

CITY OF COQUITLAM

Policy and Procedure Manual

NAMING OF CITY PARKS, BUILDINGS, FACILITIES AND STRUCTURES	Chapter:	2
	Section:	8
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POLICY:

1. Names of Persons, Organizations or Corporations

The City Council may name park areas, buildings, segments of buildings, specified rooms, structures, or any other type of facility or area, within or external to such buildings, where such name is the name of a distinguished person, an organization or corporation, or represents nature, history and geography. **These types of names require approval by Council resolution.**

2. Renaming

An initiative to rename a park, building, structure, room or facility will be considered when the existing name indicates location, function and use or represents nature, history and geography. The honoring of a person, organization or company may be accomplished by dedicating the component (with a plaque) in their honor rather than renaming the component. Requests to rename facilities that were originally named to honor or recognize a person, organization or corporation will generally not be considered. **All renaming initiatives, regardless of the nature of the new name, require approval by Council resolution.**

3. Names Indicating Location, Function and Use

The City Manager, or his designate, may name parks, buildings, structures, segments of buildings, and other facilities where the name is purely functional or locational or indicates the use to which a park or facility is being put, e.g. "Meeting Room A, Pinetree Community Centre", etc. **These types of names do not require approval by Council resolution.**

REASON FOR THE POLICY:

Naming requests may be initiated in order to honor a person, organization or corporation who has, through meritorious or outstanding service to the City, made a significant impact on the City and to the spirit of the community. This policy provides a mechanism for such requests to come forward and be evaluated.

It is also recognized that gifts from individuals, corporations or organizations for new construction, renovation and restoration of existing parks, buildings, equipment, and structures, is in keeping with the City's Business Plan strategy to 'Grow our Financial Capabilities'. Corporate and individual contributors to the City's programs or facilities expect some form of recognition for their gift or contribution. In considering whether or not name recognition is an appropriate form of recognition, this policy provides criteria based on the magnitude of the gift in comparison to the total cost of the item proposed for renaming.

REFERENCE:

Related City Policies: Advertising Signage in City Parks, Buildings and Facilities
Gift Program
Corporate Sponsorship - Special Events & Celebrations
Construction of Facilities on City Lands or in City Buildings By
Community Groups

APPLICATION:

This policy applies to all City owned buildings, facilities, and structures.

PROCEDURES:

1. Names of Persons, Organizations or Corporations

When such requests occur, the following steps will be taken:

a. Receiving of Requests

Requests for the naming or renaming of parks, buildings, structures, rooms or facilities owned and/or operated by the City in recognition of a person, organization or corporation shall be forwarded to the appropriate General Manager.

b. Consideration of Requests

Requests will be considered,

- where an appropriate gift, donation or bequest is made to the City, designated for that purpose; or
- where it is the intention to honor a person, organization or corporation who has made an outstanding contribution to the City and to the spirit of the community.

i. Names as a consequence of a gift, donation or bequest

When a name is proposed as a consequence of a gift, donation or bequest, the capital cost of a new or restored facility compared to the gift or bequest amount shall be taken into account to decide if the gift or bequest is appropriate.

Council may consider name recognition where the following criteria are met:

- In the case of a Not-for-profit organization or service club, where the monetary contribution is at least 10% of the capital cost of the named component;
- In the case of a person, organization or corporation, where the monetary contribution is at least 25% of the capital cost of the named component;
- Generally, only a room or a portion of a facility will be considered for name recognition.

A monetary contribution which meets the minimums established herein does not assure naming privileges. All naming decisions are at the discretion of Council and require a specific resolution by Council.

ii. Names in recognition of a person, organization or corporation for contribution to the community

When the intention is to honor a person, organization or corporation, and no gift or bequest is involved, meritorious or outstanding service to the City may be considered. Generally, the commemoration of a person shall not be considered earlier than two years after retirement or death.

c. Reporting on the Request

All requests will be subject to a two-part reporting process. The first report will serve to inform Council of the request, confirm desire to consider the naming request, and to seek approval to proceed with background checks, stakeholder consultation, and impact analysis. The second report will involve reporting back to Council on the information obtained in assessing the request with a recommendation on the request.

The intention of the first report to Committee is to outline the information required in order to fully evaluate the request. This information may include all or some of the following:

- researching the background of such person, corporation or organization;

- in the case of honoring a person, consulting the immediate family to ensure consensus for the initiative;
- in the case of renaming, researching the background on the original name;
- in the case of renaming, assessing the impact of such actions on reference materials (i.e.: maps) and the surrounding community,
- in consideration of all factors, the level of consultation required.

2. Names Indicating Location, Function and Use or Representing Nature, History and Geography

When such requests occur, the following steps will be taken:

a. Receiving of Requests

Requests for the naming of parks, buildings, rooms or facilities owned and/or operated by the City that indicate location, function and use or representing nature, history or geography shall be forwarded to the appropriate General Manager.

b. Consideration of Requests

Requests will be considered:

- when a new park, building, room or facility is under construction or approved for construction by City Council; or
- when a name is proposed for a previously unnamed park, building, room or facility.

c. Criteria for Naming

Criteria for naming will generally include:

- consistency with ongoing use/majority occupancy, i.e. Meeting Room, Program Room, Youth Lounge, Social Recreation Centre, etc.;
- street or neighbourhood location or location of a facility within a named park, i.e. Dawes Hill Park, Victoria Park Hall, Mundy Park Fieldhouse, etc.;
- proximity to a natural feature or geographic location; or
- historic connection or association in the community.

This type of name may be initiated by City staff, an individual in the community (at their own initiative) or may be initiated as a result of a naming contest.

Except in the case of naming contests, this type of name shall be adopted upon the approval of the appropriate General Manager in consultation with the City Manager. Whenever a naming contest occurs, the recommended name(s) shall be forwarded to the appropriate Council Committee for review and for final resolution by City Council.

3. General

Naming a building, segments of buildings, or other facilities after persons, organizations and corporations, does not imply that the name or names used will necessarily be used in perpetuity.

When a building is demolished, replaced or substantially renovated, or where the occupancy changes and the former name is no longer appropriate then a request for a new name will be considered. It may be appropriate to place a plaque in, or on, a new building to indicate that it occupies the site of a building formerly known by another name. Such plaques should recognize the person, organization or corporation after whom the former building was named. It may also be appropriate that a request for a new name be considered to name part of a new building after a person for whom the former building was named.

When it is proposed that a facility or room within a building be relocated within the same building, or to a different building, provided that the new facility or room will service the same original purpose, no recommendation from the Committee or approval under this policy is required to re-locate the name.

When the name is in recognition of an individual, organization or corporation that have donated funds towards the capital construction of a civic facility, a five year time limit will apply to the use of the name. At the end of the term, the procedures for renaming as outlined in this policy will be followed.

4. Tax Receipts

All monies donated as a gift or bequest will be deposited with the General Manager Corporate Services and disbursed in accordance with the terms of the gift or bequest and in compliance with the *Local Government Act*.

The City may issue tax receipts for a gift or bequest to the City provided the following conditions are met:

- the gift or bequest has been transferred to the City without any expectation of return;
- the City has an unfettered right to use the gift or bequest (but a particular park, room, building or facility may be specified by the donor); and
- the donor will not receive any valuable consideration or benefit of any kind from the gift or bequest.