



[Procedures for the Submission, Review, and Approval of Proposals for Naming Facilities or Physical Assets](#)  
[Procedures for Renaming or Revoking the Name of a Facility or Physical Asset](#)  
[Procedures for Implementing Names of Facilities and Physical Assets](#)

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Purpose

- 1.00 This policy provides consistent principles for the naming of university Facilities and Physical Assets.

Definitions

- 2.00 Bestowed means a name that has been given to the university by one or more local Indigenous communities, and such communities have consented for the university to use the name.
- 4.00 Functional means the actual purpose for, or the particular function to which it is dedicated.
- 5.00 Honorific means conferring honour or recognition for a person or group who has made substantial or long-term contributions to the university, or a concept, word, value, or place that aligns with the university's vision, and values or the history of the university.
- 6.00 Philanthropic means the act of philanthropy, or the donation of in-kind monetary value.
- 7.00 Time -limited means naming in recognition of a person or group who has made substantial or long-term contributions to the university that has real or in-kind monetary value.
- 8.00 Physical Assets include but are not limited to buildings, equipment, roads, parking lots, walkways, and other major physical resources that the university owns or controls.

University Policy No.: BP3100

Naming of Facilities and Physical Assets

Classification: Buildings and Properties  
Approving Authority: Board of Governors  
Effective Date: November 2022

Jurisdiction/Scope

9.00 This policy applies to the naming of university Facilities and Physical Assets.

Policy

General Principles

10.00 Naming recommendations may originate from any member of the university community.

11.00 The university will follow transparent and consistent processes in the naming of its

17.03 Normally, appointed Advisory Committee members will serve a maximum of two consecutive terms.

Interim Names

18.00 Once the Functional purpose for a Facility or Physical Asset has been confirmed, interim names for Facilities or Physical Assets under development, construction, or renovation shall not be assigned without prior endorsement from the Advisory Committee except where Facilities Management requires an interim name for planning purposes.

Naming Classifications

19.00 The university may name Facilities or Physical Assets:

- for Functional purposes;
- for Honorific purposes;
- with a name Bestowed by a local Indigenous community;
- in recognition of Philanthropic support; or
- for Time-limited purposes in recognition of sponsorship, or other, support.

Functional Naming

20.00 Proposals for naming a Facility or Physical Asset for Functional purposes shall be submitted in accordance with the associated procedures.

21.00 The President, acting on the recommendations of the Advisory Committee, may approve the naming of a Facility or Physical Asset where the name is solely Functional.

Honorific Naming

22.00 Proposals for naming a Facility or Physical Asset for Honorific purposes shall be submitted in accordance with the associated procedures.

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approach a local Indigenous community/communities in accordance with the procedures and following proper protocol .

Philanthropic Naming

28.00 Proposals for naming a Facility or Physical Asset for Philanthropic purposes shall be submitted in accordance with the associated procedures.

29.00 The naming of a Facility or Physical Asset in recognition of Philanthropic support shall be reserved to honour substantial contributions to the development or status of the university made through appropriate gifts.

29.01 The university's preference is to name Facilities or Physical Assets in recognition of Philanthropic support after individuals.

35.00 For the purpose of naming a Facility or Physical Asset for5eav(i).2..-5.9 0.008 Tc 01403 Tw 11478 0 T

#### Confidentiality of Naming Proposals

- 45.00 All naming request proposals shall be treated as confidential by all involved in the process until the naming is publicly announced by the university. Announcements regarding the naming shall be held only after final approval of the proposed name is confirmed.

#### Signage

- 46.00 Signage recognizing the naming of a university Facility or Physical Asset shall generally be of uniform design and in accordance with university policies and standards applicable to signage.

46.01 Signage or other methods associated with the naming of a Facility or Physical Asset shall not impact the quality, integrity, or safety of any associated area, Facility, property, or land.

46.02 Signage associated with an Indigenous









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- 29.01 Upon consultation with Executive Council, the Vice-President External Relations may approve the Naming Opportunities Plan and advise the Development Office that it may proceed to secure external contributions for Time -limited naming opportunities as outlined in the Naming Opportunities Plan. Approval of the Naming Opportunities Plan does not constitute approval of the actual naming of the Facility or Physical Asset.
- 30.00 Proposals for naming a Facility or Physical Asset for Timelimited purposes shall be developed by the Development Office in collaboration with internal stakeholders including, but not limited to, the offices of Development and Purchasing. Terms of the proposal, including 'exclusivity' or 'non-exclusivity' clauses, are to be clearly indicated within the proposals.
- 31.00 Once a commitment for external funding designated for the naming of a Facility or Physical Asset has been secured, theDevelopment Office shall complete and submit a Naming Request Proposal to the VicePresident External Relations.
- 32.00 The proposal will include associated signage as the logo of an organization may be included on the name temporarily affixed to an interior feature, object, space, building , or outdoor area if the logo is part of the design created in part for the purpose of acknowledging the relationship between the university and the organization.
- 33.00 The Vice-President External Relations will review the recommendations and consult with Executive Council.
- 34.00 After the proposed name has been discussed at Executive Council, the Univw( )0.8 (wi)-2.2 l.8 (t)-35 (u)



- subsequent circumstances pertaining to the individual or organization that a Facility or Physical Asset has been named after contradicts the university's mission, vision, or values or brings its reputation into disrepute; or
- other exceptional circumstances occur where re-naming or revoking a name is warranted.

8.00 If a Facility or Physical Asset is demolished or replaced, or where the occupancy or usage changes and the former name is no longer appropriate, then a request for a new name shall be considered using the processes outlined in the Naming of Facilities and Physical Assets policy and associated procedures.

8.01 When possible, the university shall contact the namesake, next-of-kin, or other appropriate contact person to inform them of the decision to demolish, replace, or change the usage of the Facility or Physical Asset before the change takes place.

9.00 The Vice-President External Relations shall oversee communication regarding the revocation of a Philanthropic, Honorific, or Time-limited naming.

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## Procedures for Implementing the Names of Facilities or Physical Assets

Procedural Authority: President

Effective Date: December 2022

Procedural Officer: University Secretary

Supersedes: March 2019

Last Editorial Change:

Parent Policy: [Naming of Facilities and Physical Assets \(BP3100\)](#)

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- 1.00 After the proposed name for a Facility or Physical Asset has been discussed at Executive Council and before the President has sought advice from the Advisory Committee on Naming of Facilities and Physical Assets (Advisory Committee), the University Secretary will (B(2 (o)-3.5 (r)-1.7 (y)-5 ( )0.8 (Co)61)-4.4 (e45smg006 T o e)1.2 ( )01.7 (y)-5.3 (l)-2.3 (l)-2.7 (y)-5\* [(v

- 4.00 If a naming ceremony is to be held, the Director of University Ceremonies and Events will consult with the individuals listed in section 1.00 to co- ordinate the date and details.
- 5.00 The Director of University Ceremonies and Events will advise the University Secretary of the date on which the name of a Facility or Physical Asset will no longer be confidential and if a naming ceremony will be held so that this information may be included in a memorandum to the President (for Functional naming) or Board of Governors (for Bestowed or Honorific naming).

Preparations for Implementing a Philanthropic or Time-Limited Naming

- 6.00 The Associate VicePresident Alumni and Development, in consultation with the Director



- 12.00 Implementation of the Philanthropic name or a Time -Limited naming for a Facility or Physical Asset will be coordinated by the Associate VicePresident Alumni and Development, in consultation with the Executive Director of Facilities Management and the Director of University Ceremonies and Events.
- 13.00 Implementation of a Bestowed name will be coordinated by the Vice -President Indigenous and the Vice-President External Relations, in consultation with the Executive Director of Facilities Management and the Director of University Ceremonies and Events as appropriate.
- 14.00 Implementation of a Functional or Honorific name for a Facility or Physical Asset will be coordinated by the Executive Director of Facilities Management in consultation with the Director of University Ceremonies and Events
  - 14.01 The Director of University Ceremonies and Events will advise the individuals listed in section 10.00 of the date for implementing the name.
  - 14.02 The Executive Director of Facilities Management will ensure maps and other documents are prepared for distribution to the individuals listed in section 10.00.
  - 14.03 The Executive Director of Facilities Management will coordinate communication of the name to external individuals and organizations (e.g., emergency services) as necessary and may delegate responsibility for this task to the individuals listed in section 10.00.
  - 14.04 If a Facility or Physical Asset is given an Indigenous name, then the Vice-President Indigenous will co-ordinate communication of the name to the university community in conjunction with the Associate VicePresident, University Communications + Marketing.
  - 14.05 If the name for a Facility or Physical Asset is Functional or Honorific, the Director of University Ceremonies and Events will co-ordinate communication of the name to the university community in conjunction with the Associate VicePresident, University Communications + Marketing.
  - 14.06 If the name for a Facility or Physical Asset is in recognition of Philanthropic or Time-limited support, the Associate Vice-President Alumni and Development, will collaborate with the Associate VicePresident, University Communications + Marketing to coordinate communication of the name to the university community and the external community as appropriate.
- 15.00 After the name of a Facility or Physical Asset has been approved and implemented, the individuals listed in section 10.00 will co-ordinate the updating of records and procedures within their departments and with external individuals and organizations as required and will make any necessary adjustments to reflect the new name.