

**Title: Naming**

**Resolution: 2024-0274**

**Special Notes/Cross Reference:**

**Revised:**

**Next Review Date:**

**POLICY STATEMENT :** The primary function of naming Municipal Assets is to recognize and commemorate Westlock's diverse communities, both historical and growing, and their contributions; local indigenous histories and the flora, fauna and natural features of the community.

**PURPOSE :** To provide a consistent process and framework for the naming of Municipal Assets in the Town of Westlock.

## **1. DEFINITIONS**

- 1.1 *Administration* – means the CAO, Senior Management, or designated support staff of the Town of Westlock.
- 1.2 *Chief Administrative Officer (CAO)* – means the Chief Administrative Officer of the Town of Westlock as appointed by Council.
- 1.3 *Council* – means the municipal Council for the Town of Westlock.
- 1.4 *Municipal Asset* – means all physical infrastructure that is necessary to support the social, economic, and environmental services provided by the Town.
- 1.5 *Name Reserve List* – means a list of potential names to be used in the naming or renaming of Municipal Assets.
- 1.6 *Naming Rights*- means a financial arrangement where a corporation, person, or other entity pays to name a facility, object, location, program, or event for a certain period of time.
- 1.7 *Town* – means the Town of Westlock.
- 1.8 *Town Facilities* – means any building, structure, facility, or park, leased or operated by the Town, its agents, agencies, departments, and authorized designees.
- 1.9 *Westlock* – means the geographical region encompassing the Town of Westlock, Westlock County and the Village of Clyde.

**2. SCOPE**

- 2.1 This policy applies only to Municipal Assets, with the exception of:
- a) Any Municipal Asset for which naming rights have been sold;
  - b) Town Facilities that are leased to third parties where the lease allows the lessee to name the facility, or the leased portion of the facility, for the term of the lease;
  - c) Any name recognition made conditional upon the exchange of money, land, or services (sponsorships or donations). Naming of Municipal Assets in connection with sponsorship and donation shall be negotiated by the Chief Administrative Officer for approval by Council or in accordance with other Council policies or bylaws; or
  - d) Any Municipal Asset whose naming rights are under the jurisdiction of Westlock school boards or the Province.

**3. NAMING COMMITTEE**

- 3.1 Naming Committee will be established by the CAO. Membership of the Naming Committee consists of one representative from each of the following Town departments and one (1) member of Council.
- a) Community Services
  - b) Planning and Development
  - c) Finance
  - d) Operations
  - e) Communications and Marketing

**4. RESPONSIBILITIES**

- 4.1 Only Council may approve;
- a) A Commemorative Name for a newly acquired, constructed or commissioned Municipal Asset,
  - b) The removal of an existing name from a Municipal Asset for the renaming of a Municipal Asset.
- 4.2 The Planning and Development Department is responsible for approving names for Parks, Neighbourhoods (a Neighbourhood Plan), and Stormwater Management Facilities, in accordance with this Policy and related administrative procedures.
- 4.3 The Naming Committee is responsible for:
- a) Reviewing and approving names submitted for naming and applications for name removal and renaming of Municipal Assets
  - b) Reviewing and approving names for addition to the Names Reserve List
  - c) Providing advice related to removing the name of a Municipal Asset, and renaming a Municipal Asset, as required and in accordance with this policy and related administrative procedures.

**5. NAMING PRINCIPLES**

- 5.1 Already named municipal assets shall remain until a renaming application has been approved.
- 5.2 Naming shall be easily understood and allow for systematic expansion as Westlock grows.
- 5.3 Naming shall follow good cartographic practices and enable geographic locations to be found quickly and without incident to ensure efficient emergency response of first responders, and to avoid interfering with the functions of delivery services, utility services, mail delivery, and wayfinding.
- 5.4 Naming recommendations shall follow a transparent process allowing for consistency in the decision-making process.
- 5.5 Using a Naming Request Submission Form as prescribed by the CAO, a recommendation for a name for a newly acquired, constructed, or commissioned Municipal Asset may be made by;
  - a) Any member of Council
  - b) Town Administration
  - c) Any person who resides in, or has a substantial connection with Westlock
- 5.6 Commemorative Names of Municipal Assets should encourage greater diversity, equity, and inclusion throughout the Town, and should promote equity in understanding of history and its legacy on communities, and acknowledge the impacts of colonialism.
- 5.7 Names and themes may be in any language used by residents of the Town of Westlock with consideration given to local Indigenous languages.
- 5.8 Proposed names in a language other than English should be supplemented with pronunciation guides, correctly accented characters, and the definition be included with the proposed name if not in English.

**6. NAMING CRITERIA**

- 6.1 Names shall reflect or reference at least one of the following:
  - a) Local geography, or topographical feature of the local or regional area.
  - b) Flora fauna, or other natural features, reflecting the Town's agricultural identity.
  - c) Traditional usage, ways of knowing, cultural and historical interpretive elements of local and regional Indigenous peoples.
  - d) A historical event significant to local Indigenous communities, the Town of Westlock, the Province of Alberta, or Canada.

- e) Historical, cultural, ethnic, language, or gender or other aspect of diversity of the community.
  - f) Generic names that support an approved theme or existing naming structure.
- 6.2 Commemorative Names shall be given to Municipal Assets only on rare occasions and shall meet at least two of the following criteria or sub-criteria who:
- a) Has demonstrated excellence, courage, or exceptional dedication to service;
  - b) Gives or has given extraordinary help or care to individuals, families, service clubs, cultural groups, ethnic organizations, community organizations, or support for community services or humanitarian causes, or for boards working to enhance the quality of life in the Town of Westlock;
  - c) Fosters equality and reduced discrimination;
  - d) Risks or has risked their own life to save or protect others;
  - e) Achieves a deed or activity preformed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to the Town of Westlock, to Alberta, or Canada;
  - f) Has contributed in a prominent role in advocating for the service being rendered by the Municipal Asset;
  - g) Has made an exceptional contribution of service in areas that have benefited the community;
  - h) Is of historical significance in contributing to the establishment or growth of the Town of Westlock.
- 6.3 Should Council approve a name in commemoration of an individual, a public recognition event may be held by the Town to commemorate the history or significant contributions of the individual.
- 6.4 Names of Municipal Assets shall not:
- a) Be or be perceived to be discriminatory or derogatory of any person or group.
  - b) Reference a person, group, symbol, practice, or event that oppressed or caused harm to anyone in the past or that may cause present or future harm.
  - c) Result in inappropriate abbreviations or acronyms.
  - d) Duplicate another name of a Municipal Asset.
  - e) Detract from the character or integrity of the community, or from the aesthetic quality of the Municipal Asset or interfere with its enjoyment or use.
  - f) Cause the Town to be in breach of any agreement related to the acquisition or management of the Municipal Asset; or
  - g) Make a direct or indirect reference to recent events or recently deceased individuals. Events or names of deceased individuals may be considered only after two years have elapsed from the time of the event or date of death.

## **7. COMMEMORATIVE NAMING APPLICATIONS**

- 7.1 Commemorative Naming nominations shall follow a process established by Administrative Directive of the CAO to ensure that vetting of Commemorative Names

is consistent, that applications for Commemorative Naming meet the Commemorative Naming Criteria and that the process is accessible to all persons who reside in or have a substantial connection to Westlock.

- 7.2 Proposed names in an Indigenous language recognizing an Indigenous organization, event, or concept shall require consultation with Indigenous communities and adherence to appropriate Indigenous practices or protocols.

## **8. NAMING NEW MUNICIPAL OWNED BUILDINGS**

- 8.1 A newly acquired, constructed, or commissioned Municipal Building shall refer to the Name Reserve List for an appropriate name. Should a proposed name not be on the Name Reserve List, the proposed name shall comply with the Naming Criteria outlined within this policy.

- 8.2 Municipal Assets shall be named to include their functional use, where appropriate.

## **9. NAMING OF NEIGHBOURHOODS**

- 9.1 The naming of a neighbourhood that shares the same boundaries as its Area Structure Plan, shall be approved by Council prior to or at the time of passage of its Area Structure Plan Bylaw.

## **10. NAMING OF PARKS**

- 10.1 The naming of Town Parks shall be in accordance with the naming process for Municipal Owned Buildings, except if the name is the same as the name of the adjacent Neighbourhood.

- 10.2 The park shall be named to include its functional use, i.e. "Park".

## **11. NAMING OF RECREATION FACILITIES**

- 11.1 Recreational facilities should be named after the park or neighbourhood in which the facility is located, where appropriate and in alignment with the Naming Criteria.
- 11.2 The facility shall be named to include its functional use, where appropriate. Examples would include, but not limited to, "Field", "Arena", etc.

## **12. NAMING OF STORMWATER MANAGEMENT FACILITIES**

- 12.1 A Stormwater Management Facility should be named after the neighbourhood in which it is located and numbered based upon the number of Stormwater Management Facilities within the same neighbourhood, as identified in its Area Structure Plan.

- 12.2 Stormwater Management Facilities shall be named to include their functional use, i.e., "Stormwater Management Facility" or "SWMF".

### **13. NAME REMOVAL CRITERIA**

- 13.1 Applications for removal of a name from a Municipal Asset will be considered where the name:
- a) Refers to current or historic persons known for their discriminatory views or actions, including committing or perpetuating acts of racism, violence, and/or harm;
  - b) Includes derogatory terms that might represent or be linked with discriminatory views and actions;
  - c) Negatively represents any group or its culture;
  - d) Is inconsistent with the Town's membership in the Coalition for Inclusive Municipalities; or
  - e) Brings the Town into disrepute.

### **14. NAME REMOVAL/ RENAMING PROCESS**

- 14.1 Any person who
- a) Resided in or has a substantial connection with Westlock; and
  - b) Demonstrates a substantial level of community support for the proposal in a manner set out in an Administrative Directive issued by the CAO may submit an application to remove a name from or rename an existing Municipal Asset.
- 14.2 Applications for naming removal/renaming shall be dealt with through an established and transparent process prescribed by the CAO in an Administrative Directive.
- 14.3 The Naming Committee may request additional information from an applicant for name removal and/or renaming, and/or conduct additional research and/or public consultations, to determine the appropriate response to the request.
- 14.4 The Naming Committee will review applications for name removal based on the Name Removal Criteria.
- 14.5 If the Naming Committee determines that an application for name removal may meet the Name Removal Criteria, the Naming Committee will notify affected community groups.
- 14.6 The Naming Committee will make one of the following responses to an application for removal of a name from a Municipal Asset and/or for renaming of the Municipal Asset:
- a) Approved;
  - b) Request that additional information be provided prior to making the decision;

- c) Serve notice of rejection of the application for name removal and/or renaming, giving written reasons for the rejection to the applicant with a copy of the rejection notice provided to the CAO and to all members of Council.
- 14.7 Recommend to Council that the name of the Municipal Asset be removed and make a concurrent recommendation for a new name for the Municipal Asset in accordance with the Naming Criteria or drawing from the Name Reserve List.
- 14.8 Authority to rename a Municipal Asset for any reason specified in the Naming Criteria is held by Council.

## **15. RENAMING CRITERIA**

- 15.1 Renaming a Municipal Asset may occur under one of the following circumstances:
- a) When a name removal application has been approved by Council; or
  - b) When a non-commemorative name of a Municipal Asset is to be replaced with a Commemorative Name or an Indigenous language name to honour an individual or local Indigenous community.

## **16. APPLICATION PROCESS**


- 16.1 Community members may be invited and encouraged to submit applications when naming opportunities arise.
- 16.2 Naming opportunities may be advertised in the local paper.
- 16.3 Administration and Council will be able to bring forward names through the application process as well.

## **17. NAMING APPLICATIONS**

- 17.1 Naming applications submitted to the Naming Committee must include the following:
- a) Justification in the name
  - b) Applicant's information
  - c) Proposed names honouring an individual must have a complete biography which includes:
    - i) Date and location of birth;
    - ii) Education;
    - iii) Highlights of career and contribution to the Town, Alberta or Canada;
    - iv) Volunteer service;
    - v) Citations; and
    - vi) Family consent
  - d) Name, other than a person, must include a write-up of the proposed name;

- e) Map or address identifying the location of the Municipal Asset of the proposed name;
- f) Community Organizations;
- g) A minimum of five (5) letters of support from residents of the Westlock Region.

  
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Jon Kramer, Mayor

  
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Simone Wiley, CAO