



New Civic Assets Naming Policy

May 26, 2025

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

Policies for rescindment

- Park Naming – [Policy No. 251](#)
- Civic Community Facility Naming – [Policy No. 343](#)

Other policies related to naming

- Council Policy No. 376 Sponsorship & Advertising
- Council Policy No. 242 Commemorative Recognition in Parks
- Council Policy No. 372 – Engage

Key features of the new policy

- 01 The land and what it provides
- 02 Educational, enriching & inclusive public spaces
- 03 Wayfinding and orienting the public
- 04 Clarity of approach to minor and major asset naming
- 05 Dual naming option



Questions?