

*New Civic Asset  
Naming Policies Update*

*March 11, 2024*

# Steps To-Date



JURISDICTIONAL  
RESEARCH



POLICY REVIEW &  
INTERNAL  
CONSULTATIONS



AREAS OF FOCUS  
FOR POLICY  
IMPROVEMENT



PREPARING FOR  
EXTERNAL  
CONSULTATION

# In-Scope Council Policies

Focus is on high use, high impact policies that relate to imminent naming needs:

- Naming Street Name and Address Changes and Compensation – [Policy No. 363](#)
- Park Naming – [Policy No. 251](#)
- Civic Community Facility Naming – [Policy No. 343](#)

Re-naming is not a focus at this time, but mechanisms for naming of new assets may be evolved to address re-naming needs in the future

# Imagine Kelowna

## PRINCIPLE 1: COLLABORATIVE

A community where people of all backgrounds work together to meet collective challenges.

Goal: Engage with the Okanagan's traditional past and heritage as foundations for building a fair and equitable community

*We will honour our rich heritage while also following the lead of our local Indigenous communities towards a path of reconciliation.*



Chief Sw'kn'cut (2019 ; Crystal Pryzybille)

# Official Community Plan



[Chapter 2](#)  
Community  
histories



[Chapter 9](#)  
Equitable  
community  
(9.2.1, 9.2.2)

[Chapter 11](#)  
Heritage  
(11.2, 11.3.1, 11.4)

# Cultural Plan

## Goal 5: Learn from our Past

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5.1	Honour the importance and share the history and culture of Indigenous people with a focus on the local syilx/Okanagan People
5.2	Spark interest in our history and share the value of preserving our heritage
5.3	Establish a framework for including the voice of Indigenous artists and cultural leaders in the creative sector
5.4	Tell stories about the history of our community and the land we live on
5.5	Strengthen linkages between heritage and cultural tourism

# Jurisdictions Reviewed

- ▶ Vancouver
- ▶ Kamloops
- ▶ Victoria
- ▶ Prince George
- ▶ Calgary
- ▶ Red Deer
- ▶ RDCO
- ▶ Edmonton
- ▶ Toronto
- ▶ Ottawa
- ▶ Charlottetown
- ▶ Saskatoon
- ▶ New Brunswick

# Considerations from other Jurisdictions

## DEI

- Recognize diverse cultures and histories
- Avoid culturally divisive naming
- Consider naming as a historically relevant act that reflects present day community

## Reconciliation

- Recognize Indigenous knowledge and rights
- Consider role of naming in language revitalization
- Recognize land-based cultural practices

## Wayfinding

- Maintain the primacy of wayfinding and navigation
- Continue to use neighbourhood naming conventions as a standard but define where exceptions may occur



# Considerations from other Jurisdictions

## Co-naming

- Consider co-naming as a way to recognize multiple histories

## Sponsorship & Commemoration

- Maintain these as distinct, valid drivers of asset names

## Procedures for name review & validation

- Update and clarify procedures for how names are selected and validated

# Next Steps

- ▶ Internal and external consultations on modernized policy directions
- ▶ Draft policy language
- ▶ Identify key implementation steps and success factors
- ▶ Present revised policies to Council for consideration in Q4

# Questions?