



PURPOSE

The purpose of the Park Naming Policy is to provide a comprehensive policy regarding naming of park assets in the Municipality of East Hants. This policy will provide Municipal staff and Council with a set of guidelines for how park names are selected for new parks or changed for existing parks within the Municipality. The proposed Park Naming Policy has been developed to formalize the process by which future names are established for Municipal parks.

The purpose of the policy is to:

1. Provide an appropriate name for all public parks owned by the Municipality of East Hants.
2. Ensure a consistent approach for naming park assets.
3. Provide guidelines for naming processes, including criteria and opportunities for citizen input into the process.

SCOPE

This policy applies to all parks and park facilities owned and operated by the Municipality.

DEFINITIONS

Term	Definition
Council	Means the Council of the Municipality of East Hants
Municipality	Means the Municipality of the District of East Hants
Administrative Name	Means an asset name which is based on a locational reference to a community
Commemorative Name	Means an asset name which commemorates a family or a group of persons or historic event

POLICY

POLICY STATEMENT

It is the policy of the Municipality of East Hants to provide names for Municipal parks with consideration for the following:



1. Council shall be responsible for the review, acceptance or rejection and final selection of park names based on staff research and recommendations.
2. Council may change park names by motion.
3. Changes to established park names shall be discouraged unless there are recognized difficulties with the existing name.
4. Park naming decisions should adhere as closely as possible to the following guidelines:
 - 4.1. No park name shall be duplicated.
 - 4.2. No park name shall sound like an existing name.
 - 4.3. No park name shall contain numbers, special characters, decimals, hyphens, apostrophes, periods or punctuations of any kind, as per Emergency Management Organization preferences. However, staff recognize that this policy precludes the use of many Mi'kmaq names, and therefore the incorporation of these names for park name recommendation purposes shall be at the discretion of the Department of Parks, Recreation & Culture staff.
 - 4.4. No park names shall incorporate product, trademark or copyright names without authorization from the owner of the product, trademark or copyright.
 - 4.5. The park name can be administrative or commemorative.
 - 4.5.1. Administrative names reflect the location of the park. The location might be easily identified by a well-known bordering street, natural feature, neighbourhood, subdivision or other factors. These factors will allow citizens to easily identify the location of the park.
 - 4.5.2. Commemorative names may commemorate a historic event or an event of cultural significance, or a family important to the Municipality.
 - 4.6. Preference will be given to commemorative names which are general in nature and commemorate a wider group of people; first and last names of a single individual shall not be used.



4.7. A park name may recognize a family, organization or corporation that has made a substantial financial or property donation to the Municipality.

4.8. Park names should demonstrate gender parity in commemorative naming and make an effort to commemorate diverse communities, including, but not limited to local Mi'kmaw and African Nova Scotian communities.

4.9. At the discretion of Council, Municipal staff may solicit input from the public for park names. Such names shall be based on suggestions from the public, or Municipal outreach initiatives such as naming contests. A variety of means to encourage public participation to submit a name may be implemented by the Department of Parks, Recreation & Culture. Council shall hold final decision-making power for any park naming process.

ROLES AND RESPONSIBILITIES

Title/Role	Responsibilities
Policy Editor	<p>The Policy Editor is a person having managerial and policy-making responsibility related to the writing, compilation and revision of content and will:</p> <ul style="list-style-type: none"> • Ensure policies in their care and control are always up-to-date, reviewed annually or sooner if necessary • Draft new or edit existing policy content • Be able to interpret and explain policy content • Ensure policy documents are branded and any supporting documents, ie. application forms are also branded and content consistent with the policy • Ensure policy content is relevant and accurate • Seek and secure approval recommendation of the policy from the Policy Owner • Seek and secure approval of the policy from the appropriate Approver; and, • Provide the final approved policy document to the Assistant Municipal Clerk



Title/Role	Responsibilities
Policy Owner	<p>The Policy Owner will:</p> <ul style="list-style-type: none"> • Provide oversight to ensure policies in their care and control are always up-to-date, reviewed annually or sooner if necessary by the assigned Policy Editor • Be able to interpret and explain policy content • Provide oversight to ensure policy documents are branded and any supporting documents, ie. application forms are also branded and content consistent with the policy • Provide oversight to ensure policy content is relevant and accurate • Review the policy and make recommendations for approval to the appropriate Approver; and, • Ensure that the final approved policy document has been provided to the Assistant Municipal Clerk
Approver	<p>The Approver will:</p> <ul style="list-style-type: none"> • Review Policy recommendations for approval consideration (approve, reject or edit); and, • Notify the Policy Editor, Policy Owner and Assistant Municipal Clerk of decision
Assistant Municipal Clerk	<p>The Assistant Municipal Clerk will:</p> <ul style="list-style-type: none"> • Ensure final approved policies are maintained, stored and posted where appropriate
Director	<p>The Director will: Determine the employees responsible for administering the Policy</p>
Employees	<p>The Employees will:</p> <ul style="list-style-type: none"> • Be responsible for administering this Policy

VERSION LOG

Version Number	Amendment Description	Amendment/Policy Editor	Amendment/Policy Owner	Approver	Approval Date
01.00	New Policy Park Naming Policy	Monica Whitney-Brown, Planning Intern	Director of Parks, Recreation & Culture	Council	September 29, 2021
		Evan MacDougall, Manager of Parks & Buildings	Director of Parks, Recreation & Culture		



EAST HANTS

Park Naming Policy

Council Administrative

CERTIFICATION

I, Kim Ramsay, Municipal Clerk for the Municipality of East Hants, hereby certify that this policy was duly approved.

Kim Ramsay
Municipal Clerk