



TOWN OF RAYMOND

Adopted By: Council

Motion: 2019-106

Authority to Administer: CAO, Departments Heads

Policy Number: GP 2018-05

Policy Name

Facility Naming Policy

Policy Statement

The Council of the Town of Raymond recognizes the value to the community in ensuring that public assets are named in a way that honours our history, celebrates our accomplishments, supports efforts to promote our community and/or monetize our town facilities. This policy establishes procedures and guidelines for the naming of public facilities owned by the Town of Raymond, and registered historic resources.

Definitions

Public Facility – a public facility is defined as a town owned and operated park, building, structure, recreation area, sports field, arena, pool.

Registered historic resource – any property or building, privately or publicly owned, that is registered on the town's municipal registry of historic places

Policy Purpose

- Outline public process for name identification of public facilities and registered historic resources
- Outline role of Administration, Council and the public in the naming process
- Ensure that Raymond Town Council makes the final naming decision

Facility Naming Process

New Public Facilities

Town administration may assign a temporary name for new public facilities to assist in the acquisition and/or development stages.

A facility naming notice will be published, on the Town website and social media platforms, community bulletin board, etc., to inform residents. The relevant department head/administrative staff will allow 30 days for public submissions. At the end of the 30 days, the relevant department head/administrative staff will review all submissions with relevant staff at a regular meeting. If more information is required on a given submission, staff may invite the candidate to present at the meeting. All names will be forwarded to Town Council, with recommendations highlighted. Names will only be approved by official Council motion. All names will remain in place for at least five years.

Existing Un-named and Named Facilities

The process of naming or renaming a facility can be initiated by Council, administration or members of the public. Once a request for naming or renaming an existing facility is made the public notice process will be followed, as outlined under *New Public Facilities* of this policy. Once

(re)named, facilities will not be open for renaming for five years. The cost associated with naming/renaming (including but not limited to signage, ceremonial costs, legal costs, etc.) will be the responsibility of the Town when the naming/renaming has been initiated by the Town and will be the responsibility of the resident, group or organization when the naming/renaming has been initiated by a resident, group or organization.

Registered Historic Resources

When possible, the name used to identify a historic resource on the municipal register should reflect the reason for a resource's addition to the register. The common usage name for a resource will be considered in the naming process.

Authorization

Signs, Plaques and Markers

The CAO, or designate, must approve any signs, plaques or markers. They must be designed to blend with and complement the existing Recreation and Parks Department signs, plaques and markers.

Appendix A

Guidelines for Name Proposals

Individuals, groups and organizations interested in proposing a name for a public facility or registered historic resource must do so in writing. Proposals should include:

- a) Proposed name and name qualifications (Evaluation Criteria)
- b) location of the facility
- c) any outstanding features of the site
- d) detailed biographical information on an individual being recommended for a name
- e) a narrative explaining the justification of the naming of the facility.

Evaluation Criteria

For public facilities where admission is charged, preference will be given to names that, in the opinion of administration and Council, are revenue generating names.

For all other public facilities, names submitted for consideration should be connected to at least one of the following:

- The geographic location of the facility. This includes descriptive names.
- An outstanding feature of the facility, or names that reflect facilities intended purpose/usage.
- An adjoining subdivision, street, school or natural feature.
- A commonly recognized historical event, group, organization or individual (living or deceased).
- Name proposal should not already be in use
- An individual or organization that contributed significantly to the acquisition or development of the facility to be named. This can include either a deed or substantial monetary contribution, or contribution toward acquisition and/or development of the park or facility (typically not less than 50 percent of the value of the property or improvements).
- Outstanding accomplishments by an individual for the good of the community. Quality of the contribution should be considered along with the length of service by the individual - this to be fully substantiated by person making recommendation.
- An individual who provided an exceptional service in the interest of the park system as a whole. Typically, while serving in a public office, public officials should not be considered as a candidate for naming.

Names that use hyphens, apostrophes or dashes will be discouraged.

Names that might offend groups in our community will be given careful consideration.

Names that are derogatory, discriminatory, political in nature, use profanity or inappropriate humour, contain sexual overtones, slang or double meanings, will be disqualified.