

Municipal Features Naming

Policy Type: GOVERNANCE PROCESS | GP-D-2.3

1 Purpose

- (1) Naming of a Municipal Feature plays an important role in simple and unambiguous identification of location and navigation within the city of Red Deer.

2 Application

- (1) This Policy applies to the naming and renaming of Municipal Features, including the consideration of commemorative naming proposals.

3 Guiding Principles

- (1) When naming Municipal Features:
 - (a) when appropriate, wayfinding is considered when selecting and applying names.
 - (b) names must consider Emergency Response and Canada Post standards, policies, and practices.
 - (c) the contributions, achievements, or interests of a person must be relevant and connected to the Municipal Feature for which such name is proposed.
- (2) Council may separately name an Element of a Municipal Feature.

4 Naming Considerations

- (1) The City Manager or designate may submit any name for a Municipal Feature to Council for consideration.
- (2) The proposed name must be evaluated based on:
 - (a) emergency response use (e.g., confusion with similar names, redundancies);
 - (b) signage limitations (i.e., number of characters or words);
 - (c) the possibility of misuse in a derogatory or profane manner;
 - (d) documented proof demonstrating that the proposed commemorative name meets one of the requirements listed under s. 5 of this Policy;
 - (e) permission and agreement from the individual who is being commemorated or surviving family member(s) before consideration; and
 - (f) results from public engagement opportunities and feedback from circulation to City departments.
- (3) Names which reflect or imply a reference to any of the following will not be eligible:
 - (a) an elected official currently in office; or
 - (b) names that do not meet any of the criteria listed within this Policy or are inconsistent with the mission, vision, and values of The City.

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- (4) Council balances public and private interests, recognizing both an exchange of monies for naming rights, as well as where there is no financial consideration when naming a Municipal Feature.
 - (a) Selling the name of a facility to an external organization or corporation must adhere to Council's Sponsorship Policy PS-A-2.6.

- (5) Council is guided by the following Policies when naming Municipal Features:
 - (a) Civic Pride & Ownership Policy PS-A-2.0;
 - (b) Public Image Policy EL-B-2.2; and
 - (c) Relationships with Other Entities Policy EL-B-2.3.

5 Commemorative Naming Criteria

- (1) A Municipal Feature may be named to commemorate:
 - (a) historical significance and landmarks;
 - (b) partnerships with Indigenous communities;
 - (c) extra-ordinary achievement; or
 - (d) significant contributions to Red Deer, Alberta, or Canada.

- (2) Names may reflect the traditional usage or ways of knowing of local and area Indigenous people.

- (3) Names may reflect a historical event significant to Red Deer, Alberta, or Canada.

- (4) Names may recognize the flora and fauna of the local area or the geographical feature of the local area.

- (5) If a Municipal Feature is being named after a person, the name must meet at least two of the following criteria:
 - (a) a person who demonstrates excellence, courage, or exceptional dedication to service in ways that bring special credit to Red Deer, Alberta, or Canada.
 - (b) a person who volunteers and gives extraordinary help or care to individuals, families, or groups, or supports community services or humanitarian causes.
 - (c) a person who risks one's life to save or protect others.
 - (d) a person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to Red Deer, Alberta, or Canada.
 - (e) a person who demonstrates excellence, courage, or exceptional dedication to service in ways that reflect the heritage and identity of a community in Red Deer.

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(6) The names of persons who are closely connected to Red Deer should be preferred over those who have achieved national or international status but are not closely connected to Red Deer.

(7) Names may be placed in the Names Registry for future consideration if they conform to the naming criteria.

(a) Names must be consistent with the mission, vision, and values of The City.

6 Commemorative Naming Applications

(1) Naming applications submitted to the City Manager or delegate must include the following:

(a) justification for the name;

(b) applicant's information;

(c) proposed name(s) commemorating 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 city of Red Deer, Alberta, or Canada;

(iv) volunteer service; and

(v) citations.

(d) map identifying the location of the Municipal Feature of the proposed name;

(e) Administration's support for the naming of the Municipal Feature;

(f) acknowledgement of how the costs associated with the proposed naming will be incurred;

(g) community league support, if applicable;

(h) family consent; and

(i) letters of support.

7 Renaming of a Municipal Feature

(1) Council may consider the renaming of a Municipal Feature if:

(a) there is a strong rationale that the existing name is discriminatory, derogatory, or conveys a negative or offensive connotation;

(b) the views or action of the individual, family, or organization after whom the Municipal Feature is named no longer reflect Red Deer's current community values of equity and inclusion;

(c) there is strong support from the community impacted by the existing name;
or

(d) the existing name does not comply with the naming criteria listed under s. 5 of this Policy.

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8 Removal of a Municipal Feature

- (1) Council has the final authority to remove or decommission a named Municipal Feature.

Definitions

- 9 “**Elements**” means a major component of a Municipal Feature such as bridges, trails, park nodes, playgrounds, landmarks, etc.
- 10 “**Municipal Features**” means City-owned infrastructures identified and deemed appropriate for naming that include, but are not limited to, an Element, park, or public facility.

The following are not considered to be a Municipal Feature:

- (1) the City Hall as stipulated under the Organizational Bylaw, fire halls, and police stations;
- (2) streets and development areas as established under the Civic Address and Street Naming Bylaw;
- (3) assets that can be replaced in the short term, assets that can no longer be used for its original purpose or the performance has been impaired, or assets that are not significant enough to be meeting naming parameters (e.g., shrub beds, fleet equipment); and
- (4) where currently established naming processes are already in place (e. g., commemorative bench naming).

- 11 “**Names Registry**” means a list of the names that meets the criteria listed under s. 5 of this Policy.

Document History:

Policy Adopted	June 12, 2023
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