

<b>Council Policy Title:</b>	<b>DRAFT NAMING POLICY FOR RESERVES, STRUCTURES AND COMMEMORATIVE PLACES</b>
<b>Policy No.</b>	
<b>Group Responsible:</b>	Corporate Services
<b>Committee / Council:</b>	
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## Introduction

This policy provides a framework for naming reserves, structures and commemorative places owned or managed by the Kapiti Coast District Council. This policy applies to naming new or un-named Reserves or Structures.

This policy includes Council’s obligations under the Treaty of Waitangi and recognises the importance of the Memorandum of Partnership with our Treaty partners, Te Āti Awa ki Whakarongotai, Ngāti Raukawa and Ngāti Toa Rangatira.

## Background

Council is the owner of many buildings and significant land on the Kāpiti Coast. It is also the asset owner of bridges and walkways, and it erects or provides access to commemorative places, sometimes in partnership with other entities.

Some buildings and walkways have distinctive names, and others have none. Most reserves on the Kāpiti Coast District have a unique name that clearly sets them apart from other sites.

It is appropriate that if reserves, structures and commemorative places are named, whether expressed in English, Māori or both, it is for the primary purpose of identifying them uniquely within this district and that of neighbouring districts. Naming a reserve, structure or commemorative place assists site location for visitors and for emergency services.

Local, national and international visitors frequently use technology as a navigation aid e.g. Google maps online for place-name searching, and various online navigation aids which provide automated directions. This has an impact on how Council delivers its services; it is important to formally name more of the parks and reserves on the Kapiti Coast to align with these technological changes.

The naming of parks, reserves, buildings, walkways, bridges and other structures, or the naming of commemorative places, is one way of providing recognition for an individual, family, hapū, iwi or organisation.

Previously names have recognised individuals from the community. Council has also provided buildings with two names. In some cases this has been a translation of English into te reo Māori, and in other cases this has resulted in two different names being applied. Council may make available naming rights to buildings or structures in recognition of financial contributions (i.e. sponsorship).

Land Information New Zealand keeps a national database of place names and needs to be informed when Council names a reserve.

Council has the right to name parks and reserves under the Reserves Act 1977, section 16(10). However naming reserves of national significance is separate to this policy and should refer to the process set by the New Zealand Geographic Board.

## **Objectives**

The objective is to ensure appropriate names are applied to reserves or structures where it is desirable to do so.

## **Policy Principles**

### **Application of policy**

#### **Reserves**

- By default a reserve will inherit the name of the road it is on and a suffix related to its primary use, and will not have signage installed.
- If there are two or more reserves on a road then both will be given unique names, and both will have signage erected as Council's budgets allow.
- Reserves that are currently un-named, have the name of the road applied to them or are being vested in Council can be named to:
  - Signify their physical location and function; or
  - Provide recognition to local hapū or iwi; or
  - Provide recognition to individuals, organisations or historic events.

#### **Structures**

- Structures being named should be significant to the local community or the District.
- Structures can be named to signify their physical location and function, provide recognition to individuals, hapū, iwi or groups, or provide sponsorship opportunities to individuals or organisations.

## Decision Making

Delegations in the Council's Governance Structure take precedence over this policy.

If there are no delegations for this policy in the Governance Structure then:

- For national, regional or district-wide significant reserves the decision should be Councils. If there is any doubt, Council should decide if a reserve has national, regional or district-wide significance.
- For reserves of local significance, the decisions should be the local Community Board's.
- For regionally significant structures or where sponsorship and naming rights are being considered, Community Boards would be consulted but the decision should be Councils.
- For locally significant structures, the decisions should be the Community Board's.
- Decisions around naming commemorative places are also to consider issues such as constructing and maintaining structures, which will be subject to Council's budgets and may be subject to Asset Management Plans.

## Considerations

Points to consider when selecting a name:

- the historical and/or cultural connections to tāngata whenua or individuals from the community;  
*Under the Memorandum of Partnership 2008, objectives include:*
  - to actively promote the sustainable management of the District's natural and physical resources and those taonga of significance to the tāngata whenua, in a way that recognises the cultural and spiritual relationship of the tāngata whenua with the natural world;
  - to develop consultation between the Council and the tāngata whenua on issues that impact on the social, environmental, economic and cultural wellbeing and development of each partner;
  - to develop opportunities within the limitations of Council's powers and functions that enable the tāngata whenua, as a Treaty partner, to share in the decision-making of the district;
  - to develop an ongoing programme of information sharing and mutual education to promote greater understanding of cross cultural values and practices;
- if the proposed name has direct relevance to the site;
- names that reflect a botanical, ecological, geographical or geological element;
- if an individual or organisation has made an outstanding personal or philanthropic contribution to the improvement or development of the site, or the development of a structure, for the improvement of the district;
- if the name of a reserve or structure is appropriate recognition for a person, hapū, iwi or organisation;
- the physical characteristics of the area in which the reserve is located or the structure has been built;
- the history, character, landscape, flora and fauna of the site;

- there is usually more than one history associated with reserve sites;
- the function(s) of the reserve or structure;
- if the Geographic Board needs to be involved because of the national significance of a reserve; and
- if there are benefits to be gained from naming rights applied through sponsorship agreements.

The process for naming structures should:

- Maintain an appropriate balance between commercial considerations and the role which names of buildings and other structures play in contributing to the District's sense of identity;
- Enable recognition of a person or organisation (past or present) that has made an outstanding personal or philanthropic contribution to the development of a structure for the improvement of the district;
- Investigate if there are benefits to be gained from naming rights being provided through sponsorship agreements; and

The process for naming reserves should:

- Reflect that there is usually more than one history associated with each site;
- Consider historical and/or cultural connections to tāngata whenua or individuals from the community;
- Ensure Council's electronic and printed maps are updated to show all named reserves;
- Ensure processes that assist in maintaining international search engines and navigation aids are developed and followed; and

### **Name restrictions**

A proposed name:

- May not be submitted for approval where the same or similar name occurs within the Kāpiti Coast District or adjacent districts (Porirua or Horowhenua);
- Will have comments sought from relevant interest groups and may be publically notified.
- Include within the name, the purpose or function of the structure or place

### **Consultation with iwi**

Consultation with iwi groups for the District will take the following approach:

- Te Whakaminenga o Kāpiti to provide an updated contact list for members of Te Whakaminenga o Kāpiti. Where possible to identify a list of contacts that may assist staff in implementing this policy, and assist Council during the year if issues arise;
- Ngāti Raukawa and Ngā Hapū o Ōtaki: consultation with the relevant hapū on a case by case basis;
- Te Āti Awa ki Whakarongotai: consultation on a case by case basis;
- Ngāti Toa Rangatira, Ngāti Haumia: consultation on a case by case basis.
- Developers will be provided relevant contact names and will be expected to discuss opportunities with the relevant iwi group. These agreements impact on

timeframes and staff will advise that developers should allow up to 4-6 weeks to complete the discussion.

### **Initiating requests**

Requests to name a reserve or structure can be initiated as a result of:

- a sponsorship or support proposal;
- a developer vesting a reserve or an asset in Council;
- a request from a member of the community through the Mayor, Council or a Community Board; or
- a recommendation from tāngata whenua through their formal structure.

If the name is for a park or reserve that is the only one on a road, exceptional circumstances or support is required for the issue to be considered further.

### **Naming in recognition**

- An un-named reserve, a new structure, a newly acquired structure or a commemorative place can all be named in recognition of an individual, family, hapū or iwi's strong historical link or outstanding contribution to the District or New Zealand.
- They can also be dedicated in recognition of the outstanding contribution a person has made for the establishment or maintenance of a reserve.
- Naming in recognition of an individual should consider if the reserve, structure or commemorative place is an appropriate recognition for the contribution they have made. Other recognition methods must be considered, such as naming roads and open spaces.
- A reserve, structure or commemorative place named after an individual, family, hapū or iwi shall only have one name.
- If the function of a previously named building changes (i.e. from a District Library to a Community Hall), then only the suffix denoting the function of the building should be changed.
- The name of the reserve, structure or commemorative place should be appropriately displayed, with a plaque noting the date and rationale for the dedication.
- The name remains applied to the structure for the life of that asset.

### **Naming in consideration**

- Naming opportunities are available in consideration of funding, or sponsorship of, new reserves, existing or new structures, major works of public art, community halls, swimming pools, meeting rooms, etc.
- Naming opportunities are available in recognition of sponsorship to maintain, or assist with maintaining, existing reserves that have not been dedicated in recognition of individuals.
- Naming in consideration can be considered for a person or organisation providing substantial financial support or other in-kind contributions.
- Consideration will be given to the replacement cost, location and marketability of a facility or structure in cases of renovation.

- A Naming Rights agreement will generally be for a finite period of not more than 10 years.
- Naming Rights may be transferred to another asset by mutual agreement between the Council and the person or organisation.
- Naming Rights may only be transferred to another organisation by mutual agreement between all the named parties (i.e. during a take-over of a company).
- Naming Rights must not be traded between organisations.

### **Functional Names**

- All structures named after an individual, family, hapū, iwi or organisation must include an appended functional appellation to assist in its identification (such as the June Rowland Lookout, Te Āti Awa Park).

### **Location and Functional naming**

- Reserves and structures can be named based on the function of the structure and physical location (i.e. Waikanae Beach Hall).

### **Installation and Maintenance of Signs**

- Projects that result in named Council-owned structure are to include the cost of signage in the project. The maintenance of signs will then be met by Council and will be included in Asset Management Plans and maintenance budgets.
- Council shall pay the cost of installation and maintenance of current structures that are named in recognition or through sponsorship.
- Where a development company has erected its own ornamental nameplate for an asset that is vested in Council, and that ornamental nameplate is damaged or stolen, then the Council shall not be responsible for the repair or replacement of that nameplate. Council may or may not elect to replace the sign with one of its choice.

### **Relevant Legislation**

The New Zealand Geographic Board guides the official naming process for locality and landscape features. They are directed by the New Zealand Geographic Board Act 1946. Generally this is for reserves of national significance.

## ***Application of the Policy***

### **Responsibilities of Community Boards**

#### **1. In response to community suggestion**

- Requests from the community are to be made to Community Boards.
- The Community Board should consider the request and if acceptable request a report from Council staff.
- The Community Board is to provide staff with options for naming a reserve, structure or commemorative place, their recommendations and rationale for inclusion in the final staff officer's report.

### **Project Managers and Asset Managers**

#### **1. Prior to seeking sponsorship/funding support**

- Validate the suitability of the reserve, structure, part of structure, or commemorative place for naming rights.
- Provide a report to Council, committee or the appropriate Community Board.

#### **2. On gaining permission and sponsorship/funding support**

- On commissioning the reserve, structure, part structure or commemorative place, or the beginning of a sponsorship arrangement, organise an appropriate function for the sponsor (e.g. a naming ceremony) and appropriate signage to provide recognition.
- Ensure agreements are correctly recorded in Councils records system.

### **Responsibilities of Te Whakaminenga o Kāpiti**

#### **1. At the start of each triennium**

- Provide updated contact list for members of Te Whakaminenga o Kāpiti.
- Where possible identify a list of contacts that may assist developers and staff to gauge appropriateness of suggested road names, or alternatives

#### **2. Ongoing**

- To maintain the above list if necessary.
- Assist staff during the year if there are difficulties in identification of a contact within a hapu.
- To monitor the effectiveness of this policy.

### **Responsibilities of staff**

#### **1. At the start of each triennium**

- Maintain the list of iwi contacts through Te Whakaminenga o Kāpiti.

#### **2. On request from Developers, Community Boards, Project Managers or Asset Managers**

- Validate the names for uniqueness and appropriateness.
- Ensure consultation with appropriate iwi and other community groups has occurred.
- Where the structure is proposed to be named after a person, validate its suitability with the family or hapū. For reserves of national significance, consult with the New Zealand Geographic Board.

- Submit a report to the Community Board or Council for their consideration as appropriate, providing alternatives if other suitable names should be considered following consultation.
- Inform the initiator of the outcome.
- Organise an opening or naming ceremony and community advertising.
- Organise the plaque and appropriate signage, at Council's cost and to Council's design, unless the reserve is in a new development where the developer should meet the costs.

## Definitions

Reserves	Refers to Council owned land set apart for public purposes
Structures	Buildings, parts of buildings, bridges, towers, piers, or other 'bricks and mortar' type structures. Excludes parks, walkways and natural features.
Commemorative Places	Members of the community may wish to see areas or structures dedicated to past residents. These may take the form of park benches, shelters, walkways or lookouts or the planting of trees.