

---

*TOWN OF BRIDGEWATER  
POLICY*

***PARKS AND TRAILS  
NAMING AND RENAMING***

---

Policy No.	<b>15</b>
Approved:	February 26, 1990
Resolution #:	90-073
Revised & Renamed:	October 12, 2021

**Policy**

The Town of Bridgewater is committed to a fair, consistent, and efficient process with respect to the naming and renaming of parks and trails throughout the Municipality of the Town of Bridgewater. This policy intends to outline the process taken regarding park and trail naming and renaming by the Town of Bridgewater.

**1.0 Purpose and Scope**

1.1 The main objectives of this policy are:

1.1.1 To outline the process for naming and renaming Town parks and trails.

1.1.2 Ensure a standard and official approach is taken to naming and renaming.

1.1.3 Promote using the naming of parks and trails to commemorate Bridgewater's history and physical surroundings.

1.2 This policy does not apply to any Town parks or trails that are given a name through Policy 85, referred to as the Corporate Sponsorship and Naming Rights Policy.

**2.0 Definitions**

2.1 "Commemorative name" is defined as a name that refers to a specific person or group of persons.

**3.0 Park or Trail Naming**

3.1 Requests for the naming of Town parks and trails shall be submitted to the Community Development Department, who shall notify the Heritage Advisory Committee on the request.

3.2 The Heritage Advisory Committee will recommend a name to Town Council for the park or trail. When determining a recommendation, the Heritage Advisory Committee shall;

3.2.1 Consider historical background, physical site, existing names within the Town, and suggestions from residents; and

3.2.2 Request a recommendation from the Anti-Racism Task Force, and the Parks, Recreation and Culture Advisory Committee; and

3.2.3 Conduct public consultation as the situation warrants; and

3.2.4 Only use commemorative names in exceptional circumstances and with thorough research done into the history and merit of the named individual or group of individuals; and

3.2.5 Encourage a more diverse representation of Bridgewater's written histories by prioritizing names associated with under-represented communities.

3.3 Based on the above consultation process and consideration of the recommendations of the Anti-Racism Task Force and Parks, Recreation and Culture Committee, the Heritage Advisory Committee will recommend a name to Town Council for final approval.

#### **4.0 Park or Trail Renaming**

4.1 A request for the renaming of a park or trail can be submitted in writing at any time to the Community Development Department by a property owner or resident of Bridgewater, the Heritage Advisory Committee, or the Anti-Racism Task Force.

4.1.1 The renaming request shall explain why the complainant believes the park or trail should be renamed.

4.2 Town Council shall be notified of the request and may direct such a request to the Community Development Department to make a recommendation.

4.3 Town Staff shall engage with the public through a consultation process on the renaming request, as the situation warrants.

4.4 Town Staff shall consult with the Heritage Advisory Committee, the Parks, Recreation and Culture Committee and the Anti-Racism Task Force. The Committees shall consider the following when determining a recommendation:

4.4.1 The potential for the name to be offensive to a particular group of people; and

4.4.2 Whether the name refers to an individual or group of individuals who no longer meet the qualifications met for their original naming; and

4.4.3 The potential for the name to be harmful in any way; and

4.4.4 The undertaking for residents and the Town, with monetary costs and labour required from either party to complete the renaming.

4.5 Town Council shall make a decision regarding the park or trail renaming request. If approved, the new name for the park or trail shall be chosen using the process prescribed in Section 3.0 of this policy.