

## Interim Guidelines and Procedures for Naming Civic Assets

### Purpose

This document provides guidelines for naming civic assets and outlines the procedure for advancing a proposed name to Council.

### Guidelines

#### 1. Scope of Interim Guidelines

Assets that can receive a formal name, as outlined in the Terms of Reference for the Executive Committee of Council (Executive Committee), include parks, civic buildings, and facilities.

Council direction must be received to formally name any other type of asset.

In cases where Council provides direction to name an asset other than a park, civic building, or facility, such direction should specify whether the name should be recommended to Council by the Executive Committee, through another Council Committee (such as the Community Heritage Commission), or if Council will identify the name.

Should Council direct staff to advance a recommended name through a body other than the Executive Committee, the procedure outlined in this document can be followed for the naming of such assets, with adjustments as needed. It is suggested that staff contact the Corporate Officer for guidance in these situations.

Previous examples of other types of assets and spaces receiving a formal name through recommendations that were considered, approved and adopted by Council, include:

- the Pixie McGeachie Reading Room at the City Archives in McGill Library;
- Drummond's Walk at Barnet Marine Park; and
- the Central Park Variety Playground.

#### 2. Guidelines for Naming an Asset for an Individual

Naming a civic asset is a way to recognize or acknowledge significant individuals who have contributed to, and shaped, the City of Burnaby. The following guidelines can be used when considering naming a civic asset for a person:

- Consideration of length of service, with a preference for individuals with a sustained period of service to the City and/or the community.
- Consideration of how the nominee serves as an exemplar of the City of Burnaby's values, as set out in the Corporate Strategic Plan: Community,

Integrity, Respect, Innovation, and Passion. The values of equity, diversity and inclusion should also be considered.

- Assets should not be named for a member of Council or other elected or appointed official representative of the City of Burnaby while they are holding office, or for a City staff member while they are employed at the City.

### 3. Guidelines for Naming Assets Based on Geography

Many civic assets have place names based on geographic location. Examples include the Burnaby Art Gallery, the Edmonds Community Centre or the Riverway Golf Course. The following guidelines can be used when naming a civic asset for a geographic feature:

- Use of the name “Burnaby” should be reserved for assets that serve the community as a whole.
- Geographic place names should correspond to their location, either by reflecting existing names or natural, cultural and/or built characteristics.

Note that place names that are in turn named for a person (such as Edmonds and Willingdon) are considered geographic-based names.

#### **Procedure**

This procedure applies to the naming of municipal parks, buildings, and facilities.

Step 1: Staff advance a report to the Executive Committee that includes a suggestion of a geographic-based name for a new facility. Responsibility for initiating the process outlined below lies with the head of the department that will be operating the facility. The proposed geographic-based name should be reviewed by the Director of Indigenous Relations and Reconciliation prior to the meeting.

At the meeting, the Executive Committee will provide direction on whether they would like to:

- Recommend a geographic name to Council (either the suggested name or a different geographic name), or
- Consider a name that honours an individual at a future meeting. **Any Council or committee discussion of proposals that commemorate individuals must take place at a closed meeting, pursuant to Section 90(1)(b) of the *Community Charter*.**

Step 2: If the Executive Committee recommends a geographic name for Council's consideration, the recommendation can be advanced to Council at an open meeting. Steps 3 through 6, and Step 8 outlined below are not necessary if a geographic-based name is recommended and approved.

If the Executive Committee identifies one or more names of individuals to be considered as namesakes for the civic asset, staff will prepare a well-researched biography for each namesake being considered. The biography should be prepared by a staff member skilled in historical research methods, such as staff in heritage planning, City Archives, or the Burnaby Village Museum.

Step 3: The Director, Indigenous Relations and Reconciliation reviews the proposed name(s).

Step 4: Staff advance a report providing information on the proposed namesake(s) to the Executive Committee at a closed meeting, to seek direction from the committee to advance a recommended name to Council. The report includes the biographies that have been prepared, and provides comments from the Director, Indigenous Relations and Reconciliation, for the consideration of the committee.

Step 5: Once a recommended name has been determined by the Executive Committee, a report recommending the proposed name will be advanced to Council at a closed meeting.

Step 6: Following Council approval of a name that commemorates an individual, the following steps are required:

- a. engagement with the person to be commemorated (“namesake”), or with their family or other stakeholders as appropriate, to request their support for the proposal.
- b. review of the biography created by staff by the namesake (or their family or other stakeholders), including the opportunity to make corrections or provide additional information.
- c. with support for the proposal from the namesake and/or their family or other community stakeholders, an information report to Council at an Open Council meeting will follow.
- d. If there is not support from the individual, or from their family and/or community stakeholders, staff will prepare a report for discussion at a closed Council meeting with a recommended course of action.

Step 7: For all approved names (both those based on individuals, and those based on geographic locations), Public Affairs will manage communication of the new name to the community and interested parties.

Step 8: Staff will prepare a commemorative sign identifying the namesake for installation at the new facility, to include a brief biography. The sign will be located at a prominent location, printed on a durable and permanent material (such as glass), and meet accessible graphic design standards for readability.

The content and design of the sign will be reviewed by Marketing and Communications.

## **Decommissioning Names**

This procedure applies to decommissioning the name of a municipal park, building, or facility, including any features and spaces within those assets that were formally named by Council or a Committee of Council. Responsibility for initiating the procedure outlined below lies with the head of the department that operates the facility. Below are the key steps in the procedure.

- Step 1: Staff will initiate a discussion on decommissioning the name of a civic asset at a meeting of the Executive Committee. If the name commemorates an individual, the discussion must take place at a closed meeting. Staff will provide the committee with a well-researched biography of the namesake, and will review the namesake with the Director, Indigenous Relations and Reconciliation, prior to the meeting.
- Step 2: If the Executive Committee recommends that Council decommission the name, staff will prepare a report that outlines the reasons for decommissioning the name and identifies plans for commemorating the namesake (when appropriate), such as including a plaque or interpretive panel to be displayed at the site. The report will be advanced to Council at a closed meeting, if the name being decommissioned is the name of an individual.

If the name being recommended for decommissioning is a geographic-based name, the recommendation can be advanced to Council at an open meeting, and then communicated to the community by Public Affairs.

- Step 3: If the name being decommissioned is the name of an individual, the following steps are required following Council approval:
- a. engagement with the namesake, or with their family or other stakeholders as appropriate, to share the City's plans to decommission the name.
  - b. release of Council's decision through an open report at a Council meeting.
  - c. communication of the decommissioning to the community by Public Affairs.