



District of Central Saanich

Subject: Park Naming Policy

Intent

To establish clear principles for naming of parks within the District of Central Saanich.

Guidelines

- 1) In selecting the name for a Municipal Park and/or park feature, primary consideration will be given to local geography, history and tradition, and to natural features. Names of persons will not normally be used.
- 2) When selecting a park name, consider the following in order of priority:
 - a) Use of a “constant” physical reference, such as a geographical feature, adjacent street or subdivision name, excluding real estate and development company names (ex/ Verdier Park, Saanichton Bay Park);
 - b) historical or cultural association with the site (ex/ Centennial Park, Pioneer Park);
 - c) significant or predominate plant or animal indigenous to the park (ex/ Oak Haven Park).
- 3) Where acknowledgement of donations or significant individual contributions to District parks is desired, other means such as a plaque, cairn or other park feature should be used.
- 4) Naming of parkland after people may be considered when that person (or next of kin) has donated the land for park purposes and when the donor (or next of kin) specifically requests that the park be named as such.
- 5) The honouring of special persons by the naming of a park, or significant feature, should take into account the following criteria:
 - a) have strong community support;
 - b) information is provided that the individual contributed in a tangible way to the area where the park or feature is located, or to the District generally (ie/monetary, public service, etc);
 - c) if deceased, then one year should have passed since the death of the individual, except in the case of a donation or bequeathing of parkland.
- 6) Notwithstanding the above, if a personal name – of either a living or deceased person – is in common local use by the general public, the name may be considered for official adoption.
- 7) Existing parks that are already named should not be renamed.

- 8) Other unique proposals should be considered in special circumstances that do not necessarily follow these guidelines (ie/ naming after a special use or theme the park was designed for).

PRACTISES TO BE AVOIDED:

- use of existing (or similar) names of parks within the Capital Regional District, to avoid duplication and confusion;
- naming a park after a nearby, but not immediately adjacent, school or institution that may lead to confusion regarding their respective locations;
- naming a park after the developer or real estate company;

PROCEDURE FOR NAMING PARKS:

- 1) That upon identifying the need to select an official name for a District-owned park, an Ad Hoc Park Naming Committee be established for the purpose of reviewing potential park names and preparing a short-list for consideration by Municipal Council. This Committee shall be comprised of: 2 members of Municipal Council (one of which is the Chair of the Parks, Facilities and Recreation Committee of Council); a representative of the Saanich Pioneer Society, a representative of the Central Saanich Heritage Commission and the Manager of Community Services.
 - 2) Potential names will be solicited from the general public through a contest, or other community participation mechanism, and be presented to the Park Naming Committee.
 - 3) The Committee shall meet to review all suggestions received, and guided by the District's policy for park naming, prepare a short-list of recommended names.
 - 4) Recommended park names will be submitted to Council for consideration, selection and endorsement. Council has the final authority to name parks.
 - 5) Upon Council's approval of a park name the:
 - a) Community Services division will advise all internal departments accordingly, as well as, revise the District Park Inventory, in-house literature and parks administrative records;
 - b) Engineering Department will update mapping, as required;
 - c) Parks Maintenance division will arrange for production and installation of appropriate signage indicating the new park name.
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