

	COUNCIL POLICY	Policy No: CP-1057-24
		Approved By: Council
		Effective Date: July 1, 2025 Resolution No.: RCM-283-24 Last Reviewed Date: October, 28, 2024
		Division: Community and Protective Services - Recreation and Culture

COMMEMORATIVE NAMING OF ASSETS POLICY

POLICY STATEMENT

The assigning of Commemorative Names to Eligible Assets in the City of Spruce Grove provides an opportunity to mark community pride by honouring individuals, groups, organizations, and events that are: historically significant to the community; reflect names associated with Equity Deserving Groups traditionally underrepresented in the City’s naming practices; and recognize those who have demonstrated excellence or exceptional dedication to service in the voluntary, public or private sector.

The naming of City assets through the City Addressing Policy and the Sponsorship Policy are not covered by this Policy.

1. PURPOSE

- 1.1 Provide the process that is used for Commemorative Naming and renaming of Eligible Assets.

2. DEFINITIONS

- 2.1 “Administration” means staff of the City, as delegated and assigned by the City Manager.
- 2.2 “Business” means a business licensed in the City under the Business License Bylaw, as amended.
- 2.3 “City” means the municipal corporation of the City of Spruce Grove in the Province of Alberta.
- 2.4 “City Manager” means the administrative head of the City.

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- 2.5 “Commemorative Name” means the name of an individual, group, organization or event that is honoured for historical significance; association with an Equity-Deserving Group traditionally underrepresented in naming practices; or demonstrating excellence or exceptional dedication to service in the voluntary, public or private sector.
- 2.6 “Commemorative Naming” means the assigning of Commemorative Name to an Eligible Asset.
- 2.7 “Committee” means the Community Services Advisory Committee established under the Community Services Advisory Committee Bylaw, as amended.
- 2.8 “Council” means the Council of the City of Spruce Grove elected pursuant to the *Local Authorities Election Act*, R.S.A. 2000, C L021, as amended.
- 2.9 “Development Area” means an area structure plan, servicing design concept, or subdivision.
- 2.10 “Eligible Asset” means an asset that is owned or under the control of the City of Spruce Grove that is eligible for Commemorative Naming or renaming under Section 3 of this Policy.
- 2.11 “Equity Deserving Groups” means those that identify barriers to equal access, opportunities, and resources due to the oppression, disadvantage and discrimination and actively seek social justice and reparation; which can include, but is not limited to, First Nations, Métis and Inuit peoples, people of colour, people with disabilities, 2SLGBTQQIA+ (two-spirit, lesbian, gay, bisexual, trans, queer, questioning, intersex, asexual), newcomers, and other communities who are impacted.
- 2.12 “Municipal Facility” means the exterior of any building or structure and its interior assets, or an area of land that is not a Park or Street, that is owned by or under the control of the City.

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- 2.13 “Names Reserve List” means the list of approved Commemorative Names used to assign a Commemorative Name to an Eligible Asset.
- 2.14 “Park” means lands owned and operated by the City and designated for the daily use by the public for outdoor recreation purposes (both passive and active) and may include uses and facilities such as playgrounds, picnic areas, sport courts and amenities, Trails and pathways, parking, dog off-leash areas, plantings, stormwater management facilities, seating areas and other support amenities. Parks may range in size and function, depending on the location.
- 2.15 “Sponsorship” means a City asset whose name is sponsored under the Sponsorship Policy.
- 2.16 “Sponsorship Agreement” means a mutually beneficial, contractual agreement that reflects the business arrangement for the exchange of marketing benefits between the City and an external party for a specified period of time.
- 2.17 “Street” means that part of a road right-of-way designed for vehicular traffic as prescribed by the City’s Engineering Standards. This does not include an alley.
- 2.18 “Trail” means a path or multi-use linear walkway, other than a Street, that provides routes within communities, linking residential areas to facilities such as neighbourhood Parks, schools, and other local community destinations. Trails are generally made from asphalt, concrete, or composed of granular material.

3. ELIGIBLE ASSETS

- 3.1 The following assets are eligible for Commemorative Naming or renaming:
- (a) New unnamed Park (including assets within a Park such as a ball diamond) or new unnamed Trail;

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- (b) Existing Park or Trail that has a name that is not under an active Sponsorship Agreement;
 - (c) New unnamed Municipal Facility (both the exterior and interior assets such as a skating rink or an electronic sign board); and
 - (d) Existing Municipal Facility (both the exterior and interior assets) that has a name which is not under an active Sponsorship agreement.
- 3.2 For all Eligible Assets, naming under the Sponsorship Policy takes precedence over Commemorative Naming under this Policy.
- 3.3 All other assets owned by or under the control of the City, such as Streets and Development Areas, are ineligible for Commemorative Naming and renaming.

4. APPLICATION

- 4.1 A City resident, group, organization, Business (including development industry), or member of Administration or Council may submit an application for Commemorative Naming or renaming.
- 4.2 An applicant must:
- (a) Submit an application as per the requirements outlined in the form on the City Website;
 - (b) Specify how the proposed Commemorative Name meets the criteria in Section 5; and
 - (c) Indicate their agreement in principle in the application to pay the costs of signage design, production, and installation the City will incur if the proposed Commemorative Name is assigned to an Eligible Asset.
 - (i) Costs will vary based on the Eligible Asset type; and

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(ii) Applicant can apply for costs to be waived under Section 10.1(b).

5. CRITERIA

- 5.1 A Commemorative Name can be that of an individual, group, organization or event.
- 5.2 In order for a potential Commemorative Name to be added to the Names Reserve List, it must meet at least one of the following criteria:
- (a) The name is of historical significance to the establishment or growth of the City;
 - (b) The name is of significance to Alberta, Canada or internationally;
 - (c) The name is associated with an Equity Deserving Group that has been traditionally underrepresented in the City's naming practices;
 - (d) The individual was formerly City Mayor, member of Council, or an elected official at the provincial or federal level;
 - (e) The individual was formerly a member of Administration who demonstrated exceptional dedication to service; or
 - (f) The individual has made a significant positive contribution, over a period of time, including but not limited to demonstrating excellence in their field or showing exceptional dedication to service, that brings benefit or honour to the City, Alberta, Canada, or internationally.
- 5.3 If a proposed Commemorative Name is of a deceased individual, the individual must have been deceased for a minimum of one year prior to the submission of an application.

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6. CONSENT

6.1 Prior to an application being considered, the applicant must:

- (a) For a group, organization, or living individual: provide evidence of the group, organization, or individual's consent for Commemorative Naming; or
- (b) For a deceased individual: provide evidence of the deceased individual's family's consent and consensus for Commemorative Naming.

7. ASSIGNMENT TO THE NAMES RESERVE LIST

- 7.1 Commemorative Names assigned to an Eligible Asset must be selected from the Names Reserve List.
- 7.2 Administration will process the application, including confirm it meets the criteria in Section 5 and the requirement in Section 6, and inquire with the Town of Stony Plain and Parkland County if either currently has a Commemoratively Named asset with the same name; and provide this information to the Committee.
- 7.3 Administration will send the application to the Committee for decision to add the name to the Names Reserve List.
 - (a) Successful application: Administration will notify the applicant in writing.
 - (b) Unsuccessful application: Administration will notify the applicant and include reason(s) in writing.
 - (i) The applicant may resubmit their application at a later date if it meets the criteria in Section 5 and the requirement in Section 6.

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7.4 Council will receive the Names Reserve List on an annual basis through the Committee's reporting process.

8. ASSIGNMENT OF NAME TO AN ELIGIBLE ASSET

- 8.1 Administration will identify and provide an Eligible Asset(s) and Names Reserve List to the Committee.
- 8.2 The Committee will review and make a recommendation to Council on the Eligible Asset and Commemorative Name to be assigned to it.
- 8.3 After closed deliberation by Council followed by a public motion of Council, Administration will notify:
- (a) The applicant of the decision if approved and provide the estimated design, production and installation costs for signage; and
 - (b) The Committee and the applicant if not approved, and provide an explanation as to reason.

9. REMOVE AND REPLACE EXISTING COMMEMORATIVE NAME FROM ELIGIBLE ASSET

- 9.1 The application process is the same as in Section 4, other than the application must meet one of the following criteria:
- (a) The existing Commemorative Name to be removed and replaced is linked to a current or historical individual, group, organization, or event that is considered discriminatory or offensive; or
 - (b) The views or actions of the individual, group or organization with the existing Commemorative Name are considered inconsistent with the City's commitment to being a welcoming and inclusive community.

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- 9.2 Administration will process the application, confirm it meets the criteria in Section 9.1, and send to Committee.
- 9.3 Committee will review and make a recommendation to Council regarding removal of the existing Commemorative Name and if applicable, a replacement name.
 - (a) If the Committee recommends name removal, the process to assign a new Commemorative Name to the Eligible Asset and notify the applicant in Section 8 will be followed, and the Committee’s recommendation to Council will have two parts:
 - (i) Removal of existing Commemorative Name; and
 - (ii) New Commemorative Name for the Eligible Asset.
 - (b) If the application is unsuccessful, the process and reapplication provisions in Section 7.4 (b) will apply.

10. COSTS

- 10.1 Payment of design, production, and installation costs for signage:
 - (a) As per Section 4.2(c), an applicant must pay the full costs identified in the notification, prior to Administration commencing with installation.
 - (b) If an applicant is unable to pay the costs identified in the notification, the applicant can submit an application request to Administration to waive the costs.
 - (c) Administration will review the cost waiver application and make a recommendation to Council.

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(d) After closed deliberation by Council followed by a public motion of Council, Administration will notify the applicant of decision on cost waiver.

- (i) If cost waiver is approved, Administration will commence installation.
- (ii) If cost waiver is not approved, Administration's notification will include provision for applicant to pay the estimated costs in order for the Commemorative Naming to proceed.

10.2 The costs of maintaining the signage for a Commemoratively Named asset is the City's responsibility.

11. COUNCIL'S AUTHORITY

11.1 Notwithstanding the above, Council may, at its discretion, alter, amend, or waive any provision in this policy.

12. RESCISSION OF POLICY 7,002

12.1 7,002 City Naming Policy is hereby rescinded.

RELATED DOCUMENTS

Business License Bylaw, as amended
Community Services Advisory Committee, as amended
Land Use Bylaw, as amended
City Addressing Policy, as amended
Sponsorship Policy, as amended

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APPROVAL

Mayor: Original signed by Mayor Acker Date: October 28, 2024