

POLICY

Municipal Asset Naming and Renaming

Policy Number 610-008	Supersedes Policy Number 610-004 Street Naming Policy 120-007 Municipal Lands and Facilities Naming Policy
Effective Date 2025-12-16	Motion 13-12-25

1.0 Purpose

The Town of Wolfville is committed to providing a consistent and efficient process when naming or renaming municipal assets. The Town is committed to using asset naming as a means of redress and reconciliation.

2.0 Definitions

2.1 Municipal Assets: Streets, parks, parts of parks, trees, benches, trails, structures, facilities, and parts of facilities, vehicles, development areas, pedestrian and cycling infrastructure belonging to or under the control of the Town of Wolfville.

3.0 Seeking Potential Public Asset Names

To develop a robust list of potential names for use in public asset naming, the Town of Wolfville will:

- 3.1 Engage and consult with Indigenous, African Nova Scotian, and other equity-seeking communities, including the Acadian community, to seek proposed names once each calendar year;
- 3.2 Engage and consult with Randall House and the Wolfville Historical Society to seek proposed names once each calendar year;
- 3.3 Engage and consult with Acadia University to seek proposed names once each calendar year;
- 3.4 Engage and consult with the Wolfville community to seek proposed names once each calendar year.
- 3.5 All submissions must include not only the proposed name but also the relevance of the proposed name to the Town.
- 3.6 Submissions may include supporting documentation.
- 3.7 Staff will review all submissions for accuracy and relevance.

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3.8 Staff will recommend the classification of the name (person/place/thing).

4.0 List of Potential Asset Names

4.1 The list of potential asset names will be available on the Town website to allow for ongoing review and comment by community

5.0 Asset Naming

- 5.1 Staff will present the categorized names to Council for review when there is an asset that needs naming
- 5.2 Council shall decide on a short-list of names
- 5.3 Staff shall contact nominators when their submission has been shortlisted
- 5.4 Council may seek public input on the short-list of names for a period of four weeks
- 5.5 Council shall make the final decision

6.0 Words appropriate for the Municipal Asset Names List

- 6.1 Words celebrating the diversity and history of Wolfville.
- 6.2 Words reflecting an event or community contributing significantly to the area, cultural diversity, and historical relevance of the area.
- 6.3 Words recognizing native wildlife, flora, fauna, or natural features.
- 6.4 Family names or person's first and last names.

7.0 Words Not Appropriate for the Municipal Asset Names List

- 7.1 Duplicates of an existing name.
- 7.2 Words that sound similar, even if they have a different suffix (e.g. Orchard Street and Orchard Road).
- 7.3 Cumbersome, corrupted, modified names, or discriminatory names from the point of view of race, sex, colour, creed, political affiliation or other factors.
- 7.4 Words with any sexual overtones, inappropriate humour, parody, slang or double meaning.
- 7.5 Words with a secondary or negative connotation.
- 7.6 Words spelled differently but sounding alike (e.g. Crosby and Crosbie).
- 7.7 Words which advertise a particular business including paid sponsorships. No municipal building shall take the name of a company or person associated with the company, but the building name may be followed by "Sponsored by [company]" or "In Memory of [name]" or "In Celebration of [name]".

8.0 Steps Staff Will Follow to Assess Names for the Names List:

- 8.1 Confirmation that words meet the naming criteria.
- 8.2 Reference checks (if applicable) for people's names.

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- 8.3 Discussions with the applicant, applicable departments, and applicable community groups.
- 8.4 Public consultation for a 90-day period which may include a public meeting, newspaper article/post, online survey and/or any other appropriate engagement.
- 8.5 Recommendation report provided to Council by the appropriate staff member.

9.0 Steps Staff Will follow to Assess Renaming Requests

- 9.1 Confirmation that existing name does not meet the naming criteria in this policy.
- 9.2 Discussions with the applicant, applicable departments, and applicable community groups.
- 9.3 Public consultation for a 90-day period which may include a public meeting, print media, online survey and/or any other appropriate engagement.
- 9.4 Recommendation report provided to Council by the appropriate staff member.

10.0 Need for Consultation

- 10.1 Proposed words that portray indigenous significance or are after an Indigenous individual, organization or event will require consultation with the Glooscap First Nation and the Annapolis Valley First Nation.
- 10.2 Proposed words related to the African Nova Scotia community, or other cultural group, will require consultation with appropriate and representative organizations of that group.

11.0 Paid Sponsorship

- 11.1 While the Town of Wolfville may accept paid sponsorships related to the naming of municipal facilities, sponsors must comply with all criteria outlined in this policy.
- 11.2 Acceptance of sponsorship does not entitle the sponsor to select or dictate the facility's name. The final naming decision rests solely with the Town of Wolfville in accordance with Section 5.0 (Asset Naming).
- 11.3 In recognition of sponsorship, the Town may include an acknowledgment such as "Sponsored by [company]", "In Memory of [name]", or "In Celebration of [name]" following the facility's official name, as described in Section 7.7.
- 11.4 All sponsorship arrangements and acknowledgments shall be reviewed to ensure consistency with the Town's values, naming principles, and public interest.

12.0 Policy Review

This policy will be reviewed every four years from effective/amended date.

13.0 Replace

The following policies are repealed and replaced with this policy:



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- Policy#610-004 Street Naming Policy
- Policy#120-007 Municipal Lands and Facilities Naming Policy

R. Martin
Approved by CAO/Town Clerk

December 16, 2026

Date