

 District of Sooke	Policy Title: Naming of Municipal Assets and Infrastructure	Policy No: CO-019
	Authority: Council	Classification:
	Date Adopted: March 28, 2022	Motion No:
Historical Changes: Replaces Highway Naming Policy, 2010		

Purpose:

To provide a fair, consistent, and efficient process with respect to naming, renaming, or dedicating of municipal assets and infrastructure.

Scope:

This policy is designed to provide guidance to Council and staff and provide a systematic approach to the naming or renaming of municipal assets and infrastructure within the District of Sooke.

This policy does not apply to Commemorative Items deemed appropriate for memorial dedication within parks, trails, and public open spaces owned and managed by the District of Sooke, and which are subject to the parameters of Policy CO-002 Memorial Plaque Contribution Policy.

Definitions:

Commemorative Item(s)	As defined in Policy CO-002 Memorial Plaque Contribution Policy.
Council	means Mayor and Council of the District of Sooke.
District	means the District of Sooke.
Highway	means a District owned street, highway, road, lane, bridge, viaduct, and any other way open to public vehicular use, including bare land strata roadways, but does not include any private right-of-way or easement on private property.
Municipal assets	For the purpose of this policy municipal assets are defined as parks, structures or recreational aspects of parks, greenspaces, trails, highways, amenities, facilities, or other municipally owned infrastructure, as identified and deemed appropriate for naming by the District.
Sooke Veteran	Is a man or woman, living or deceased, who has served in a war or as a peacekeeper, with distinction. A list of Sooke Veterans will be maintained by the District with the assistance of the Sooke Branch of the Royal Canadian Legion.
Staff	means Director of Operations or designate.
Significant Financial Contribution	means a monetary donation reflective of the total capital cost or appraised value of the amenity being considered for naming.

Principles:

1) Requests for naming of municipal assets

The District will consider naming or renaming municipal assets subject to the parameters of this policy. Naming requests must be submitted in the form prescribed by the District and clearly demonstrate compliance with eligibility criteria outlined in section 2.

Naming requests that are determined to be eligible under sections 2(b), (c), and (d) will be forwarded to Council for consideration and approval if they meet the criteria and in accordance with section 6.

Most memorial requests will fall under the District of Sooke's memorial plaque program available to individuals, families, or groups who wish to honour a loved one or sponsor a commemorative item.

Notwithstanding this policy, Council may choose to sponsor a commemorative item or install a memorial plaque on behalf of an individual or group, at a location of Council's choosing.

2) Eligibility criteria:

Proposed names for municipal assets must demonstrate one of the following:

- a) Name associated with functional use or location:
 - i. based on geographical location, historical or cultural significance; or
 - ii. recognizes local wildlife, flora, fauna, or distinctive natural or geological features; or
 - iii. strengthens neighbourhood identity.
- b) Name in honour of individual or group who has made a significant contribution to the District of Sooke. This includes:
 - i. where there has been a contribution to the quality of life or well-being of the citizens of the District of Sooke.
 - ii. where the person/group is perceived as a public role model relative to their character, integrity, and/or values;
 - iii. where the person/group has demonstrated excellence, courage, or exceptional service to the citizens of the District of Sooke;
 - iv. where there is a historical or cultural connection to the District, or the person/group has made a major contribution to the historical or cultural preservation of the District;
 - v. where the person/group has made a contribution toward environmental preservation, conservation, or enhancement of the District;
 - vi. where there is a direct relationship or association that exists between the place or former place of residence of the person or group and the municipal asset to be named.
 - vii. naming in honour of elected or appointed public officials or staff shall normally occur only after the public service or municipal employment has concluded.
 - viii. notwithstanding the above, Council, by resolution, may approve a name or name change in honour of individuals or groups when circumstances justify such action. Council may also remove the original name designation when circumstances justify such action.
- c) Name in honour of individual or group who has made a significant contribution provincially, nationally, or internationally:
 - i. Including an individual identified as a Sooke Veteran by the Royal Canadian Legion Branch 54. See section 3 for further details regarding highway naming requirements during subdivision.

- ii. prior to approving the use of any name of individuals or group under this section, staff shall investigate any protocol and/or requirements of any provincial, national, or international agency or organization.
- d) Name derived from significant financial contribution:
 - i. Where there is a major contribution made to the acquisition, development, or conveyance of land or building in question and/or its subsequent development, consideration will be given to the sponsorship contribution being provided. The merits and value of each such naming will be evaluated on a case-by-case basis. It should not be assumed that a financial contribution guarantees that a municipal asset is named after the service club/business/individual/organization.
 - ii. The District reserves the right to assign a term to the naming of an asset under this section, for example, to coincide with the useful life of a structure. Any such term will be assigned at the time of naming and must be agreed upon by the District and sponsors.

3) Requirements specific to subdivision and road dedication applications:

- a) During a subdivision process, developers may propose names for newly created highways. Developers will be advised to provide a list of proposed highway names in order of preference at the beginning of the subdivision application process. Proposed names are subject to the requirements of section 6(a).
- b) The District of Sooke shall require applicants to name a minimum of one highway after a Sooke Veteran, where two or more highways are created as a result of a subdivision and road dedication. The Royal Canadian Legion Branch 54 will maintain an updated list of suitable names.
- c) Highways named after a Sooke Veteran should be designated with a commemorative highway blade, as directed by the District (Refer to Schedule 1).

4) Requirements specific to highway designations:

- a) Highway designations, depending on highway function, length, and configuration exist to define the character of a highway.
 - i. Highway, Street, Avenue, Road, Boulevard – for major thoroughfares or highways of several blocks in length;
 - ii. Drive, Trail, Way – for highways which are winding or curved;
 - iii. Terrace, Gardens, Grove, Pathway, Heights – for minor or short highways;
 - iv. Lane, Mews, Close – for narrow highways generally used for service;
 - v. Crescent – for highways which form a crescent;
 - vi. Court, Place – for cul-de-sacs;
 - vii. Circle – for highways that are circular;
 - viii. Gate – for a short highway that provides an entrance to a subdivision.
- b) Qualifying words may be used when a newly created highway is an extension of an existing highway which cannot be renumbered or for which no municipal numbers are available. North, South, East, West and Upper or Lower are appropriate qualifying words.

5) Renaming of municipal assets:

- a) Renaming of municipal assets carries with it a much greater burden of process compared to initial naming. Tradition and continuity of name and community identification are important community values. Any newly proposed name must meet the criteria in this policy but meeting all criteria does not automatically ensure renaming. Critical examination will be conducted to ensure that renaming the asset will not diminish the original justification for the name or the prior contributors.
- b) Renaming of municipal assets is subject to Council approval. Proposed new names are subject to eligibility criteria under sections 2 and 6(a), and will be provided to Council for consideration, in accordance with section 6(e).
- c) Only municipal assets named under section 2(a) for functional use or location, or those named through the process of subdivision under section 4 should be considered for renaming.
 - i. Municipal assets named after individuals or groups under sections 2(b), (c), or (d) shall not be changed unless it is found that because of the individual or group's character the continued use of their name would not be in the best interest of the community.
- d) Existing names will not be changed without the consideration of:
 - i. the historical significance of the existing name;
 - ii. the impact on the individual or organization associated with the existing name; and
 - iii. the cost and impact of changing existing signage, rebuilding community recognition, and updating records (data bases, maps, promotional materials, etc.).
- d) Renaming of a municipal asset may occur if:
 - i. eligibility criteria are met;
 - ii. a valid justification for renaming the asset is provided;
 - iii. changing the name will not cause undue confusion within the community; and
 - iv. general community support exists.

6) Approval process:

- a) All proposed names will first be reviewed by staff to ensure:
 - i. for the purpose of emergency dispatch and response, highway names must not be duplicated or similar sounding to other highways in the Capital Regional District;
 - ii. municipal assets other than highways must not be given the same or a similar name as existing assets in the District, to avoid confusion regarding locations;
 - iii. names should not be meaningful to only a few members of the community;
 - iv. names must not be discriminatory or derogatory;
 - v. names must not be construed as advertising a particular business.
 - vi. names must not include apostrophes or other symbols.
 - vii. municipal assets will not ordinarily be named after social/ethnic/religious causes or groups
- b) Names associated with functional use or location, as outlined in section 2(a) may be assigned by staff and remain unchanged unless a formal request for name change is approved by Council.
- c) Names associated with subdivision application may be assigned by staff and remain unchanged unless a formal request for name change is approved by Council.

- d) Requests for naming or re-naming of a municipal asset, which are determined to be eligible under sections 2(b), (c), and (d) and meet the criteria of section 6(a) will be forwarded to Council for consideration and approval.
- e) Naming or renaming requests forwarded to Council will include a staff report that provides a recommendation as to the suitability of the proposed name. Relevant background information and referral comments, as appropriate, must be included.
 - i. Proposed names that honour a historical contribution or connection will be referred to the Sooke Region Historical Society for comment and verification.
 - ii. Proposed names in the SENCOTEN language will be referred to the T'Sou-ke or Sc'ianew Nation, as appropriate, and are subject to their approval.
 - iii. Staff must ensure that proposed names that honour a specific individual or group, are first approved by the individual or group, or family/legal representative if the individual is deceased, and provide Council with confirmation of such approval.
 - iv. Where the proposed name is to honour an individual or group under section 2(c), staff to provide Council with confirmation of Sooke Legion endorsement, or other protocol observations deemed necessary under this section.
- f) Notwithstanding the above, Council, by resolution, may approve a name or name change when circumstances justify such action.
- g) The District reserves the right to make the final decision on naming or renaming of any municipal asset.

7) Signage:

- a) The District will be responsible for coordinating the public presentation of signage to acknowledge the naming/renaming designation. Costs associated with naming/renaming of a municipal asset will be assumed by the District.
- b) The District will have final approval for the selection and location of any signage, including text and design.
- c) The District will bear the responsibility of ongoing maintenance for signage installed under this policy.
- d) Refer to Schedule 1; Sign Blade Specifications

References:

Policy Number:	CO-019
Policy Owner:	Operations
Endorsed by:	Leadership Team (March 15, 2022)
Final Approval:	Council
Date Approved:	
Review Date:	
Revision Date:	
Related Policies:	Memorial Plaque Contribution Policy CO-002
Related Publications:	

Contact Information:

Position: Director of Operations

SCHEDULE 1

STANDARD DISTRICT OF SOOKE HIGHWAY BLADE



PRIVATE ROAD HIGHWAY BLADE



VETERAN COMMEMORATIVE HIGHWAY BLADE

