	<i>Naming of Roadways, Parks, Neighbourhoods and Facilities</i>	
	Policy Type:	Governance Process
	Number:	GP-B-2.4
	To be Reviewed:	Once per term
	Approval Date:	March 23, 1988
	Motion Number:	
	Revised Date(s):	August 21, 1989 September 11, 1989 December 12, 1994 May 25, 2010

Policy Statement

The Town of Okotoks shall have policy and process for the formal consideration and official naming of roadway, parks, neighbourhoods, and facilities.

Purpose

To establish a process whereby naming is undertaken on a proactive rather than reactive basis, and to ensure that naming is in the control of the Town rather than developers.

Objectives

This policy will be used for the naming of:

- a. Public and private roadways, and bridges;
- b. Area structure and outline plans;
- c. New residential neighbourhoods and revisions and adjustments to existing names and boundaries;
- d. New industrial districts and revisions and adjustments to existing names and boundaries;
- e. Public buildings or structures, excluding schools; and
- f. Public parks and open space.


When names are considered, regard shall be given to the historical significance of names inasmuch as they relate to the matters under consideration and to the suitability of names in relation to the use and function of the highway, neighbourhood, district, facility, etc. under consideration.

Guidelines

1. Definitions

In this policy:


- 1.1. Geographical Location - refers to a unique landmark, physical features, or topographical layout of an area.

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- 1.2. Historical Significance - means tangible culture (such as buildings, monuments, and artifacts) and intangible culture (such as traditions, language, and persons(s)) that have had a significant connection to the past or had an impact in shaping the community. The name may reflect early pioneers; pioneering ethnic groups who settled and developed this town and surrounding areas; indigenous names as recommended by the nations whose traditional territory that Okotoks is located within.
- 1.3. Honoured Citizen - means persons who have contributed and/or participated in a diverse range of public service, community activities, acts of heroism or achievement.
- 1.4. Sponsorship - means a contractual arrangement for a defined period of time where a third party provides goods, services, or financial contribution in return for access to the commercial/marketing potential associated with rights to be publicly denoted as being a sponsor of the Town service, program, event, activity or sub-component of a Town asset and/or rights for the inclusion and public display of the third party's name as part of the name of a Town service, program, event, activity, or sub-component of a Town asset.

2. General


- 2.1. The name shall not be duplicated nor shall it approximate phonetically the name of any other area, street or facility already named within the Town of Okotoks or within the urban growth area for possible future annexation as identified in the Intermunicipal Development Plan.
- 2.2. Names may fall into four categories: Geographical Location; Historical Significance; Honoured Citizen; or Sponsorship and may establish the basis of a theme for subsequent naming within a larger area.
- 2.3. The name shall not be suffixed with "Park" unless the facility falls under the park naming category (see section 4 listed below).
- 2.4. The name shall be determined and applied in accordance with the specific requirements and procedures set out in this policy.
- 2.5. The suffix attached to a roadway must not already appear in the neighbourhood name.

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3. Roads

- 3.1. Following annexation, existing roadways within urban growth areas shall retain existing names (wherever possible) or be re-designated in accordance with this policy when development plans are approved for the area.
- 3.2. The names of all roadways within new residential areas shall be prefixed with either the neighbourhood name or an approved naming theme, and have suffixes applied in accordance with this policy. The names of all roadways within new non-residential areas also shall be designated in accordance with this policy.
- 3.3. When roadway names are submitted for recommendation, the Chief Administrative Officer shall be responsible for adding an appropriate suffix to more readily define the roadway configuration generally in accordance with the following:


	Street Type	Abbreviation	Definition
1	ALLEY	AL	generally applied to narrow roadways
2	AVENUE	AVE	a roadway essentially traversing in an east/west direction
3	BAY	BAY	a recess in a continuous roadway; a secluded place
4	BEND	BEND	a roadway with a prominent curve in it
5	BOULEVARD	BLVD	a linear roadway that has a landscaped median or boulevard and does not lend itself to designation as a street or avenue
6	CENTRE	CTR	a roadway with a central focal point
7	CIRCLE	CIR	a small looping roadway with development on its periphery

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8	CLOSE	CL	a large cul-de-sac that forms an appendage to a named roadway
9	COMMON	COM	a roadway that traverses through most of a neighbourhood
10	COURT	CRT	a confined space opening off a street
11	COVE	COVE	a small sheltered recessed place
12	CRESCENT	CRES	a U-looped roadway that accesses an adjoining roadway(s) at each end of the loop
13	DALE	DALE	a roadway through or alongside a valley
14	DELL	DELL	a roadway adjacent to a wooded valley (alternate Hollow)
15	DOWNS	DO	a roadway adjacent to an area defined by a large grassy area
16	DRIVE	DR	a roadway that is scenic by virtue of its proximity to natural topographic or geographic feature
17	ESTATES	EST	a roadway leading to large properties (alternate Villas)
18	FREEWAY	FWY	all named major thoroughfares being completely or partially constructed and that are intended as divided arterial roadways for through traffic with full control or partial control or access and which may have grade separations at intersections
19	GARDENS	GDNS	valid for roadways where vegetation is noticeable
20	GATE	GATE	a short connection between two roadways
21	GLEN	GLEN	a roadway running alongside or through a u-shaped valley with water running through it

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22	GREEN	GRN	a cul-de-sac that is adjacent to or includes a green space
23	GROVE	GROV	a small recess off a roadway
24	HEATH	HE	a minor roadway or cul-de-sac adjacent to or embracing an open space
25	HEIGHTS	HTS	a roadway located on hills or adjacent to escarpments
26	HILL	HILL	a roadway traversing across, near or by a specific named geographical elevation
27	HOLLOW	HOL	a roadway adjacent to a wooded valley (alternate Dell)
28	ISLAND	IS	a roadway with a large landscaped median or other natural or manmade feature resembling an island
29	KNOLL	KN	A roadway on or near a small natural hill
30	LANDING	LAND	a cul-de-sac located near water or located on an escarpment overlooking a valley or ravine
31	LANE	LANE	a cul-de-sac that forms an appendage to a named roadway
32	LINK	LINK	a roadway joining two cells of a subdivision, or two points of one roadway to another
33	LOOP	LOOP	a curvilinear roadway that forms a closed (single entrance) or partially closed (double entrance) connection
34	MANOR	MNR	cul-de-sac in an estate neighbourhood

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35	MEADOWS	MEAD	a roadway near a grassy field
36	MEWS	MEWS	a confined space opening off a street
37	MOUNT	MT	a roadway located on hills, adjacent to escarpments or overlooking valleys
38	ORCHARD	ORCH	valid for those roadways with flowering trees
39	PARADE	PAR	a roadway adjacent to a public facility
40	PASSAGE	PASS	a narrow roadway
41	PINES	PI	a roadway defined by trees
42	PLACE	PL	a roadway that does not readily lend itself to a specific definition category
43	POINT	PT	a large cul-de-sac that forms an appendage to a named roadway, in particular, if it is geographically isolated and distinct from the balance of the proposed network system
44	PROMENADE	PROM	a roadway on an open level area next to a river or water where people may walk
45	QUAY	QUAY	a roadway near a body of water
46	RIDGE	RG	a roadway located adjacent to escarpments or overlooking valleys
47	RISE	RISE	a roadway that has an upward slope
48	ROAD	RD	used for an angling and curvilinear roadway that does not follow a specific compass orientation or does not readily lend itself to a specific definition category


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49	ROW	ROW	a roadway traversing east-west parallel to a major roadway
50	SQUARE	SQ	valid for roadways embracing an open area
51	STREET	ST	a roadway essentially traversing in a north/south direction
52	TERRACE	TERR	cul-de-sac located on hills or adjacent to escarpments or overlooking valleys
53	THICKET	TH	a roadway defined by dense shrubbery
54	TRAIL	TR	a roadway that does not readily lend itself to a specific definition category
55	VALE	VALE	a wide river valley with a flat valley bottom
56	VIEW	VIEW	a roadway that provides a scenic view
57	VILLAS	VIL	a roadway leading to large properties (alternate Estates)
58	VISTA	VIST	a roadway that provides a distant view
59	WAY	WAY	a roadway that does not readily lend itself to a specific definition category
60	WOOD	WOOD	valid for those roadways within a heavily treed area
61	WYND	WYND	a meandering roadway in a neighbourhood

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4. Parks


- 4.1. The name “Park” shall be appended as a suffix to describe open spaces 4.2, 4.3, 4.4, and 4.5 except:
 - 4.1.1. the word “Ravine” shall be used to designate ravines; and
 - 4.1.2. the word “Cemetery” shall be used to designate cemeteries.
- 4.2. Neighbourhood-level open space, which includes neighbourhood parks, school playing fields, and junior play lots, shall be named in accordance with the following:
 - 4.2.1. the primary neighbourhood park and open space shall have the school name designation, the neighbourhood name designation, or a Sponsor name designation;
 - 4.2.2. secondary neighbourhood parks and open space (small parks, tot lots, buffers, etc.) may be named after a Geographical Location (such as adjacent roads), a name of Historical Significance, an Honoured Citizen, a Sponsor, or left unnamed (if small in size).
- 4.3. District-level open space, which includes larger parks, athletic grounds and high school campuses, shall be named in accordance with the following:
 - 4.3.1. the primary district park and open space shall have the school name designation, the development area designation, or a Sponsor name designation; and
 - 4.3.2. the secondary district parks and open space may be named after a Geographical Location, a name of Historical Significance, an Honoured Citizen, or a Sponsor.
- 4.4. Town-level open space, which includes open space within industrial subdivisions and the downtown area (and serves the entire population of the Town and its region), shall be named after a Geographical Location, a name of Historical Significance, an Honoured Citizen, or a Sponsor.
- 4.5. Industrial, business, or office development areas where many office buildings or industrial sites are grouped together may be suffixed with “Business or Industrial Park”.

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5. Public Facilities – General

All public buildings and/or facilities shall be named, taking into consideration the following requirements and procedures:

- 5.1. Public libraries, public works facilities, and other public buildings shall be named after the following: the Town; a Geographical Location; a name of Historical Significance; an Honoured Citizen; or a Sponsor which may include but not be limited to an individual, family, corporation, or service organization.
- 5.2. Recreational facilities shall be named in accordance with the following requirements and procedures:
 - 5.2.1. Ice arenas and swimming pools shall be named after the following: the park in which they are located; a Geographical Location; a name of Historical Significance; an Honoured Citizen; or a Sponsor which may include but not be limited to an individual, family, corporation, or service organization.
 - 5.2.2. Specialized facilities shall be named after the following: the park in which they are located; a Geographical Location; a name of Historical Significance; an Honoured Citizen; or a Sponsor, which may include but not be limited to an individual, family, corporation, or service organization. The type of athletic facility should be clearly identified by its title, for example “Arena” or “Sports Centre”, etc.
- 5.3. Campgrounds shall be defined as limited or full service camping spaces for tents and/or recreational units, for the benefit of the travelling public, and shall be named using the word “campground” as a suffix. Public campgrounds may be named after the park in which they are located; a Geographical Location; a name of Historical Significance; an Honoured Citizen; or a Sponsor, which may include but not be limited to an individual, family, corporation, or service organization.
- 5.4. When public buildings, facilities and/or structures are dedicated a permanent commemorative plaque or inscription may be affixed at a visible location near the main entrance or at another strategic location as deemed appropriate by Council. The commemorative plaque or inscription should be of modest size, constructed of suitable weather and vandal-resistant material, and may contain the following information:

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- 5.4.1. The names of the sitting Mayor and Councillors;
- 5.4.2. The name of the Chief Administrative Officer;
- 5.4.3. The name of the Project Architect;
- 5.4.4. The name(s) of other Government officials;
- 5.4.5. The name(s) of other contributing Committees, organizations, individuals and/or sponsors; and
- 5.4.6. Any other information as deemed appropriate.

6. Sponsorship Requirements

- 6.1. The Town shall enter into agreements with Sponsors who align to the Town's priorities and policies.
- 6.2. All Sponsorships (including components associated with signage, branding, publicity, advertising, and sponsorship implements) shall adhere to all applicable Town bylaws and policies and applicable provincial and federal legislation.
- 6.3. Sponsorship agreements between the Town and the Sponsor shall, as a minimum:
 - 6.3.1. Be in writing;
 - 6.3.2. Outline the Sponsorship contribution to be received by the Town and the benefits to be received by the Sponsor in return;
 - 6.3.3. Outline the term (duration) of the agreement; and
 - 6.3.4. Be signed by an authorized representative(s) of the the Town and the Sponsor.

7. Discretionary Authority

- 7.1. A term of up to ten years for any naming application may be designated under this policy. At or near the expiration of the designated term, or at any time as circumstances may warrant, the term for the name may be renewed or revised, the name may be changed, or any necessary changes to the naming as deemed appropriate may be made.
- 7.2. Notwithstanding the foregoing policies, when deemed appropriate, a name that is not necessarily in strict compliance with the above policy statements may be made by way of policy amendment.

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- 7.3. A request to change a street name shall be subject to review, and a fee shall be payable (as determined by the current Fees, Rates, and Charges Bylaw) at the time of application.

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