

	<b>Sponsorship Plaque/Memorial Policy</b>		<b>Policy #5.6.24</b>
Department Owner:	Planning & Development		
Policy Applies To:	Recreational spaces signage/naming (donations/sponsors etc)		
Date Created:	March 26, 2019	Date Approved By Council:	May 13, 2019
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### Intent:

The Town of Claresholm realizes it is an important and unique opportunity to recognize contributions of individuals, organizations, and/or businesses towards municipal buildings, significant infrastructure, parks or roadways, and the development of facilities and recreation within the Town of Claresholm.

The intent of this policy is to provide a consistent framework for the materials used and placement of naming or sponsorship plaques or memorials to municipally owned buildings, significant infrastructure, neighborhoods, roadways, and parks for the Town of Claresholm. All new plaques, signage, and memorials will be required to conform to this policy, with the exception of war memorials, which require approval by other authorities.

Whilst there are existing plaques, signage or memorials within the Town of Claresholm that predate this policy, an existing plaque, sign or memorial should not be taken as a precedent for future approvals.

Any decision regarding naming or sponsorship plaques and memorials needs to consider the balance between the desire to commemorate events or individuals/organizations, the ongoing enjoyment of uncluttered public space, and ensure placement hazards are adequately considered in relation to plaques and memorials on municipal land or buildings.

### Definitions:

**CAO** means the Chief Administrative Officer as appointed by the Council of the Town of Claresholm.

**Council** means the municipal council of the Town of Claresholm.

**Memorial:** An object established to commemorate a person, group, association or event. A memorial may be a plaque or a 'living thing', such as a tree or garden.

**Municipally Owned Building** means any owned or wholly leased building by the Town of Claresholm that primarily serves the public or normally functions for the provision of offices, services, and operations; examples include, but are not limited to: Department offices, Public Works offices and shops, recreational facilities such as the swimming pool, museum, or ice arena, and other community service office buildings.

**Public Space:** All **Town of Claresholm** owned or managed land that is open or accessible to people. This includes:

- o Public open spaces, parks, and sports fields

- Land managed by the Town of Claresholm, but owned by another body
- The exterior or interior of Town of Claresholm buildings within public space
- Furniture/equipment within public space (such as benches, picnic tables, etc.)
- Any other infrastructure within public space (such as picnic shelters, playgrounds etc.)

**Town** means the Town of Claresholm.

**Infrastructure** means capital infrastructure owned by the Town that is of a magnitude that it warrants sponsorship/naming plaques; examples include, but are not limited to: paths, parks, recognition monuments, trails, subdivisions, and buildings.

**Sponsorship/Naming Plaques or “plaques”:** Flat tablet of metal, stone or other **approved material** which includes text that commemorates a person, organization’s efforts, event or historical information relevant to a particular location. The tablet may be fixed to an object, stone, building or hard ground surface located within public space. All sponsorship/organization signage will be in the form of a plaque.

### **Guidelines:**

- Plaques and memorials will only be considered where they are consistent with Council’s strategic plan and any proposed designs/plans for the location and in consultation with community groups or boards in charge of said lands/facilities. The proposal must be consistent with relevant Council strategies, master plans and the land’s public purpose. The siting or appearance of a plaque or memorial must not negatively impact the aesthetic or environmental value of public space, nor on the use of the space by the community.
- Plaques and memorials are to meet all relevant planning and building requirements. They are to be designed and sited in a way that will not damage the supporting structure or natural environment or create a public risk. Plaques and memorials are to be constructed in a manner that will require little ongoing maintenance and will be resistant to vandalism. Plaques attached to an asset like a seat, building, etc. must be durable and must have a life equivalent to the asset to which they are attached.
- All costs associated with the design, construction, installation and maintenance of plaques or memorials are to be paid by the person/organization making the request for the plaque or memorial. Once approved, installation of any plaque or memorial must be undertaken by the Town. Installed plaques and memorials will become the property of the Town. Maintenance of plaques and memorials will be the responsibility of the Town. There are no permits or fees required for the installation of plaques/memorials on Town property.
- The Town does not guarantee to retain plaques and memorials in perpetuity. Generally, a plaque or memorial will be retained in place for as long as practicable, with the following exceptions:
  - the area in which the item is sited is to be redeveloped;
  - ongoing maintenance costs are prohibitive;
  - in the case of a plaque, the asset to which it is attached has reached the end of its useful life; or
  - the condition of the plaque or memorial is poor as determined by the CAO or designate.

If a plaque or memorial is removed due to any of the reasons above, the Town will not guarantee replacement of the plaque or memorial, however replacement plaques or memorials of similar or different style or form may be considered. All reasonable efforts will be made to identify, contact and advise relevant stakeholders (including family members).

- Existing plaques and memorials will generally be retained in place for as long as practicable, subject to exceptions as listed above.

- Plaques may be installed by the Town on owned or managed land, buildings or structures to commemorate an opening of a new or refurbished public building or facility, or a historically significant event. The Town may seek a financial contribution from funding partners if applicable.
- Where project funding has been provided by an external agency, such as Provincial or Federal Government, and acknowledgement of the funding agreement is required in the form of a plaque, the layout and wording of the plaque will be in accordance with the funding agreement.

## **Requests for new plaques and memorials on Council owned or managed land**

- The CAO or designate will consider requests for new plaques or memorials, including those from private individuals and organizations/community groups.
- Significant donations for public space infrastructure (e.g. playgrounds, picnic shelters, etc.) may be acknowledged by mounting a plaque on or adjacent to the infrastructure.
- Plaques and memorials will only be considered where the following criteria are met:
  - Commemoration of an individual/organization that is/was strongly linked to the Town;
  - Commemoration of an individual/organization that has made a substantial contribution to the leadership, cultural and social aspects of the Town's development or shared community history;
  - Must not have been already commemorated elsewhere in Town (for naming of parks or infrastructure or memorials) unless deemed appropriate by the CAO or designate;
  - The contribution of the individual/organization must have been exceptional and extend beyond what might reasonably be expected through paid employment or voluntary contribution to the community; and
  - The subject of a requested plaque or memorial must have a clear association and strong significance to the location proposed for the plaque or memorial.
  - The community groups or boards that are in charge of the facility or lands have been consulted.
- Memorials including reserve seating with attached plaques will be considered where they meet the requirements of this policy, and are consistent with Council's strategic plans and any designs/plans for the proposed site.

## **Approval Process**

- Placement of plaques or memorials requires prior written approval from the CAO or designate. Persons making initial inquiries regarding the installation of a plaque or memorial should be referred to this policy for direction regarding applicable criteria.
- Formal requests for installation of any plaques or memorials must be presented to the CAO or designate in writing (email or letter). The request must include:
  - Demonstration of compliance with this policy.
  - Include all relevant details including proposed colors, materials, and text (limited use of logos or images should be used)
  - The preferred location for the plaque or memorial.
  - Information regarding the significance/organization or individual's contribution.
- The wording/layout may vary as appropriate based on the needs of the organization, facility, or event. However, sponsorship plaques will generally include the following:
  - Identification of facility/event/organization
  - Date (day, month, year) of event, opening, or contribution
  - Funding partner recognition (list of sponsors)
- Final approval for the design, layout, wording and location of any proposed plaque or memorial rests with the CAO or designate, and must be in compliance with any other applicable Municipal

Bylaws (ex. Land Use Bylaw). Once approved, the design, manufacture and installation will be coordinated by the Town, and all costs will be borne by the applicant/organization. In some instances, and at its sole discretion, Council may approve and contribute toward the cost of the manufacture and/or installation.

- Approval from other responsible authorities may be required if a plaque or memorial is proposed on land controlled by legislation.
- Plaques or memorials placed in the Town's public spaces without CAO's approval will be removed. All reasonable efforts will be made to identify and contact the persons responsible for placing the item to advise them of this policy and to return any removed item to them.

Examples:

