



POLICY

GUIDELINE NAME: COMMEMORATIVE NAMING

CATEGORY: CITY GOVERNMENT – EFFECTIVE GOVERNANCE
APPROVED BY COUNCIL: 2019/12/16
DEPARTMENT RESPONSIBLE: EXTERNAL RELATIONS

1. POLICY STATEMENT:

Commemorative Naming refers to the naming of a Civic Facility in honour of an individual or organization for outstanding achievement, distinctive service, and/or significant community contribution. Commemorative naming may also be made to recognize or acknowledge historic sites, significant events, or geographic features. Commemorative naming is not normally made in exchange for financial consideration.

This policy is intended to cover Commemorative Naming for Civic Facilities. There is a companion policy, City of Prince George Naming Rights Policy, which governs the City granting the right to name a Civic Facility or portions thereof in exchange for financial consideration.

2. PURPOSE:

The purpose of this Policy is:

- 2.1 To provide a clear and consistent framework regarding Commemorative Naming for Civic Facilities.
- 2.2 To provide evaluation frameworks and approval processes for City Council.

3. SCOPE / APPLICABILITY

- 3.1 This policy applies to existing or planned Civic Facilities.
- 3.2 This policy does not apply to:
 - 3.2.1 The naming of neighbourhoods, subdivisions, streets and roadways;
 - 3.2.2 The naming of litter containers, park benches, picnic tables and trees;

- 3.2.3 Core Facilities as defined in Section 4;
- 3.2.4 Civic Facilities where the City has an existing Occupation Agreement with a Tenant that includes Naming Rights; and
- 3.2.5 Advertising within Civic Facilities and sponsorships of programs, projects, events and activities.

4. DEFINITIONS

In this policy, the following terms have the meanings set out below:

“City” means the City of Prince George municipal corporation;

“City Council” means the municipal council of the City of Prince George;

“City Manager” means the chief administrative officer of the City;

“Civic Facilities” means any property, facility, structure, building, or portion thereof, owned or controlled (through a lease or occupation agreement) by the City. This includes but is not limited to arenas, conference centres, pools, bridges, trails, parks, playgrounds, sports fields, athletic parks, and ball diamonds. Civic Facilities as it pertains to the City of Prince George Commemorative Naming Policy excludes properties identified in section 3.2;

“Commemorative Naming” means the naming of a Civic Facility or parts thereof, in honour of an individual or organization for outstanding achievement, distinctive service, and/or significant community contribution. Commemorative naming can also be made in honour of historic sites, significant events, or geographic features. Commemorative naming is not normally made in exchange for financial consideration;

“Commemorative Naming Proposal” means a proposal for Commemorative Naming that is submitted to the City in accordance with this Policy;

“Core Facilities” means Prince George City Hall, City fire halls, and City police stations;

“Naming Rights” means the right to name a Civic Facility, or parts of a Civic Facility, granted in exchange for financial consideration. Naming Rights are addressed in the City of Prince George Naming Rights Policy;

“Occupation Agreement” means the lease, sublease, license, sublicense, management or operating agreement which grants a Tenant the right to use and occupy a Civic Facility or a portion thereof;

“Tenant” means a person, corporation, organization or other entity occupying a Civic Facility through an Occupation Agreement.

5. GUIDING PRINCIPLES

- 5.1 The City supports Commemorative Naming because of its ability to showcase the City's location and history as well as the special contributions of organizations and individuals. This helps to foster community identity and pride, and enhances Prince George's reputation.
- 5.2 Council has the authority to grant and remove Commemorative Naming of Civic Facilities.
- 5.3 The approval of Commemorative Naming should not result in ongoing costs for the City beyond what would be normal for the ongoing operation of the Civic Facility.
- 5.4 Wording on signage associated with Commemorative Naming should be in English and may also be in any other language approved by the City Council as appropriate in that instance.
- 5.5 Proposals for Commemorative Naming may be generated by Council, or submitted to the City by an organization or individual, as per Section 7.
- 5.6 Civic Facilities that have been identified for Naming Rights are not normally considered for Commemorative Naming. However, Civic Facilities may be considered for Naming Rights without requiring the removal of an existing Commemorative Name.
- 5.7 Commemorative Naming must not compromise the City's or a Tenant's ability to carry out its functions fully and impartially.
- 5.8 Tenant(s) will be notified of a Commemorative Naming Proposal for a Civic Facility they occupy through an Occupation Agreement.
- 5.9 The City's Heritage Commission will be notified if a Civic Facility on the Heritage Registry is proposed for Commemorative Naming.
- 5.10 Commemorative Naming is normally permanent. Council may, however, remove Commemorative Names upon consideration of the following:
 - 5.10.1 The historical context and/or significance (or perceived insignificance) of the existing name;
 - 5.10.2 The potential consequences for the individual or organization associated with the existing name;
 - 5.10.3 Any information regarding the effect of the name on the City's image;
 - 5.10.4 The cost and related implications of changing the name, such as replacing existing signage, rebuilding community recognition/awareness, and updated records; or
 - 5.10.5 Any other situation which Council deems appropriate.

- 5.10.6 An independent market valuation will normally inform a Naming Rights Agreement to ensure a fair, transparent, and consistent practice.
- 5.11 Commemorative Naming will normally not extend beyond the asset life of the Civic Facility named.
- 5.12 When naming Civic Facilities after individual persons, the practice shall be to use names of persons who are retired and/or deceased. Naming proposals will not be considered in honour of elected officials who are currently in office.
- 5.13 During the consideration of a Commemorative Name, the City will endeavour, to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide information to the public, with its responsibility to maintain confidentiality regarding third party interests.
- 5.14 Proposals for Commemorative Naming shall be evaluated using the following guidelines:
 - 5.14.1 The extent to which the naming proposal reflects Prince George’s history or heritage, is deserving of City recognition, and/or furthers a sense of community;
 - 5.14.2 The degree to which the proposed name is consistent with the City’s Reconciliation Framework;
 - 5.14.3 The degree to which the name may be regarded as offensive;
 - 5.14.4 The degree to which the name may be precedent-setting,
 - 5.14.5 The extent to which the name is used elsewhere in Prince George and may be confused with another facility or area, making it problematic or confusing for dispatching emergency services personnel;
 - 5.14.6 The ability of the proposed name to withstand the test of time;
 - 5.14.7 The ability to retain the original name (or parts thereof) within the new proposed name;
 - 5.14.8 The degree to which the name coincides or conflicts with the geographical or topological features, landmarks of historical significance/background, and/or ownership of the location;
 - 5.14.9 The availability of alternative means to recognize citizens’ contributions other than naming a Civic Facility; and
 - 5.14.10 Consideration of whether the Civic Facility should instead be named in exchange for financial consideration in accordance with the City of Prince George Naming Rights Policy.

6. AUTHORITIES

6.1 City Council may:

- 6.1.1 Approve Commemorative Naming Proposals and authorize Administration to implement the name and enter into any associated agreements; and
- 6.1.2 Authorize the removal of Commemorative Naming.

6.2 The City Manager may:

- 6.2.1 Evaluate Commemorative Naming proposals for Civic Facilities based on this Policy; and
- 6.2.2 Bring Commemorative Naming proposals to Council for decision. These proposals will be accompanied by a staff report.

7. NAMING RIGHTS AGREEMENTS

7.1 The following information should be provided in any Commemorative Naming Proposal:

- 7.1.1 Name of individual(s)/organization(s) making the application, if applicable;
- 7.1.2 Name of individual(s)/organization(s) being proposed for Commemorative Naming;
- 7.1.3 Name of historical site, significant event, geographic feature, or other basis for naming if not an individual or organization;
- 7.1.4 Background and reasons why the name should be considered; if an individual, a biography that includes the person's field(s) of endeavour. Example, civic affairs, the environment, sports, etc.;
- 7.1.5 Where appropriate, written consent from the nominee or their estate granting use of the name;
- 7.1.6 Proposed name for the Civic Facility;
- 7.1.7 Map noting location of the Civic Facility that is to be named;
- 7.1.8 Any evidence of public input;
- 7.1.9 In the case of a Civic Facility where there is a tenant(s), input from the tenant(s) or occupant(s); and
- 7.1.10 Any other information deemed relevant.