



# New Civic Assets Naming Policy Options

March 3, 2025

# In Scope Council Policies

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

# New policy approach

- Harmonize different asset types into one policy
- Create a menu of options for naming that celebrate and reflect the landscape and diversity of our community
- Provide transparency to the public and align naming policy with current OCP , community vision and cultural plan

# Major and Minor Assets

Major asset	Minor asset
<p>an asset with a regional, City-wide or substantially multi-purpose use</p> <p>an asset that consumes a significant land mass within the City of Kelowna boundaries</p>	<p>An asset with a singular, specific purpose</p> <p>an asset contained within a major asset</p> <p>an asset with an intended use that is limited to a core area, a neighbourhood or an otherwise defined limited area of the City</p>

# National and local examples

01

Calgary

02

Toronto

03

Victoria

04

Edmonton

05

Regional District of Central Okanagan

# National and local examples



# Consultation process

- Central Okanagan Heritage Society
- Kelowna Museums
- Metis Community Services
- Westbank First Nation
- Okanagan Indian Band
- Ki-Low-Na Friendship Society
- Central Okanagan Local Immigrant Partnership
- Regional District of the Central Okanagan staff

# Policy Options



Land based  
naming



Interpretive  
cultural  
animation of  
public space



Wayfinding



Dual naming



Language  
Revitalization



# Related Existing Council Policies

- Sponsorship
- Public Engagement
- Commemorative Recognition



Questions?