



## **Asset Naming / Renaming Policy**

**Revised: March 2021**

### **1. POLICY STATEMENT:**

The City of Elliot Lake is committed to providing a fair and consistent process to govern naming, renaming or dedication of municipal assets such as streets, parks, and facilities (while respecting the need for public consultation and legislative approvals).

On occasion, Elliot Lake City Council may wish to acknowledge the activities and significant contributions of a person, persons or family, to the community through the naming of a municipal asset.

This policy establishes criteria to name or rename Municipal Assets such as streets, parks, and facilities.

### **2. PURPOSE:**

This policy establishes the processes and criteria for naming, renaming or dedicating Municipal Assets such as streets, parks, and facilities as well as the major elements of such municipal assets. The policy also includes the methods by which the public may provide objections to proposed (re)naming.

The main objectives of this policy are:

- To formalize the practice of naming streets, municipal property, buildings and parks after significant geographical, neighbourhood and historical elements.
- To recognize, on an exceptional basis, significant contributions that organizations or individuals have made to public life and the well-being of the people of Elliot Lake.
- To provide direction on how to apply for approval to name, re-name or dedicate municipal street, facility (or rooms therein), or park.
- To ensure the application of a defined consultation process to encourage community participation.

- To ensure the application of key criteria to determine the validity of a commemorative name.
- To ensure the compilation of a comprehensive Names Reserves List to act as one central repository for all approved names for streets, parks, and facilities.
- To ensure a proper approval process and the importance of the role of Council is acknowledged.
- To establish a fee in order to cover staff time and related administrative costs for processing, and discourage frivolous applications
- The policy applies to all City employees and persons acting on behalf of the City, as well as members of Council and the public with respect to naming of municipal assets.
- The policy is not intended to address:
  - Individual memorial dedications such as commemorative benches, trees or plaques.
  - The naming of City-owned facilities leased to commercial tenants.
  - The naming of core facilities (City Hall, fire halls, police stations, public libraries)
  - Corporate sponsorship of any City asset. That is dealt with under the City of Elliot Lake Sponsorship and Advertising Policy.

### 3. DEFINITIONS:

For the purpose of this Policy, the following definitions shall apply:

**Commemorative** – shall refer to the official naming of a municipal street, park or facility (or rooms therein) after a person, persons or family name.

**Elements** – components of a facility or park, including but not limited to trails, pools, arenas, parking garages, plazas, courtyards, gardens, lawns, recreation fields, wings, halls, auditoriums, galleries, lounges, lobbies, meeting rooms.

**Memorials** – a discreet memorial such as a tree or a bench in a park or public space, dedicated to a person or group which may include a plaque; does not include flowers, floral arrangements, images, signs, tokens, tributes, religious offerings, ashes, etc.

**Municipal Asset** – refers to municipal streets, municipally-owned parks and facilities, including major elements thereof.

**Municipal Facility** – refers to City-owned buildings and their major elements including but not limited to pools, arenas, parking garages, plazas, courtyards, wings, halls, auditoriums, galleries, lounges, lobbies, meeting rooms.

**Names Reserves List** – a central repository of all approved names for streets, parks, and facilities including names submitted that qualify, but may not be chosen by Council for a particular asset, but that could be considered for future assets.

**Naming Rights** – refers to the granting by the owner of the right to name a piece of property or portions of a property, typically in exchange for financial consideration.

**Parks** – shall include parkland, open spaces, valley lands, environmentally-protected areas; references to Parks shall include major elements including but not limited to trails, gardens, lawns, recreation fields, courtyards, plazas.

**Sponsorship** - A marketing-oriented, contracted arrangement that involves the payment of a fee or payment in-kind by a company in return for the right to a public association with an activity, item, person or property for mutual commercial benefit. Sponsorships may be in the form of financial assistance, non-cash goods or a contribution of skills or resources.

#### **4. SCOPE**

This policy applies to the (re)naming of municipal assets between the City of Elliot Lake and Private citizens and businesses as outlined in the policy. (Re)naming of Municipal assets for a specified term in exchange for financial remuneration or in-kind services falls under the guidelines of the City Of Elliot Lake Sponsorship and Advertising Policy.

#### **5. COMMUNICATION**

This policy will be communicated by:

- Posting on the City of Elliot Lake website.
- Availability on the internal policy drive accessible by staff;
- Printed copies will be made available at City Hall for those without access to the internet.

#### **6. GENERAL POLICY REQUIREMENTS**

##### **6.1. Policy Process**

6.1.1. The following are the steps for executing the Naming / Renaming Policy:

- Application

- Name Review – Staff
- Name Review - Council
- Council approval for asset (re)naming
- Public consultation
- Renaming of asset – Ceremony (if applicable)

## **6.2. Applications for Naming/Renaming:**

6.2.1. Applications will be made available to the public on the City’s website, at the front desk of City Hall, or may be requested via telephone or email.

6.2.2. Applicants are also able to provide a written submission.

6.2.3. Completed applications submitted will be reviewed by the City Clerk for compliance with the name principles criteria in this policy. A report of names and (re)naming requests will be submitted to Council for consideration on an annual basis.

6.2.4. In the event that 2 names are submitted to rename the same Municipal Asset, Council shall decide which submission receives priority.

6.2.5. Applications specifically for street (re)naming must include documented support, including but not limited to petitions and support letters, from at least 75 percent of property owners that abut the street.

6.2.6. Applications will be subject to a \$50 application fee.

## **6.3. Name Principles:**

6.3.1. Names should give a sense of place, continuity, belonging and celebrate the distinguishing characteristics and uniqueness of Elliot Lake.

6.3.2. Names should maintain a long-standing local area identification with the residents of Elliot Lake.

6.3.3. Names should promote pride in the City of Elliot Lake, acknowledge local heritage, history, and recognize unique features and geography (such as names that relate to local history, places, and events, native wildlife, flora, fauna and natural features or unique characteristics of a neighbourhood or area).

6.3.4. The rationale associated with the use of a particular names shall be understandable to the majority of Elliot Lake residents;

6.3.5. Names with hyphens, apostrophes or dashes shall be discouraged but may be considered on an individual basis.

- 6.3.6. Names may, on an exceptional basis, honour the significant contributions of an individual or family. The name of a person must meet at least one of the following criteria:
- 6.3.6.1. An original inhabitant, pioneer, or settler of the local Elliot Lake area.
  - 6.3.6.2. A person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the City of Elliot Lake, Province of Ontario, or Canada.
  - 6.3.6.3. A person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes.
  - 6.3.6.4. A person who risks his or her life to save or protect others.
  - 6.3.6.5. A person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to the City of Elliot Lake, Province of Ontario, or Canada.
- 6.3.7. Names relating to individuals or family names will require the consent of the family member or estate.
- 6.3.8. Names of living persons should be used only in extenuating circumstances.
- 6.3.9. Naming in honour of elected or appointed public officials, City administrative officials or staff shall occur posthumously.
- 6.3.10. Proposed names that portray aboriginal significance or are after an aboriginal individual, organization or event will require consultation with aboriginal communities and adherence to appropriate aboriginal practices or protocols.
- 6.3.11. Names to be avoided:
- 6.3.11.1. Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, colour, creed, political affiliation or other social factors.
  - 6.3.11.2. Names conveying a secondary negative or offensive connotation, any sexual overtones, inappropriate humour, slang or double meanings.
  - 6.3.11.3. Names being a duplicate of an existing road, neighbourhood, park, or municipal facility in Elliot Lake or in the municipalities

surrounding Elliot Lake shall be avoided, unless the name for a park is to correspond to the neighbourhood name.

6.3.11.4. Similar sounding names to others already in use should be avoided.

6.3.12. Names that could be construed as advertising a particular business shall be avoided, unless part of a (re)naming of a City facility or room within a City facility as part of the Elliot Lake Sponsorship and Advertising Policy.

6.3.13. At a meeting of council, approved names will be placed on the Names Reserve List followed by a council vote of approval on specific (re)naming requests.

6.3.14. Names not immediately used will remain on the Names Reserve List for potential use on a future project.

6.3.15. Notwithstanding the above, the name of a person or a name other than a person, not identified on the "Names Reserve List" may be assigned to a neighbourhood, park, municipal facility, or road when unique or extenuating circumstances warrant.

#### **6.4. Public Consultation**

6.4.1. Once approved by Council, all (re)naming projects undertaken by the City Of Elliot Lake will be subject to a thirty-day public input period. During this time, any objections to approved (re)naming can be made directly to City Staff either in writing or through the Naming Objection Form located on the City web site.

6.4.2. Objections will be dealt with on a case by case basis with City Council determining the validity of the objection.

6.4.3. Council has the ability to overrule any objections.

6.4.4. (Re)naming approvals that have received no objections will proceed.

#### **6.5. Signage Guidelines and Costs:**

6.5.1. The form of signage shall be consistent with the City of Elliot Lake signage guidelines.

6.5.2. The cost associated with a (re)naming (including but not limited to signage, ceremonial costs, legal costs, etc.) will be the responsibility of the City of Elliot Lake. Costs associated with (re)naming a City asset with a corporate partner are outlined under the Sponsorship and Advertising Policy.

6.5.3. The Council of the City of Elliot Lake makes all final decisions concerning what is placed or occurs on City property and in its buildings.

## **7. Street Naming/Renaming Policy:**

7.1.1. Names must come from the Names Reserve List.

7.1.2. Generally, streets should not be re-named. For all but extenuating circumstances, streets shall be assigned a ceremonial name.

7.1.3. Streets that have been named, renamed, or assigned a ceremonial name within the previous ten years will not be renamed.

7.1.4. Only a person's last name should be used for a street name.

7.1.5. Names to be avoided:

7.1.5.1. Street names being a duplicate of an existing street in Elliot Lake or in the municipalities surrounding Elliot Lake shall be avoided.

7.1.5.2. Similar sounding names such as Beach Avenue and Peach Avenue, or Apple Hill Road and Apple Road should be avoided.

7.1.5.3. Names for public streets that could be construed as advertising a particular business shall be avoided. Exceptions may occur when a particular business is the sole or largest property on the existing street.

7.1.6. The re-use of former street names should be discouraged because of the confusion this causes in property records management.

7.1.7. Council shall consider the number of addresses that may be affected by the request to change a street/road name, including the time and cost residents may incur, in their decision making process.

## **8. Parks and Major Trails**

8.1.1. Names must come from the Names Reserve List.

8.1.2. The descriptive word "Park" shall be assigned to the name of the park.

8.1.3. The descriptive word "Trail" or "Path" shall be assigned to the name of a trail.

8.1.4. The (re)naming of parks and major trails with Corporate Partners shall fall under the City of Elliot Lake Sponsorship and Advertising Policy.

## **9. Neighbourhood**

- 9.1.1. Names must come from the Names Reserve List.
- 9.1.2. Neighbourhoods shall be named after a person, a historical event significant to Elliot Lake, or the flora and fauna of the local area or the geographical or topographical feature of the local area. Neighborhoods are not eligible for (re)naming with corporate partners.
- 9.1.3. The official neighbourhood name may differ from the marketing names of a neighbourhood; however, any neighbourhood entry feature sign, as approved by Administration must identify the official neighbourhood name with prominence equal to the marketing name.
- 9.1.4. The marketing name of a neighbourhood shall not be similar as the official name previously assigned to another neighbourhood in Elliot Lake.
- 9.1.5. Neighborhoods shall not be named after a business and are not eligible to take part of the City of Elliot Lake Sponsorship Policy.

## **10. Municipal Facilities/Rooms within a Municipal Facility:**

- 10.1.1. Names must come from the Names Reserve List.
- 10.1.2. Municipal recreation and cultural facilities may be named after the neighbourhood in which they are located, the name of a person, a geographical designation, an organization, an historical event, or sponsor.
- 10.1.3. The (re)naming of Municipal Facilities or rooms within Municipal Facilities with Corporate Partners shall fall under the City of Elliot Lake Sponsorship and Advertising Policy.

## **11. Responsibilities**

- 11.1. The Clerk's Office shall be responsible for accepting applications for (re)naming and for ensuring that names proposed meet the approved name principles. The Clerk's office will prepare a report of approved names for council to be added to the names reserve list. The Clerk will also prepare a report for council of requests for (re)naming of assets. Upon selection of assets to be renamed, the Clerk shall post for public scrutiny the assets to be renamed on the City's website. Upon the conclusion of the 30-day waiting period, if there are no objections, direction will be given to Public Works to purchase signage pursuant to the approved request for (re)naming. The Clerk's office will then be required to notify the applicant and make arrangements for a public unveiling of the renamed asset. Prior to Official unveiling the clerk's office shall notify all required city and

provincial services of the change of asset name.

In the event that there is a public objection, the Clerk shall report to council for direction. If approved the Clerk shall proceed as above. If denied, the Clerk shall inform the applicant that their application was denied.

11.2. Public works shall be responsible for the procurement and installation of signage based on the Clerk's direction.

11.3. Council shall be responsible for approving names to be added to the names reserve list as well as the (re)naming of the asset. In the event of a public objection during the consultation period, Council shall direct staff to/not proceed with the (re)naming of the asset.

## **12. Delegation Of Authority**

12.1. The (re)naming and dedication of municipal assets shall be the responsibility of the Council of the City of Elliot Lake. Council may, at any time, direct that a specific name be used for a specific street, facility, park or element thereof.

12.2. Opportunities for (re)naming not dealt with in this policy shall be at the sole discretion of Council.

## **13. Policy Review**

13.1. The Policy shall undergo a review once every four years, or more often as needed.