



Council Policy C509C

Naming Policy for the Naming of Municipal Assets

Program Impacted	Civic Services <i>Edmontonians contribute to civic society and are engaged in promoting the quality of the community.</i>
Number	C509C
Date of Approval	August 24, 2021
Approval History	C509B Naming Development Areas, Parks, Municipal Facilities, Roads and Honourary Roads, adopted on May 12, 2015 C509A Naming Development Areas, Parks, Municipal Facilities, Roads and Honourary Roads, adopted on January 21, 2009 C509 Naming Development Areas, Parks, Municipal Facilities, Roads and Honourary Roads, adopted on July 5, 2005
Next Scheduled Review	August 24, 2024

1. Statement

The primary function of naming municipal assets is to recognize and commemorate:

- Municipal Partnerships with Indigenous communities;
- Local Indigenous histories;
- Edmonton's diverse communities, both historical and growing, and their contributions; and
- The flora, fauna and natural features of the community.

2. Guiding Principles

Naming Municipal Assets within the City of Edmonton must follow:

- The contributions, achievements or interests of a person must be relevant and connected to the municipal asset for which such a name is proposed.
- When appropriate, wayfinding shall be considered when selecting and applying names.
- Names must consider Emergency Response and Canada Post standards, policies and practices

3. Naming Criteria

- a. The name of a person should meet at least two of the following criteria:
 - i. A person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to Edmonton, Alberta, or Canada;
 - ii. A person who volunteers and gives extraordinary help or care to individuals, families or

- groups, or supports community services or humanitarian causes;
 - iii. A person who fosters equality and reduces discrimination;
 - iv. A person who risks their life to save or protect others;
 - v. A person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to Edmonton, Alberta, or Canada: and/or
 - vi. A person who demonstrates excellence, courage or exceptional dedication to service in ways that reflect the heritage and identity of a community within Edmonton.
- b. The City of Edmonton encourages that the names to be honoured:
 - i. Reflect the heritage, cultural, ethnic or gender diversity of the community or contributions to the same;
 - ii. Acknowledge partnerships with Indigenous communities; or
 - iii. Consider significant contributions to Edmonton, Alberta, or Canada
 - c. Names may reflect a historical event significant to Edmonton, Alberta, or Canada.
 - d. Names may recognize the flora and fauna of the local area or the geographical or topographical feature of the local area.
 - e. Names may reflect the traditional usage or ways of knowing of local and area Indigenous people.
 - f. Names may be placed on the Names Reserve List for future consideration if they conform to the naming criteria and must include the following:
 - i. The requirements listed under Naming Applications within this policy
 - ii. Suggested types of facilities or areas to honour the added name.
 - g. The names of people who are closely connected to Edmonton should be preferred over those who have achieved national or international status, but are not closely connected to Edmonton

4. Naming Applications

- a. Naming Applications submitted to Administration on behalf of the Naming Committee must include the following:
 - i. Justification for the name;
 - ii. Applicant's information;
 - iii. Proposed names for an individual must have a complete biography which includes:
 - 1. Date and location of birth
 - 2. Education
 - 3. Highlights of career and contribution to the City of Edmonton, Alberta, or Canada
 - 4. Volunteer service
 - 5. Citations
 - iv. Name, other than a person, must include a write-up of the proposed name;
 - v. Map identifying the location of the municipal asset of the proposed name;
 - vi. Administration support for the naming of the municipal asset;
 - vii. Acknowledgement of how the costs associated with the proposed naming will be incurred;
 - viii. Community League support;
 - ix. Family consent; and
 - x. Letters of support

5. Development Area

- a. A theme may be assigned to a development area.
- b. Where a theme has been assigned to a development area, the name of the neighbourhoods (or sub-neighbourhoods) within the development area ought to be associated with the theme.
- c. The official neighbourhood name may differ from the marketing names of a neighbourhood.

6. Parks

- a. City Level Parks, being open space which serves the entire population of Edmonton; shall be named.

- b. District Level Parks, being an open space which services a specific area and includes both larger parks and athletic grounds associated with high schools, shall be named after the development area.
- c. Neighbourhood Level Park, being open space which serves a specific area and includes smaller parks, grounds associated with community league sites, grounds associated with elementary schools, and play lots, shall be named as follows:
 - i. Primary Neighbourhood Level Parks shall be named after the neighbourhood and may include another name that conforms to the Naming Criteria.
 - ii. Secondary Neighbourhood Level Parks may be named using a name not associated with the neighbourhood that conforms to the Naming Criteria
- d. The descriptive word "Park" shall be assigned to the name of the park.
- e. Green and open spaces within road right-of-ways (also known as Road Islands) may be named after a person or a name that meets the Naming Criteria provided that:
 - i. The site is zoned Park or deemed to be public open space by Administration.
 - ii. Affected Community League(s) support the naming of the open space.
 - iii. The applicant incurs all costs associated with developing and maintaining the Park signage.
 - iv. The descriptive word "Green" shall be assigned to the name of these types of open spaces within road right-of-ways.
- f. Trails, Plazas, Lookouts and other green spaces owned by the City of Edmonton may be named if supported by Administration;
 - i. The name shall conform to the Naming Criteria
 - ii. Affected Community League(s) support the naming of the municipal asset
 - iii. The applicant may be responsible for the costs associated with signage
 - iv. The descriptive word associated with these namings shall be established by Administration

7. Roads

- a. Roads may be named under the following circumstances:
 - i. Where directional variations of road alignments would create inherent confusion for the delivery of public services, municipal addressing, and the public at large, if the roads were numbered;
 - ii. Where the majority of roads are named within the neighbourhood or adjacent neighbourhood; and
 - iii. Subject to the above, roads including arterial and major collector roads should be numbered provided that the implementation of the grid system in the area can be applied without creating unnecessary confusion.
- b. Where numbering the roads would not be appropriate, the name of roads ought to begin with the first letter of the neighbourhood name or be consistent with the theme of the neighbourhood or development area.
- c. In the event that the major collector road is not numbered, it shall be named after the neighbourhood.
- d. Roads within the same neighbourhood may bear the same name but with a different descriptive word providing the roads intersect or are adjacent to each other.
- e. Descriptive words used in conjunction with names are subject to the approval of Administration.

8. Honorary Roads

- a. A road, either whole or in part, can be named in honour of a person or a name that meets the Naming Criteria.
- b. Honorary names can only be applied to numbered roadways.
- c. The approved honorary name does not replace the official numbered assignment of the roadway.
- d. Applicants are responsible for the costs associated with the approved honorary name.
- e. Honorary signage can be unique and should be different from the standard green numbered blade.

9. Municipal Facilities

- a. Municipal Facilities include Civic Buildings such as Recreation Facilities, Maintenance Yards, and Office Towers; Bridges; Stormwater Management Facilities; LRT Stations, Stops, and Transit facilities; and other significant civic structures owned and operated by the City of Edmonton; and may be named under the following circumstances:
 - i. Municipal Facilities may be named after the neighbourhood in which they are located, or otherwise as determined by the Naming Committee.
 - ii. LRT Stations and stops should reference the neighbourhood in which they are located or reference a major point of destination or significant landmark.
 - iii. Stormwater Management Facilities shall avoid the use of “Lake” or “Pond”.
 - iv. Components of Municipal Facilities may be named if requested by Administration.

10. Renamings

- a. The Naming Committee will consider renaming applications under the following circumstances:
 - i. When there is strong rationale that an existing name is discriminatory, derogatory, or conveys negative or offensive connotation.
 - ii. When the existing name of an individual whose views or actions no longer reflect Edmonton’s current diverse and inclusive community values.
 - iii. When there is strong support from the community impacted by the existing name.
 - iv. The proposed new name must comply with the Naming Criteria and have the requirements listed under Naming Applications.
- b. A road, either whole or in part, may be changed from a numbered road to a named road under the following circumstances:
 - i. Where directional variations of road alignments would create inherent confusion for the delivery of public services, municipal addressing, and the public at large.
 - ii. Where the majority of roads are named within the neighbourhood.
 - iii. When civic departments (i.e. Police Services) request a change from a numbered road to a named road to minimize confusion for the delivery of a public service.
 - iv. 75% of property owners and business owners directly affected support the renamed road.
 - v. Applicants are responsible for the costs associated with the approved renamed roadway.
- c. Renaming of significant municipal assets applications will be recommended by the Naming Committee to City Council for final approval.

11. Facility Name Sale Policy

- a. Selling the name of a City of Edmonton facility to an external organization or corporation must be approved by City Council and must adhere to City Policy C477A (Facility Name Sale Policy).

12. Definitions

- a. Terms have the same meaning as they do in the Naming Committee Bylaw 17138