CITY OF WEST KELOWNA

POLICY

Title: Parks Naming
Department: Parks
Policy Number: 0003
File Number: 0340-50-0003

1. Purpose

1.1. The policy sets out principles for naming Parks owned by the City of West Kelowna. Its aim is to ensure that Park names reflect the community's values, history, and natural environment, fostering pride and a sense of belonging for all residents.

2. Scope

2.1. This policy applies to the naming of all Parks and outdoor public spaces that are owned, managed, or maintained by the City.

3. Definitions

3.1. "Asset" means an amenity that is within a Park and is owned and managed by the City (e.g., benches, tables, or art).

3.2. "Commemorative Names Reserved List" means a Council-approved list created through an official City process for commemorative naming considerations.

3.3. "Community Significance" means the recognized importance of a name as demonstrated by its widespread familiarity, acceptance, or association with the City's social, cultural, or civic identity.

3.4. "Park Names Reserved List" means a Council-approved list created through an official City process for future Park name considerations.

3.5. "Park" means any outdoor property owned by the City for public enjoyment, recreation or community use such as playgrounds, beaches, landscaped and natural areas, sports fields, and walkways.

4. Policy Statement

4.1. Naming Standards

The City will consider the following criteria when naming a Park:

- include the word "Park" in its name;
- reflect native flora, fauna, geography, or environmental features of the area;
- reflect neighbourhood characteristics and community connection;

- reference adjacent streets, landmarks, or other physical features;
- support community identity and sense of place;
- be clear and easily understood by residents and visitors;
- avoid duplication of existing park names where confusion may result;
- public submissions during park development, naming, or renaming initiatives;
- commemorative names in accordance with the City's Commemorative Naming Policy; and
- Park Names Reserved List.

4.2. Staff Responsibilities

Staff are responsible for:

- determining when a park requires a name;
- bringing forward options congruent with the naming standards identified in this Policy for Council's consideration when a new park is created or renaming of an existing park is being considered;
- coordinating any public engagement processes approved by Council when selecting a new park name;
- providing park naming recommendations to Council; and
- providing the Commemorative Names Reserved List for to Council for consideration of alternative commemorative names.

4.3. Council Responsibilities

Council is responsible for:

- considering and approving the Park Names Reserve List;
- considering and approving/rejecting recommended Park names;
- considering and approving alternate Park names from the Commemorative Names Reserve List; and
- approving and directing staff to coordinate public engagement initiatives for Park names, as per this policy.

5. Related Policies or Procedures

5.1. Civic Facilities Naming Policy No. 0045
5.2. Commemorative Naming Policy No. 0012
5.3. Street Naming Policy No. 0027

6. Approval

Approved by	☐ CAO	☒ Mayor and Council
Approval date	October 6, 2026	
Council Resolution #	C266/26	
Signature	*[Original signed by Mayor]* MAYOR	

7. Additional Information

Category	☒ Council	☐ Administrative
Related procedure	☐ Yes	☒ No
Procedure number		
Date of last review		