

Policy Title: Naming of Regional District Public Facilities	Policy Number: P19
Policy Category: Administration	
Approval Date: March 27, 2006	Policy Owner: Deputy Chief Administrative Officer
Approved by: Board	File Reference: 0340-50

Policy Statement

To establish criteria and procedures for the naming of Comox Valley Regional District (CVRD) public facilities. ‘Comox Valley Regional District public facilities’ is defined as any facility, consisting of buildings and/or lands, owned and/or leased, that is subject to the direction, control and management of the Comox Valley Regional District, and which are required to support the services and functions provided by the CVRD.

Naming Criteria for Comox Valley Regional District Public Facilities

1. (a) It is the policy of the Board to choose a name for its park facilities on the basis of the following criteria when naming parks and honouring citizens in parks:
 - (i) Parks, trails or other features may be named after a constant feature nearby or within the park. This should be ideally a geographical feature or adjacent street name;
 - (ii) Where a park, trail or other feature is known to have heritage and/or cultural significance to First Nations, names reflecting these values shall be included as possible candidates;
 - (iii) When it is desired to commemorate a historical event, a park, trail or other feature may be named for that event provided there is substantial acceptance in the community for that name;
 - (iv) Parks may be named after people, living or deceased, only when that person has donated the land for the park and when that person or next of kin specifically requests that the park be named after himself or herself;
 - (v) Trails or other features may be named after individuals, living or deceased, service groups or community partners who have made substantial contributions to the community and where there is substantial acceptance in the community for that name;
 - (vi) That a preference be given to honouring individual citizens through the gift and acknowledgement of a needed facility in the park of choice;
 - (vii) Wherever possible, the name should include a reflection of the category or purpose of the park: i.e. nature, beach access, shoreline protection, community recreation, coastal recreation parks and greenway or trail;
 - (viii) Notwithstanding the above, exceptions to these criteria may be made, with the approval of the CVRD Board.
- (b) It is the policy of the CVRD Board to choose a name for its facilities, other than parks, on the basis of the facility’s relationship to the following criteria:

- (i) A facility may be named after a neighbourhood, geographic, or natural feature in close proximity to the facility;
- (ii) A facility may be named after an event of historical or cultural significance;
- (iii) A facility may be named after the articulated preference of the residents in the community served by the public facility;
- (iv) Foremost consideration shall be given to the inclusion of region in the name chosen for a facility in order to reflect the CVRD's jurisdiction in the property and/or facility and its associated service, however it is recognized that in certain cases, inclusion of other descriptors such as "community" may be a more accurate term to use in describing the scale of the facility and/or the extent of those benefiting from the service of the facility;
- (v) Wherever possible naming and/or signage for the facility shall give clear recognition to its function and any government or community partners if applicable;
- (vi) Naming of interior features of a public facility may be named separately from the main facility;
- (vii) Notwithstanding the above, exceptions to these criteria may be made, with the approval of the CVRD Board.

Name Selection Procedure

- 2. (a) All suggestions, whether solicited, or independently offered, shall be reviewed by staff in light of their compliance with the naming policy criteria as above and assessed in light of the following standards:
 - (i) The name should not confuse the public about location or function of the designated building or facility, but rather should enhance a visitor's ability to identify, locate and use it;
 - (ii) Names shall be reviewed with respect to their consistency and potential for duplication;
 - (iii) Should the naming of a facility include reference to a geographical location, historical event or cultural significance, approval and confirmation of the proposed name (spelling and usage) shall be sought from provincial and federal agencies and First Nations where required;
 - (iv) Proposed names shall be assessed in light of the following:
 - (a) memorability (can residents recall the new facility name after seeing it just once);
 - (b) latent association (what negative and positive associations does the name connote, what is its acronym, what potential for being abbreviated or having a nickname);
 - (c) pronounce-ability (if the name cannot be pronounced how will the public ask for it);
 - (d) emotional connection (does the name emotionally connect with the community that will utilize the named facility).
- (b) Report, which outlines the proposed name candidates, their origin, rationale for selection, and adherence with policy, shall be presented to the appropriate committee of the CVRD Board for consideration. Wherever possible, this report shall also include details on the proposed signage for the facility (proposed design including wording and

- logo(s) to be included) and suggested actions to be taken in promoting recognition of the facility with the public it is intended to serve; and
- (c) The name selected for the facility shall be formally recognized through CVRD Board resolution.

Renaming of Facilities

3. A name selected for a public facility should be bestowed with the intention that it will be permanent and changes should not be readily entertained. If a name change is deemed by the CVRD Board to be warranted, the renaming shall be subject to the criteria and procedures of this policy.

Revision History

Approval Date	Approved By	Description of Change
August 11, 2020	Board	Housekeeping