

DEPARTMENT: COMMUNITY SERVICES PARKS, RECREATION & CULTURE	DATE EFFECTED: APRIL 13, 1982 DATE REVISED: August 28, 1995 September 10, 2007 November 26, 2007	POLICY: Naming and Renaming of Parks R-2007-14 R-2007-35
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SECTION:1000.32

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POLICY

Purpose:

The purpose of this policy is to outline a procedure for the commemorative naming or renaming of parks/open spaces, and component features as part of the acquisition and/or management of these spaces by the City of Niagara Falls.

Commemorative Naming refers to the naming of a property in honour of outstanding achievement, distinctive service, or significant community contribution, generally without financial consideration.

Objective:

1. To provide a consistent process for the City of Niagara Falls to recognize significant local events, people and geographic features through the naming of parks/open spaces, and features;
2. To provide the guidelines by which names will be chosen for new City parks/open spaces, and features, and by which these features will be renamed, if necessary;
3. To include community involvement in the naming/renaming, and dedication of parks/open spaces, and features through a clearly defined process.

Definition of Terms

The following terms are provided for greater clarity.

Component Feature - means all substantial structures or recreational aspects of a park which includes, but is not limited to, such things as sport fields, ball diamonds, hard surface courts, tennis courts, lawn bowling greens, bocce courts, gardens, playgrounds, washrooms and skateboard park facilities, etc.

Commemorative Naming - naming rights granted to honour outstanding achievement, distinctive service, or significant community contribution. Commemorative naming will not be tied to a financial contribution.

Individual and Community Organization Commemorative Naming - naming rights granted to an individual, group of individuals, family foundation, or a non-profit community organization in recognition of significant philanthropy.

Open Space - includes, but is not limited to, trails, pathway systems, utility features such as storm-water management ponds, and other like structure under the jurisdiction of the City of Niagara Falls.

Parkland- means all parkland designations including, but not limited to, dedicated parkland, city-wide parks, community parks, neighbourhood parks, parkettes, open space, etc. owned by and/or under the jurisdiction of the City of Niagara Falls.

Significant Financial Gifts - means a monetary donation reflective of the total capital cost or appraised value of the amenity being considered for naming.

Criteria:

1.0 Commemorative Name Designation Associated with Functional Use, Geographic Location or Historical Significance.

- 1.1 Staff may assign a name based on the adjacent street, functional use, geographic feature, community name or historic significance. Examples include:
 - Alpine Park - adjacent to Alpine Dr.
 - Lundy's Lane Battlefield - Historical Significance
- 1.2 Chosen names within this designation shall be assigned by Staff and may remain unchanged until a formal request for a name change has been approved by Council.
- 1.3 The chosen name shall not conflict with similar names, in whole or in part. For example, if a park is named Oakes Park, no other similar name shall be used, such as Red Oak Park.
- 1.4 Generally, chosen names shall reflect the adjacent street name. For example, Ontario Park - majority of street frontage on Ontario Avenue. This is to ensure continuity and minimize conflicts for emergency services.

2.0 Commemorative Name Designation Associated in Honour of Individuals or Groups.

- 2.1 This section applies to any request to:
 - a) naming
 - b) renaminga park/open space, or component feature in honour of individuals or groups.
- 2.2 Council shall approve all names in honour of individuals or groups. All requests for naming, designating or renaming in honour of individuals or groups shall be submitted in writing, with supporting explanation and/or justification to the Chair of the Recreation Committee, c/o the Director of Parks, Recreation & Culture. Staff will forward a report with the Committee's recommendations to Council for consideration.
- 2.3 Names for consideration shall be those of distinguished persons, organizations,

corporations, foundations or families:

- a) where there has been significant contribution to the quality of life, well being of the City of Niagara Falls; or
- b) where the person/group is perceived as a role model and open to close scrutiny relative to their character, integrity and values; or
- c) demonstrated excellence, courage or exceptional service to the citizens of the City of Niagara Falls; or
- d) to memorialize or otherwise recognize substantial gifts and significant donors, individuals designated by donors, or individuals who have made exemplary or meritorious contributions to the City of Niagara Falls; or,
- e) where there is a strong historical or cultural connection to the City and has a major contribution to the historical or cultural preservation of the City; or,
- f) where there is a strong contribution toward environmental preservation, conservation or enhancement of the City; or,
- g) where there is a major contribution made to the acquisition, development or conveyance of land or building in question and/or its subsequent development; or
- f) where there is a direct relationship or association that exists between the place or former place of residence of the person or group and the facility/park to be named.

2.4 Naming in honour of elected or appointed public officials, City officials, or Staff shall normally occur only after the public service or City employment has concluded.

2.5 Notwithstanding the above, Council, by resolution, may approve a name or name change in honour of individuals or groups when circumstances justify such an action. Council may also remove the original name designation when circumstances justify such action.

3.0 Commemorative Names of Provincial, National or International Significance

3.1 Council may approve a name or name change in honour of individuals or groups who have made an outstanding contribution provincially, nationally, or internationally.

3.2 In such instances, and prior to approving the use of any name of individuals or group, Staff shall investigate any protocol and/or requirements of any provincial, national or international agency or organization.

4.0 Names Derived from Significant Financial Contributions

4.1 In selected instances where a naming request has been proposed as a result of receiving a unique and extraordinary financial, or other significant contribution, towards the acquisition, creation or redevelopment of a property or park consideration will be given to the sponsorship contribution being provided. The merits and value of each such naming will be evaluated on a case-by-case basis. It should not be assumed that a financial contribution guarantees that a park is named after the service club/business/individual/organization.

5.0 Renaming Existing Parks

- 5.1 Renaming of parks and open spaces carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community identification are important community values. Each application must meet the criteria in this policy, but meeting all criteria does not automatically ensure renaming.
- 5.2 Critical examination will be conducted to ensure that renaming the park will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as naming a park/open space, or component feature:
- a) Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks that have been named by deed restriction shall not be considered for renaming;
 - b) Parks and facilities named after individuals shall not be changed unless it is found that because of the individual's character the continued use of their name would not be in the best interest of the community.
- 5.3 Existing names will not be changed without the consideration of:
- a) the historical significance of the existing name;
 - b) the impact on the individual or organization associated with the existing name;
 - c) the cost and impact of changing existing signage, rebuilding community recognition and updating records (data bases, maps, promotional materials, etc.).
- 5.4 Only nominations having a direct relevance to the park/open space, or a component feature within the space in question will be considered for renaming.
- 5.5 Renaming of a park/open space, or component feature may occur if:
- a) the policy criteria are met; and
 - b) a valid justification for renaming the facility is provided; and
 - c) changing the name will not cause undue confusion within the community; and
 - d) an appropriate level of community support exists.

6.0 Inventory of Names

- 6.1 The Parks, Recreation & Culture Department shall be responsible for maintaining an inventory of names for parks/open spaces, and component features.
- 6.2 Proposals for names that will not be given consideration or counted as part of the inventory include:
- a) names that cause confusion for the public or emergency services due to duplication with an existing name;
 - b) names that duplicate a school or facility name that is not directly adjacent to the area to be named;
 - c) names that are meaningful only to a few members of the community;

- d) the proposal suggests a name after a specific builder or developer;
- e) the proposed name advertises a product or private company.

7.0 Signage

- 7.1 The City will be responsible for coordinating the public presentation of signage to acknowledge the naming/renaming designation. Costs associated with naming/renaming of a park/open space, or component feature as outlined in this policy will be assumed by the City of Niagara Falls.
- 7.2 The City will have final approval for the selection and location of any signage, including signage text and design.
- 7.3 The addition of flowers, plant material, other signage and/or ornaments/memorials near the sign, by the public, is prohibited.
- 7.4 The City will bear the responsibility of ongoing maintenance for the signage.

Procedures:

- 1. Any individual or group wishing to submit a request for naming/renaming any park/open space, or component feature must provide a written proposal to the Recreation Committee, c/o the Director of Parks, Recreation & Culture Department, and should include at least the following minimum information:
 - i) name of the applicant; and
 - ii) identification of the parks/open spaces or park features to be named/renamed; and
 - iii) proposed name; and
 - iv) background information describing the accomplishments and/or legitimacy of the name designation; and

Proposals are encouraged to include letters of endorsement supporting the application.

- 2. When there is a local neighbourhood association or community group associated with the area in which the park/open space, or component feature in question is to be named, the Parks, Recreation & Culture Department will circulate the proposal to those parties.
- 3. When possible, if a request to name/rename is directly associated with, or is on land that has been donated to the City, the original donor or family will be advised.
- 4. When a naming/renaming request is submitted, Staff shall conduct a historical review of the current name prior to recommending approval.
- 5. When a naming/renaming request is submitted, staff will ensure that the nominee being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased.

6. Naming/renaming requests will also appear on the City's website allowing for (30) thirty calendar days for written comments from the public to the Recreation Committee.
7. The Parks, Recreation & Culture Department will convene a meeting of the Recreation Committee, as appropriate, to review the request. Staff will consult and request comments from all other divisions that have jurisdiction relative to the amenity in question. Staff will forward the recommendation(s) of the Recreation Committee via a report to Council.
8. When a request proposes the naming/renaming of a park/open space, or component feature after an individual or group, the report shall be dealt with in-camera, similar to a personnel matter. This will ensure the integrity of the process and avoid any potential embarrassment.
9. The Parks, Recreation & Culture Department will notify the applicant of Council's decision.