as the term implies, to be considered for naming/renaming.
- Where an asset is to be named/renamed after someone who is deceased, permission and agreement must be obtained from the next of kin or legal representative involved prior to consideration and review by the District.

Where the names of deceased individuals are being considered, a three-year waiting period after the death of the individual must be observed before considering the name for commemoration in naming such amenity.

### **External Requests**

All individuals and/or organizations seeking the naming/renaming of any District asset will be required to submit a written request to the District. This request should identify background information and/or biographical information demonstrating that the proposed name is of significance to the community and/or the District of Sicamous as per this policy.

### **Process**

A review panel will be established comprising of the Mayor, the Corporate Officer, the Development Services Manager and the Community Services Manager.

Each naming/renaming of a District asset will undergo a process wherein the panel will review the naming for conformity to this policy, conduct a public consultation process and comment on the suitability of the proposed name. Following the completion of the review process, the panel will prepare a report with a recommendation to District Council for consideration.

### **Public Consultation**

For each consideration of naming a District asset, a public consultation process will be conducted for at least thirty days. This may involve open calls for feedback to the general public through print media, social media, District website or in person consultation at the discretion of the review panel.

## Street Naming

A property developer or applicant for subdivision may, if dedicating a road or highway, submit names for consideration by Council. The Council of the District of Sicamous will, by bylaw, assign the chosen name to a road or highway in compliance with the applicable legislation.

The Council of the District of Sicamous will not consider "hyphenated" street names.

<b>Approval History</b>	
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