

PURPOSE:

This policy is to encompass the naming of any corporate asset including parks, open spaces, facilities, streets, roads and other municipal buildings or properties. The final decision for naming of corporate assets will rest with Council, including naming opportunities as a result of gifts and sponsorships. The naming of a particular corporate asset is important for public awareness, promotion and emergency access. Therefore, naming will not contravene any policy of the Municipality nor reflect negatively on the Municipal public image.

INTENT:

The intent of this policy is to:

- provide a framework for responding to specific requests for dedication of infrastructure or facilities;
- provide direction of how to apply for approval to name, rename or dedicate municipal property, streets/roads, buildings or park elements;
- recognize on an exception basis, significant contributions that organizations or individuals have made to the public life and the well-being of the people of the Municipality.

POLICY STATEMENTS

- 1) There are three main types of naming situations this policy intends to address:
 - opening of a new corporate asset or reopening of a corporate asset following refurbishment
 - honouring individuals or groups
 - providing recognition gifts, sponsorships and joint ventures
- 2) Recommendations for naming will be considered within the following categories:
 - a) Natural Features - names reflecting prominent natural features of the general area in which the asset is located.
 - b) Geographic Location - names reflecting the geographic location of the asset within the Municipality.
 - c) Historic Place Name - names reflecting a prominent historic location within the Municipality.
 - d) Outstanding Resident/Group - name of Municipal resident or group, past or present, who have contributed to the Municipality and/or well-being of its residents.
 - e) Indigenous Acknowledgement - recognize Indigenous Peoples' past, present, and future presence on the land.
 - f) The Municipality will not rename ravines, woodlands and other ecological features, unless renamed in an Indigenous language and in consultation with Indigenous communities and Indigenous rights-holders.
- 3) Preference will be given to names that:
 - a) give a sense of place, continuity and belonging reflecting the geographic location, community, neighbourhood or street/road where the corporate asset is located and/or;
 - b) recognize the historical significance of the area and/or;
 - c) reflect unique characteristics of the site and/or; reflect the type of service offered and/or;
 - d) are in keeping with a selected theme and/or;
 - e) honour individuals, living or deceased, who have made a significant contribution to the community.
- 4) Names will not be chosen that:
 - a) cause confusion due to duplication or names sounding similar to existing locations within the Municipality;
 - b) lend themselves to inappropriate short forms or modifications;
 - c) are discriminatory or derogatory considering race, gender, creed, political affiliation or other similar factors; and/or
 - d) recognize the birth, marriage or anniversary of specific individuals (this can be done through individual dedications of benches and trees).

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- 5) Names of persons, organizations, corporations, foundations or their families will be considered when they have made a significant contribution to the Municipality by:
 - a) enhancing the quality of life and well-being of the Municipality contributing to the historical or cultural preservation of the Municipality
 - b) financial contribution toward the naming right, acquisition, development or conveyance of land or building
 - c) achieving excellence in their endeavours and representing the Municipality in a meritorious manner.
- 6) Naming in honour of elected or appointed officials, Municipal administrative officials or staff shall occur following retirement or term of office.
- 7) Where the name of an individual is recommended after a Closed Session discussion, consent shall be obtained from the individual or their next of kin prior to Council's public consideration. In the case of posthumous recognition, the naming shall occur no earlier than three months after their death.
- 8) Where the naming opportunity is the result of a sponsorship or gift, the following factors must be considered:
 - a) the significance of the contribution made relative to the construction and/or operating costs of the item being named;
 - b) the cost of establishing the naming option (i.e., cost of the signage to be paid by the applicant unless the Municipality has made the request for the name change); and
 - c) a naming agreement will be entered into in the case of a sponsorship or gift and will address such conditions as: approval of signage design and cost distribution, sign maintenance responsibilities, length of time for naming (permanent, renewable or for a specific period), notice of termination due to renovation, destruction, or sale of the asset by the Municipality, additional fees if applicable, and any other matter agreed to by the parties on a case-by-case basis.
- 9) Existing names will not be changed without consideration of the historical significance of the existing name, the impact on the individual or organization previously named, the cost and impact of changing existing signage, rebuilding community recognition and updating records (i.e., letterhead, databases, promotional materials). Each application will be considered on a case-by-case basis.
 - i) When the views or actions of the individual after whom a municipal asset is named no longer reflect the Municipality's current community values of equity and inclusion;
 - ii) When there is strong rationale that an existing name is discriminatory, derogatory, or conveys negative or offensive connotation;

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APPLICATION REVIEW & APPROVAL PROCESS

- 1) Applicant(s) shall submit a written request for civic naming to the Municipal Clerk. The written request shall provide the following:
 - a) background information concerning the rationale for consideration of the request;
 - b) biographical information if named after an organization or individual;
 - c) and documentation including letters from organizations and individuals providing support for the request.
- 2) Each applicant for naming/renaming shall undergo a process which will:
 - a) review the application for conformity with this policy
 - b) the application to the appropriate internal stakeholders for comment on the suitability of the application including the Indigenous Advisory Circle and/or the Equity, Diversity, and Inclusion Advisory Committee where appropriate.
 - c) discuss in a Closed Session any naming in recognition of an individual prior to discussing it with the individual or next of kin

d) consult with external stakeholders in the community to the level of support or identify possible objections to the requested civic naming

e) determine whether or not a special event is planned to coincide with the formal naming

f) Proposed names in an Indigenous language or a Commemorative Name recognizing an Indigenous individual, organization, event or concept will require consultation with Indigenous communities and adherence to appropriate Indigenous practices or protocols.

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