

Report to Council



Date: May 26, 2024
To: Council
From: City Manager
Subject: New Civic Asset Naming Policy Adoption
Department: Communications

Recommendation:

THAT Council receives, for information, the report from the Communications Department dated May 26, 2025 with respect to the proposed New Civic Asset Council Policy;

AND THAT Council adopts Council Policy No. 394, being New Civic Asset Naming;

AND FURTHER THAT Council rescinds Council Policy No. 251, being Park Naming, and Council Policy No. 343, being Civic Community Facility Naming.

Purpose:

To adopt Council Policy No. 394 New Civic Asset Naming and rescind related policies.

Background:

Prior to this report, Council has adopted the following resolutions with respect to the naming of new civic assets owned and operated by the City.

Previous Council Resolutions

Resolution	Date
THAT Council receives, for information, the report from the Community Communications Manager dated March 11, 2024, with respect to the naming of new civic assets; AND THAT Council directs staff to prepare an updated naming of new civic assets policy based on best practices and consultations.	March 11, 2024
THAT Council receives, for information, the report from the Community Communications Manager dated March 3, 2025 with respect to potential policy directions for the New Civic Asset Naming Council Policy. AND THAT Council directs staff to bring forward a draft New Civic Asset Naming Council Policy for consideration following on this report.	March 3, 2025

Feedback received from Council through these prior reports has been consolidated and incorporated into a proposed policy that reflects both leading practices from other jurisdictions and a made for Kelowna approach.

Discussion:

Through prior reports, Council has reviewed the [policy directions from municipalities across the country](#) that have recently updated their naming policies, as well as [possible policy directions for Kelowna](#) that reflect the City's community vision (Imagine Kelowna), the Official Community Plan (Kelowna as We Grow) and our Cultural Plan. The proposed Council Policy reflects these inputs as well as consultations held with community-based organizations including Syilx/Okanagan language and cultural guides, local Indigenous community serving organizations, as well as culture and heritage organizations and Tourism Kelowna.

The policies proposed for rescindment will now be sufficiently covered by one single Council policy, making future updates more efficient and ensuring a consistent approach as the City rapidly grows and adds new amenities and assets to the community. At the same time, the statements within the new policy are flexible to the unique circumstances of an asset, such as neighbourhood naming conventions or unique natural features and history of the land on which the asset is being developed. While asset naming is routine and frequent, it may still involve unique circumstances, history and intended use of the asset for the community, which can result in a variety of different name options depending on the project.

Key features of the new policy (attached as Schedule A) include:

- Affirmation that the land and our natural assets contribute to asset names
- Definitions for major and minor assets, which ensure clarity that major asset decisions rest with Council while minor asset decisions can be made routinely at the staff level using the new policy as guidance
- An option for dual naming under specific circumstances
- References to other Council policies which may direct name selection on a new asset (Council Policy No. 376 Corporate Sponsorship and Advertising, Council Policy No. 242 Commemorative Recognitions in City Parks)
- A commitment to incorporating language learning features into public spaces that will have multi-lingual naming or cultural installations present
- A commitment to educational, enriching and culturally diverse public spaces

Conclusion:

New assets are a form of history-making for our community which should foster pride and unification around the impact and benefits of the new asset. The New Civic Asset Naming Policy provides clear direction for our community as a whole as we proceed with a historic level of community amenities and assets over the next five years. The new policy ensures staff can propose names for new assets that are reflective of our community's diversity and natural beauty. It affirms our commitment to vibrant, inclusive public spaces and gives a range of options for naming that serve to support that commitment.

Internal Circulation:

Parks Planning and Design, Facilities Planning and Design, Partnerships, Real Estate, Cultural Services

Considerations applicable to this report:

Existing Policy:

[Council Policy No. 251](#) Park Naming

[Council Policy No. 343](#) Civic Community Facility Naming

[Council Policy No. 363](#) Naming Street Name and Address Changes and Compensation

[Council Policy No. 376](#) Corporate Sponsorship and Advertising

[Council Policy No. 242](#) Commemorative Recognition (Plaques) in City Parks

[Council Policy No. 372](#) Engage

Consultation and Engagement:

Following Council's resolution on March 3, 2025, staff conducted additional community consultation with Tourism Kelowna, which has been considered alongside the feedback received from community-based organizations in prior phases of the policy development process that were outlined in the report to Council on March 11, 2025.

Communications Comments:

References to the new policy will be made throughout the public facing project materials for new assets as they are promoted for public engagement and awareness. Staff may also incorporate site specific relevant information for the public to understand potential name options, where appropriate, on a project by project basis.

Considerations not applicable to this report:

Legal/Statutory Authority

Legal/Statutory Procedural Requirements

Financial/Budgetary Considerations

Submitted by: C. Matte, Community Communications Manager

Approved for inclusion: L. Corcoran, Communications Director

Attachments:

Attachment A – Council Policy No. 394 – New Civic Asset Naming

cc:

D. Edstrom, J. Gabriel, M. Logan, R. Smith M. Steppuhn, A. Johnston, J. Saufferer, M. Kam, C. McWillis, R. Miles, N. Kilmartin