

COUNCIL POLICY C084

12 - Parks Administration

Naming of City Owned or City Managed Assets

Effective Date: December 13, 2016

Last Revised: May 7, 2024

1. Purpose

Requests may arise from citizens urging for the dedication of a City park or facility after a specific family, individual or organization. This policy aims to establish clear guidelines for City staff and Council members regarding the naming process of parks and facilities.

2. Scope

This policy applies to all Parks and Facilities owned or managed by the City of Pitt Meadows.

3. Exclusions

This policy does not apply to:

- a) Philanthropic contributions, gifts, or donations where property is voluntarily transferred to the City without any expectation of return
- b) City assets that fall under the Park Amenity Donation Program
- c) Grants obtained from other levels of government, foundations, trusts, etc.
- d) Street names

4. Definitions

In this policy,

- a) **Naming** of City owned or City managed asset means the title/name that Council assigns to a city facility, park or asset
- b) **Greenbelt Areas** mean zones earmarked for environmental conservation and preservation within the jurisdiction of Pitt Meadows

- c) *Property* means City assets, such as events, services, programs, activities, real estate, facilities, intellectual property, parks, and features (e.g., rooms, ice rinks, dry-floor, sports fields, playgrounds), but excludes streets and lanes

5. Policy Statement

5.1. General Requirements

- a) Parks and facilities serve as hubs for community engagement and wherever possible should bear names which ideally identify their general or specific location.
- b) Wherever possible, parks and facilities should be given names which identify:
- i. Influential figures from the locality in which the park or facility is situated;
 - ii. Traditional names with indigenous origins;
 - iii. Noteworthy natural elements or indigenous flora found within the area; or
 - iv. Distinctive subdivisions.
- c) Donors contributing to the development of a park or facility of reasonable size may be considered for naming rights.
- d) Whenever a park or facility has come to be known traditionally but not officially by a name, and if that traditional name is not too similar to the name of an existing park such that it would be confusing, then serious consideration should be given to the official adoption of the traditional name.
- e) Consideration may be given to naming a park or facility after outstanding community citizens.
- f) Greenbelt areas may never be developed as parks and should be assigned numbers for reference purposes in accordance with the grid system used to identify planning/engineering map detail.

5.2. Eligibility & Restrictions

- a) Naming proposals from entities disqualified from doing business with the City will not be considered.
- b) Naming of City parks and facilities after individuals, companies, or organizations whose reputation could harm the City's public image, or who present



demeaning or derogatory portrayals of individuals or groups, or contain content likely to cause deep or widespread offense will not be considered.

- c) The City retains the discretion and right to rename City parks and facilities where the current name and association no longer aligns with the City values and/or causes the reputation of the City to fall into disrepute.
- d) The following practices should be avoided:
 - i. Naming a park or facility after an active politician
 - ii. Naming a park or facility after a nearby school

5.3 Delegation of Authority

- a) City staff will review requests for naming of City parks and facilities, and if the request aligns with this policy will bring forward the request with recommendations for Council consideration
- b) The ultimate authority over the naming of City parks and facilities rests with City Council by a majority vote.

6. Related Policies

Other related policies include:

- (a) C012 - Purchasing Policy
- (b) C024 – Street Naming
- (c) C059 - Sponsorship and Advertising on City Owned or City Managed Assets Policy