

Request for Decision

Review of Building, Property and Park Naming Policy

Presented To:	Community Services Committee
Presented:	Monday, Nov 05, 2012
Report Date	Wednesday, Oct 17, 2012
Type:	Referred & Deferred Matters

Recommendation

WHEREAS at the Council Meeting of the City of Greater Sudbury on May 15, 2012, staff were directed to review how other cities manage the naming of municipal facilities and properties, and to more clearly define criteria for significant contributions from people and groups to public life in general and to the City of Greater Sudbury, and;

WHEREAS staff have conducted a review of other cities and have developed four options (1, 2, 3A and 3B) in this report relating to recognizing people and groups in relation to the Building, Property and Park Naming Policy;

THEREFORE BE IT RESOLVED THAT The City of Greater Sudbury approve Option ____ for the Building, Property and Park Naming Policy as it relates to recognizing significant contributions from people and groups to public life in general and to the City of Greater Sudbury.

FURTHERMORE

WHEREAS it has been found in other cities, where a large financial support exceeding 35% of the total capital contributions towards new or redeveloped facilities and properties can also result in the naming of a municipal facility or property;

THEREFORE BE IT RESOLVED THAT when there is a substantial financial contribution toward a municipal facility or property in excess of 35% of the total capital contribution, the request for naming may be brought forward for the approval of the Council of the City of Greater Sudbury outside of the Building, Property and Park Naming Policy, and;

THAT any necessary By-laws be passed.

Signed By

Report Prepared By

Jason Nelson
Coordinator of Community Initiatives
and Quality Assurance
Digitally Signed Oct 18, 12

Division Review

Real Carre
Director of Leisure Services
Digitally Signed Oct 18, 12

Recommended by the Department

Catherine Matheson
General Manager of Community
Development
Digitally Signed Oct 18, 12

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Oct 18, 12

Option 1

Eliminate the practice of naming municipal buildings, properties and parks and their elements after individuals and organizations for honorific purposes by repealing By-law 2003-126 and all amendments.

Option 2

Adopt procedures for the current Building, Property and Park Naming Policy that were brought forward at the meeting of May 15, 2012 as presented in this report dated November 5, 2012. By example, bringing forward a request by way of a standardized application form, establishing one staff person to manage the request from start to end and vetting the request through a Standing Committee.

Option 3 A

Repeal the current Building, Property and Park Naming By-law and replace it with a new By-law and policy for the purposes of honourific naming of municipal buildings, properties and parks and their elements. Aspects of the policy include a graduated structure to clarify significant contributions from people and groups to public life, as specified in this report dated November 5, 2012.

Option 3 B

Repeal the current Building, Property and Park Naming By-law and replace it with a new By-law and policy for the purposes of honourific naming of only interior spaces, portions or elements of municipal buildings, properties and parks. This policy mirrors the one mentioned in Option 3 A, with the exception of modifying the process to only allow for the naming of portions or elements of a municipal facility as identified in the report dated November 5, 2012.

Finance Implications

The applicant is responsible for associated costs to the process – i.e. advertising, translations etc.

Background

At the City Council Meeting of the City of Greater Sudbury on January 24, 2012, staff presented a resolution which stated that procedures would be developed for By-law 2003-126 being the Building, Property and Parks Name Policy. At the City Council meeting of the City of Greater Sudbury on May 15, 2012, a report on the procedures for the naming policy was brought forward for Council's consideration. At that time members of Council sought additional information on the naming policy as a whole. This report will examine the four options before Council as well as the following:

- History of the Building, Property and Park Naming Policy
- Current City of Greater Sudbury Policies
 - Building, Property and Parks Naming
 - Corporate Sponsorship
 - Parks Services Donation and Memorial Program
 - Display Flower Bed
- Significant Financial Contributions

- Options for Council's Consideration

History of By-law

At the Priorities Committee Meeting of December 11, 2002, staff were directed to draft a Building Naming Policy. In May of 2003, the Council of the City of Greater Sudbury adopted the Building, Property and Park Name Policy. This policy reflected the City's heritage, history and geography, while allowing for new names to be included.

After receiving various naming requests under the adopted naming policy, it became apparent that a broader process was needed for public input. In November of 2004, the Council of the City of Greater Sudbury amended the Building, Property and Park Name Policy to include changes to the community consultation process.

Current City of Greater Sudbury Policies

Currently there are four policies that have been adopted by the Council of Greater Sudbury which associate and recognize people and individuals with municipal facilities, events, features and programs:

- Building, Property and Parks Naming Policy
- Corporate Sponsorship Policy
- Parks Services Donation and Memorial Program
- Display Flower Bed Policy

Building, Property and Parks Naming Policy

The current Building, Property and Parks Naming Policy provides for the honorific naming of municipal facilities or their elements. This policy allows organizations to come forward and recommend a facility be named to honour an individual or organization that has provided a significant contribution to the community. Examples of facilities that would carry an honorific name would be: an arena, a lobby, a trail or a gazebo.

The Building, Property and Parks By-law 2003-126 and policy (Appendix A) as well as the amended Building, Property and Parks By-law 2004-303 and policy (Appendix B), have been attached to this report for the reference of Council.

Corporate Sponsorship Policy

The Corporate Sponsorship Policy provides an opportunity for businesses to make financial contributions towards programs, events, services or facilities in return for public recognition. This policy provides for a variety of benefits for both the municipality and the sponsor – for example, the Volunteer Recognition Program, investment to infrastructure at Adanac Ski Hill etc. Any sponsorship opportunities exceeding \$35,000.00 will trigger a competitive bid process.

The Corporate Sponsorship By-law 2012-91 and policy (Appendix C) have been attached to this report for the reference of Council.

Parks Services Donation and Memorial Program

The Parks Services Donation and Memorial Program provides an opportunity for the public to make donations towards park enhancements and memorial gifts. All costs associated with the purchase and installation of park enhancements or memorial gifts are the responsibility of donors on a cost recovery basis. Donations for enhancements would include such things as benches, trees and sun shelters.

The Parks Services Donation and Memorial Program By-law 2011-152 and policy (Appendix D) have been attached to this report for the reference of Council.

Display Flower Bed Policy

The Display Flower Bed Policy Applies to specific flower beds in Greater Sudbury – east side of Paris Street north of the parking area for Grace Hartman Amphitheatre, west side of Paris Street across the street from the parking area for the Grace Hartman Amphitheatre and the corner of Balsam Street and highway 17 West in the community of Copper Cliff. A flower bed may be designed for events and activities sponsored by the City of Greater Sudbury, or to recognize anniversaries / celebrations of community groups, or to recognize community, volunteer and not for profit charitable groups.

The Display Flower Bed By-law 2010-49 and policy (Appendix E) have been attached to this report for the reference of Council.

Significant Financial Contributions

The term Significant Financial Contribution implies a minimum gift or contribution exceeding 35% of the total real or capital costs that is being put towards a new or redeveloped municipal facility or property – this is a percentage used by municipalities such as the Cities of Hamilton and Welland. The request for naming of a municipal facility will be sent directly to Council for consideration outside of the Building, Property and Park Naming Policy. The By-law associated to significant financial contributions will address the processes – application submission, following Naming Principles and Priorities etc.

Options for Council's Consideration

Option 1

Eliminate honorific naming for individuals and organizations

Council may wish to consider no longer naming municipal facilities in honour of a person or organization. As facilities are still going to require names, the geographical location or ecological and natural resources of the area would be used for selecting a name. No public consultations would be required and City Staff would select an appropriate name for Council's consideration. An example of this would be the naming of Vintage Green Playground which is located in the Vintage Green subdivision. Existing policies such as the Corporate Sponsorship Policy, the Parks Services Donation and Memorial Program or the Display Flower Bed Policy are all ways that an individual or group can be associated or recognized with municipal facilities, events, features and programs.

In addition, there are several avenues that exist in Greater Sudbury for people and organizations to have their efforts honoured and acknowledged. The Memorial Wall in Memorial Park lists those residents of Greater Sudbury who made the supreme sacrifice and lost their life while serving in combat or in peacekeeping missions. The Sports Hall of Fame will honour and preserve the history of sports in Sudbury, as well as the people and organizations that have made outstanding contributions to the community. The

Rock of Fame will be another opportunity to recognize people who have played different roles in making Greater Sudbury the city it is today.

Option 2

Adopt New Procedures as Summarized Below - Associated to the Current Naming By-law 2003-126

Council may wish to look at adopting the report regarding procedures for the Building, Property and Parks Naming By-law 2003-126 that was presented at the meeting of May 15, 2012. The report (Appendix F) from that meeting is attached for the reference of Council.

The procedures for By-law 2003-126 align with the current naming policy. The following will provide further detail on some of the questions raised by Council at the meeting as they relate to the procedures:

- All requests for naming shall be submitted in writing, by way of application form along with a deposit (amount based on initial advertising cost) to the attention of the Office of the City Clerk, which will then be forwarded to the appropriate General Manager or Member of the Senior Management Team. A lead staff person will be assigned to the project and all documentation will flow through this person.
- A detailed public and advertised process has been established for informing the public about the naming and how to provide comments and feedback on the naming.
- The lead staff person will work with the applicant and review that the rationale for the name is brought forward by way of written format with supporting documents. The applicant is responsible for ensuring that documents meet the naming principles and priorities as they are laid out in the current policy.
- By way of report, the Standing Committee (Community Services or Operations) reviews the application form, written submissions, supporting documents and feedback from City Departments/Divisions and provides a recommendation if the naming of a property, building or park will proceed as requested, or be recommended as altered or not considered. Having the application vetted through a Standing Committee parallels the process established by most municipalities where a Naming Committee or Board reviews the information prior to moving for final approval from Council.

Option 3 A

New - Building, Property, Parks Naming Policy – Clarifying Individual or Group's Significant Contributions to Public Life and Minimizing Time and Costs (to Applicants)

To fully address questions raised by Council in regards to the current naming policy, a proposed Building, Property and Parks Naming Policy 2012 has been developed for Council's consideration and is attached for Council's review (Appendix G). This policy, like the current one, allows for the naming of an element of, or an entire municipal facility. Naming policies and procedures from several municipalities from across Canada were reviewed to help guide the new policy presented before Council.

	Honourific Naming	Committee or Board Reviews Initial Request	Defined Evaluation Criteria	Public Notice and Consultation Process	Information Flows Through One source	Combines Corporate Sponsorship Naming and Honourific Naming
Ottawa	Yes	Yes	No	Yes	Yes	No
London	Yes	Yes	No	Yes	Yes	Yes
Edmonton	Yes	Yes	No	No	Yes	No
Guelph	Yes	Yes	Yes	Yes	Yes	No
Windsor	Yes	Yes	No	Yes	Yes	Yes
Calgary	Yes	Yes	No	Yes	Yes	No
Sudbury	Yes	Yes	Yes	Yes	Yes	No
<i>*Proposed</i>						

The following are points of interest for Council's consideration that appear in the new policy:

1. Defining Support

To better clarify an individual or group's significant contribution to public life in general and to the City of Greater Sudbury, the policy includes a graduated structure that identifies three boundaries within the municipality that reflect the type of facility to be named and the level of accomplishments by an individual or group that support the naming application. The graduated reflects the Parks Classification System developed in the Green Space Advisory Panel Final Report of 2010. The following is an overview of the graduated structure:

- i. Neighbourhood: Area that provides services and amenities in a specific locality within Greater Sudbury to a small group of citizens. The type of facility to be named would be an accessory use of a building or a park that meets the immediate needs of the residents. Individuals or organizations that have made contributions which enhance the neighbourhood, would fall within this category for naming of facilities and properties.
- ii. Community: Area that provides services and amenities to an area or district of Greater Sudbury that may encompass several neighbourhoods. The type of facility could be named include the inside of a building or a park that meets the needs of residents in the community. Support for the proposed name reflect contributions that an individual or group have made within the community.
- iii. City: Area that provides services and amenities to all the citizens of Greater Sudbury. The type of facility to be named would be an entire building or a park that serves the needs of all residents in the City. Support for the proposed name reflect contributions from an individual or organization which are well acknowledged throughout all of Greater Sudbury or on a Provincial or National level.

2. Minimizing Costs and Time for the Applicant

The applicant is responsible for all costs associated to the naming of a facility and would include such expenses as advertisements, translations, signage etc. A new process has been developed to reduce the costs and expedite the process for the applicant. One advertisement will appear with local media to ask for

comments and feedback on the proposed name. This same notice will have the date, time and location of a public meeting regarding the naming. This will reduce the need for the applicant to pay for any additional notices and eliminates the step to determine if a public meeting is required before proceeding to Council.

Option 3 B

New - Naming of Only Portions/Components of Building, Property and Parks as it Relates to Option 3 A

Council may wish to maintain the practice of honourific naming, but only for an interior space, portion or element of a municipal building, property or park. The same policy and processes as presented in Option 3 A would apply, however, the applicant would be restricted and only have the option of selecting a part or component of a municipal facility. The following is an overview of the proposed graduated structure for two boundaries:

- i. **Neighbourhood**: Area that provides services and amenities in a specific locality within Greater Sudbury to a small group of citizens. The type of facility to be named would be an accessory use of a building or a park that meets the immediate needs of the residents. Individuals or organizations that have made contributions which enhance the neighbourhood, would fall within this category for naming of facilities and properties.
- ii. **Community**: Area that provides services and amenities to an area or district of Greater Sudbury that may encompass several neighbourhoods. The type of facility could be named include the inside of a building or a park that meets the needs of residents in the community. Support for the proposed name reflect contributions that an individual or group have made within the community.

The Proposed Building, Property and Parks Naming Policy 2012 for only portions/components of municipal facilities has been attached for the reference of Council (Appendix H).

Conclusion

The following table is a glance at the four options presented for Council's consideration. The option selected by Council will be implemented accordingly along with any necessary By-laws.

	Opportunity for Naming of Entire Facility	Opportunity for Naming Portion of Facility	Public Consultation Process Required	Significant Contributions Recognized	Recognizes Financial Contributions - 35% of Total Real or Capital Costs
Option 1 – Eliminate current naming policy	No	No	No	No	No
Option 2 – Maintain current policy	Yes	Yes	Yes	No	No
Option 3 A – New naming policy	Yes	Yes	Yes	Yes	No

Option 3 B – New naming policy for portions/components of facilities only	No	Yes	Yes	Yes	No
Gifting or Financial Contribution	Yes	Yes	No	No	Yes

BY-LAW 2003-126

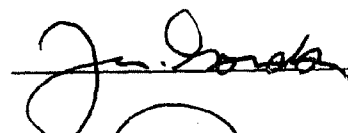
**A BY-LAW OF THE CITY OF GREATER SUDBURY TO
ADOPT A BUILDING, PROPERTY AND PARK NAME POLICY**

WHEREAS the Council of the City of Greater Sudbury deems it advisable to
adopt a building, property and park name policy;

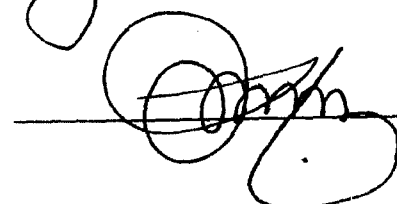
**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY
HEREBY ENACTS AS FOLLOWS:**

1. The Building, Property and Park Name Policy, attached hereto as Schedule "A"
and forming part of this By-law, is hereby adopted.
2. This By-law shall come into force and take effect immediately upon the final
passing of same.

READ THREE TIMES AND PASSED IN OPEN COUNCIL this 29th day of May,
2003.



Mayor



Clerk

2003-126

SCHEDULE "A"

to By-law 2003-126 of the City of Greater Sudbury

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POLICY: BUILDING NAMING POLICY

The City of Greater Sudbury is located in a unique geographic setting and has a rich community history which has, over the past 120 years, been a source for many of the names used for community landmarks. Junction Creek derives its name from Sudbury Junction, the original name of the railroad camp that evolved into the City of Greater Sudbury. Azilda was named in 1891 by Joseph Belanger in honour of his wife. Bell Park was named after lumber magnate William J. Bell who donated 110 acres of land to the City of Sudbury for use as "a public park and recreation ground" while Centennial Park in Whitefish was named in honour of Canada's centennial. Many of our names reflect the aboriginal heritage of our community including Onaping which derives from a Cree word meaning "red paint" or "Vermillion Place".

The City of Greater Sudbury wishes to retain our traditions of celebrating our unique heritage, history and geography in the naming of municipal buildings, property and parks while at the same time allowing for the introduction of new names that reflect and respect the community as a whole. The City of Greater Sudbury believes that existing names have an historical significance and are an important component of place recognition within the community and as such should not be changed except in exceptional circumstances when it can be proven that the majority of the community is in support of the name change. Examples of exceptional circumstances could include re-naming of a recreational facility as a requirement to attract an event of national or international significance.

SCHEDULE "A"

to By-law 2003-126 of the City of Greater Sudbury

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It is a matter of policy that all naming and re-naming of municipal buildings, properties and parks and of elements of buildings and parks will require Council approval and that such naming will be governed by the considerations set out below. The only exception to this practice shall be for new neighborhood parks created as part of the subdivision development process, which if named based on geographical location would not require Council approval.

1. NAMING PRINCIPLES:

- ▶ Names shall be unique and distinctive. Names shall assist in emergency response situations by avoiding duplication and by avoiding the use of similar sounding names and by ensuring consistency between building and geographical naming conventions.
- ▶ Names should convey a sense of place and community and should celebrate the distinguishing characteristics of the City of Greater Sudbury.
- ▶ Names should be understandable, recognizable and explainable to the citizens of the community and should respect the values of all members of our community.
- ▶ Naming requests must come from community groups or organizations, rather than from individuals. Individual request for naming may be more appropriately addressed in commemorative programs or through founder or donor recognition programs.

SCHEDULE "A"

to By-law 2003-126 of the City of Greater Sudbury

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2. NAMING PRIORITIES:

In naming buildings, properties and parks, consideration will be given to the following elements in order of priority:

- ▶ Names that place the building, property or park in its geographic context, so as to assist the community in locating the named facility. Names of this type include names that reflect significant ecological or natural resources features of the area.
- ▶ Names that reflect the purpose or use of the building, property or park.
- ▶ Names that reflect and respect the history, heritage and culture of the community.
- ▶ Names that reflect the particular contributions of community groups or organizations.
- ▶ Names that reflect an individual's significant contributions to public life in general and to the City of Greater Sudbury in particular and that are appropriate to the specific building, property or park so named.

SCHEDULE "A"

to By-law 2003-126 of the City of Greater Sudbury

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When naming a building, property or park after an organization or individual, every care will be taken to ensure that the name selected reflects an individual of such extraordinary prominence and lasting distinction that no other individuals, families or organizations can come forward and suggest alternative names. Furthermore, the community will be consulted to ensure that there is community support for the proposed name. In the event that a naming request is proposed as a result of a significant financial donation towards the acquisition, construction or redevelopment of a property, consideration will be given to the value of the donation relative to the overall value of the project, the construction costs and operating costs. Consideration will be given to using a donor's name in conjunction with a community name as well as to having a specific sunset clause on a donor name which is associated with support that is finite in time or amount. Wherever possible, naming of an interior space or portion of a building, property or park will be preferred to naming of an entire building after an individual or organization. Where an individual or organization name is used, permission must be obtained from the individual, his or her family or the organization to be named, prior to selection of the name.

3. NAMING PROCESS

- ▶ All requests shall be submitted in writing and shall include the rationale for the proposed name. In the case of a proposal to honor an organization or individual, documentation of the individual or group's record of achievements, is required. Letters of support from appropriate organizations and individuals which provide evidence of substantial community support for the proposed name are required.

SCHEDULE "A"

to By-law 2003-126 of the City of Greater Sudbury

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- ▶ All requests will be forwarded to the appropriate department for review within the framework of this policy. As part of the review, staff will ensure that the contributions of an organization or individual are well-documented and broadly acknowledged within the community.
- ▶ All requests for naming will be circulated to stakeholder groups, including all emergency responders, for their comments.
- ▶ Where the naming request is substantiated and has been documented to be supported by the community, it will be brought forward in an option package for City Council's consideration. Such an options package may include alternatives to the original request which could include naming an interior space or portion of a building, property or park rather than the entire facility.
- ▶ Where a request for naming or renaming has been initiated by a community group or organization and approved by Council, all costs associated with the naming or renaming of the building, property or park will be paid by the originators of the naming request. In exceptional circumstances, this requirement may be waived by the Council of the City of Greater Sudbury.

BY-LAW 2004-303

**A BY-LAW OF THE CITY OF GREATER SUDBURY
TO AMEND BY-LAW 2003-126, BEING A BY-LAW TO
ADOPT A BUILDING, PROPERTY AND PARK NAME POLICY**

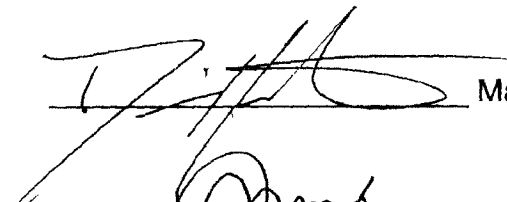
WHEREAS the Council of the City of Greater Sudbury adopted a building,
property and park name policy by By-law 2003-126;


AND WHEREAS Council wishes to amend that By-law;

**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY
HEREBY ENACTS AS FOLLOWS:**

1. By-law 2003-126 is hereby amended by deleting therefrom Schedule "A" and replacing it with the Building, Property and Park Name Policy, attached hereto as Schedule "A" and forming part of this By-law.
2. This By-law shall come into force and take effect immediately upon the final passing of same.

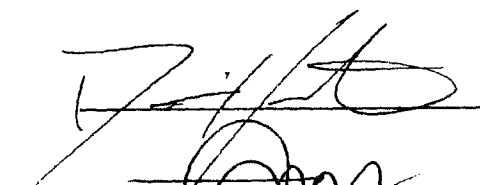
READ A FIRST AND SECOND TIME IN OPEN COUNCIL this 10th day of
November, 2004.

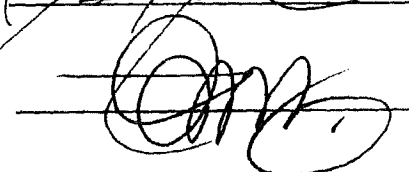


Mayor


Clerk

**READ A THIRD TIME AND FINALLY ENACTED AND PASSED IN OPEN
COUNCIL** this 10th day of November, 2004.



Mayor


Clerk

SCHEDULE "A"
to By-law 2003-126 of the City of Greater Sudbury
as amended by By-law 2004-303

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POLICY: BUILDING NAMING POLICY

The City of Greater Sudbury is located in a unique geographic setting and has a rich community history which has, over the past 120 years, been a source for many of the names used for community landmarks. Junction Creek derives its name from Sudbury Junction, the original name of the railroad camp that evolved into the City of Greater Sudbury. Azilda was named in 1891 by Joseph Belanger in honour of his wife. Bell Park was named after lumber magnate William J. Bell who donated 110 acres of land to the City of Sudbury for use as "a public park and recreation ground" while Centennial Park in Whitefish was named in honour of Canada's centennial. Many of our names reflect the aboriginal heritage of our community including Onaping which derives from a Cree word meaning "red paint" or "Vermillion Place".

The City of Greater Sudbury wishes to retain our traditions of celebrating our unique heritage, history and geography in the naming of municipal buildings, property and parks while at the same time allowing for the introduction of new names that reflect and respect the community as a whole. The City of Greater Sudbury believes that existing names have an historical significance and are an important component of place recognition within the community and as such should not be changed except in exceptional circumstances when it can be proven that the majority of the community is in support of the name change. Examples of exceptional circumstances could include re-naming of a recreational facility as a requirement to attract an event of national or international significance.

SCHEDULE "A"
to By-law 2003-126 of the City of Greater Sudbury
as amended by By-law 2004-303

Page 2 of 5

It is a matter of policy that all naming and re-naming of municipal buildings, properties and parks and of elements of buildings and parks will require Council approval and that such naming will be governed by the considerations set out below. The only exception to this practice shall be for new neighbourhood parks created as part of the subdivision development process, which if named based on geographical location would not require Council approval.

1. NAMING PRINCIPLES:

- ▶ Names shall be unique and distinctive. Names shall assist in emergency response situations by avoiding duplication and by avoiding the use of similar sounding names and by ensuring consistency between building and geographical naming conventions.
- ▶ Names should convey a sense of place and community and should celebrate the distinguishing characteristics of the City of Greater Sudbury.
- ▶ Names should be understandable, recognizable and explainable to the citizens of the community and should respect the values of all members of our community.
- ▶ Naming requests must come from community groups or organizations, rather than from individuals. Individual request for naming may be more appropriately addressed in commemorative programs or through founder or donor recognition programs.

SCHEDULE "A"
to By-law 2003-126 of the City of Greater Sudbury
as amended by By-law 2004-303

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2. NAMING PRIORITIES:

In naming buildings, properties and parks, consideration will be given to the following elements in order of priority:

- ▶ Names that place the building, property or park in its geographic context, so as to assist the community in locating the named facility. Names of this type include names that reflect significant ecological or natural resources features of the area.
- ▶ Names that reflect the purpose or use of the building, property or park.
- ▶ Names that reflect and respect the history, heritage and culture of the community.
- ▶ Names that reflect the particular contributions of community groups or organizations.
- ▶ Names that reflect an individual's significant contributions to public life in general and to the City of Greater Sudbury in particular and that are appropriate to the specific building, property or park so named.

SCHEDULE "A"
to By-law 2003-126 of the City of Greater Sudbury
as amended by By-law 2004-303

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When naming a building, property or park after an organization or individual, every care will be taken to ensure that the name selected reflects an individual of such extraordinary prominence and lasting distinction that no other individuals, families or organizations can come forward and suggest alternative names. Furthermore, the community will be consulted to ensure that there is community support for the proposed name. In the event that a naming request is proposed as a result of a significant financial donation towards the acquisition, construction or redevelopment of a property, consideration will be given to the value of the donation relative to the overall value of the project, the construction costs and operating costs. Consideration will be given to using a donor's name in conjunction with a community name as well as to having a specific sunset clause on a donor name which is associated with support that is finite in time or amount. Wherever possible, naming of an interior space or portion of a building, property or park will be preferred to naming of an entire building after an individual or organization. Where an individual or organization name is used, permission must be obtained from the individual, his or her family or the organization to be named, prior to selection of the name.

3. NAMING PROCESS

- ▶ All requests shall be submitted in writing and shall include the rationale for the proposed name. In the case of a proposal to honor an organization or individual, documentation of the individual or group's record of achievements, is required. Letters of support from appropriate organizations and individuals which provide evidence of substantial community support for the proposed name are required.

SCHEDULE "A"
to By-law 2003-126 of the City of Greater Sudbury
as amended by By-law 2004-303

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- ▶ All requests will be forwarded to the appropriate department for review within the framework of this policy. As part of the review, staff will ensure that the contributions of an organization or individual are well-documented and broadly acknowledged within the community.
- ▶ All requests for naming will be circulated to stakeholder groups, including all emergency responders, for their comments.
- ▶ All requests for naming will be advertised in the local media and citizens will be provided with a period of 30 days within which to comment on the naming request.
- ▶ In the event that all responses are supportive of the proposed name, there will be no requirement for a public meeting. In the circumstances where there are different perspectives on the proposed name, a public meeting will be held to review the name request in more detail.
- ▶ Where the naming request is substantiated and has been documented to be supported by the community, it will be brought forward in an option package for City Council's consideration. The option package will include a summary of the advertising and public meeting process. Such an options package may include alternatives to the original request which could include naming an interior space or portion of a building, property or park rather than the entire facility.
- ▶ Where a request for naming or renaming has been initiated by a community group or organization and approved by Council, all costs associated with the naming or renaming of the building, property or park will be paid by the originators of the naming request. In exceptional circumstances, this requirement may be waived by the Council of the City of Greater Sudbury.

BY-LAW 2012-91



**BEING A BY-LAW OF THE CITY OF GREATER SUDBURY TO
ADOPT THE CORPORATE SPONSORSHIP POLICY**

WHEREAS Council of the City of Greater Sudbury wishes to adopt a
Corporate Sponsorship Policy;

**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY
HEREBY ENACTS AS FOLLOWS:**

1. Council for the City of Greater Sudbury adopts the Corporate Sponsorship Policy attached hereto as Schedule A forming a part of this by-law.
2. This By-law shall come into force and effect upon passage.

READ AND PASSED IN OPEN COUNCIL this 1st day of May, 2012

 Mayor
 Clerk

SCHEDULE A TO BY-LAW 2012-91

Appendix C - Corporate Sponsorship By-law 2012-91 and Policy - May 1, 2012

Corporate Sponsorship Policy

Purpose

The purpose of the Corporate Sponsorship Policy is to provide an opportunity for businesses to make financial contributions towards programs, events, services or facilities in return for public recognition.

Scope

If the value of the public recognition contribution is over \$35,000 a competitive process will be undertaken.

Definition

Corporate Sponsorship: A mutually beneficial business arrangement between the municipality and an external company wherein the external party contributes funds to a municipal program, event, service or facility in return for recognition, acknowledgement or other promotional consideration.

Policy Guidelines

Corporate Sponsorships must:

- respect and comply with City of Greater Sudbury policies, by-laws and plans;
- be consistent with the City of Greater Sudbury Visual Identity Program;
- support the City of Greater Sudbury's vision and mission.

The Corporate Sponsorship Policy excludes:

- corporations that are not in good standing with the municipality;
- businesses which derive revenue from the production of tobacco or alcohol products (except events and facilities licensed under the LLBO);
- funding obtained through formal government programs from other levels of government;
- donations received under the Parks Services Donation and Memorial Program (By-law 2011-152);
- third parties who lease City of Greater Sudbury properties or hold facility agreements with the City of Greater Sudbury for activities or events; and
- existing advertisement agreements that the City of Greater Sudbury has entered into through a competitive process. (Sudbury Wolves O.H.L advertising agreement).

The Corporate Sponsorship Policy does not:

- imply endorsement of businesses, products or services;
- relinquish control of program and service delivery, event planning or facility management; or

- include Naming Rights, Pouring Rights or advertisements within printed material produced by the City of Greater Sudbury.

Recognition of Corporate Sponsors will:

- be consistent with the proposed sponsorship of the program, event or facility in question;
- designed in a manner not to detract from the physical attributes and visual integrity of the facility or event/program location; and
- must not negatively impact the experience of users of sponsored events and facilities.

Sponsor Solicitation and Processes

The solicitation of sponsorships shall be conducted in a manner that enhances access and fairness and results in a mutually beneficial agreement for both the City, residents of the City of Greater Sudbury and the corporate sponsor.

Corporate sponsors will advise the CAO and appropriate General Manager in writing of interest in potential sponsorship agreements.

City staff shall be specifically designated by the appropriate General Manager to meet with potential sponsors to discuss arrangements and expectations.

Sponsorships valued less than \$35,000 may be considered when brought forward to the City.

A competitive process will be undertaken for any sponsorship over \$35,000, in accordance with the threshold identified in the Purchasing By-law, or those sponsorships that offer a significant corporate profile.

The competitive bid process threshold for Corporate Sponsorship will mirror any revisions made in the Purchasing By-law.

Departments will establish the level and manner of sponsor recognition through the negotiation process associated with each sponsorship agreement.

Any costs to the City associated with a corporate sponsorship must be within approved operating and capital budgets.

Approved corporate sponsorships will be confirmed with a written agreement. Agreements will include at minimum the following:

- The program, service, event or facility in question
- The value of the sponsor contribution
- Obligations for sponsorship recognition

- Responsibility for maintenance, insurance, etc. of any assets associated with or resulting from a corporate sponsorship
- The term of the sponsorship agreement
- Specific plans for marketing and branding of the program, service, event or facility in question

Written corporate inquiries denied sponsorship approval will be advised in writing with a detailed rationale.

The City of Greater Sudbury reserves the right to reject any unsolicited sponsorships that have been offered to the City and to reject any proposals for sponsorship that have been openly solicited by the City.

Termination of Sponsorship Agreements

The City reserves the right to terminate a sponsorship agreement under the following circumstances:

- the sponsor in question uses the City's name outside the parameters of the sponsorship agreement, without prior consent;
- the sponsor in question develops a public image which conflicts with the City's vision, mission and services.

Term

Corporate sponsorship agreements will not exceed the program or service cycle, the event duration or the life of the asset in question, and are negotiated with private sector partners and CGS.

BY-LAW 2011-152

**A BY-LAW OF THE CITY OF GREATER SUDBURY TO
ADOPT THE PARKS SERVICES DONATION AND
MEMORIAL PROGRAM POLICY**

WHEREAS Council for the City of Greater Sudbury deems it advisable to adopt a Parks Services Donation and Memorial Program as a Council policy;


**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY
HEREBY ENACTS AS FOLLOWS:**

1. The Council of the City of Greater Sudbury hereby adopts the policy attached as Schedule "A" to this By-law and entitled "The Parks Services Donation and Memorial Program".

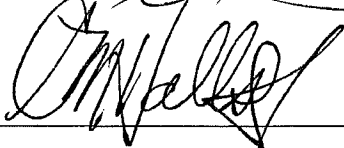
Effective Date

2. This By-law comes into effect upon final passage.

READ AND ENACTED IN OPEN COUNCIL this 29th day of June, 2011



Mayor



Clerk

SCHEDULE A TO BY-LAW 2011-152

Page 1 of 2

Parks Services Donation and Memorial Program

Policy Statement

Donations to the City of Greater Sudbury Parks Services Section will be accepted through the Parks Services Donation and Memorial Program.

Purpose

The purpose of the Parks Services Donation and Memorial Program is to provide an opportunity for the public to make donations towards park enhancements and memorial gifts.

Scope

The Parks Services Donation and Memorial Program is administered and managed by the Leisure Services Division, Parks Services Section. All costs associated with the purchase and installation of park enhancements or memorial gifts are the responsibility of donors on a cost-recovery basis.

Policy Details

Members of the public are invited to make a donation through the Parks Services Donation and Memorial Program to commemorate a special person, a momentous occasion or simply donate as a philanthropic gesture to beautify a community park.

Donations towards the purchase of park enhancements or memorial gifts can include:

- Park Benches
- Trees (hardwoods and conifers)
- Bike Racks
- Picnic Tables
- Sun Shelters
- π Sports equipment (basketball standards, tennis nets, soccer goals, etc.)
- π Playground Structures
- π Other options can be discussed with Parks Services

Gifting: Items purchased by donors for Greater Sudbury parks will be accepted by Parks Services (exceptions: trees, benches). Donors must consult with Park Services before making any purchases in order to ensure adherence to safety standards.

Location: Items will be situated in available areas based on current inventory at specific sites. Parks Services will provide interested donors with options for consideration.

Cost: Every park in Greater Sudbury has a predetermined style and aesthetic plan that conforms to the usage of the space. The range of costs for specific items will be provided to donors based on location and installations fees (if installation is required). Donations towards the purchase of park enhancements or memorial gifts will be quoted using a cost-recovery formula.

SCHEDULE A TO BY-LAW 2011-152

Page 2 of 2

Installation: Parks Services will be responsible for all installations. The City of Greater Sudbury maintains ownership of all park enhancements and memorial gifts purchased through donations. Park enhancements and memorial gifts will be available for public use and not the exclusive use of donors.

Maintenance/ Replacement: Parks Services will maintain park enhancements and memorial gifts in the same manner as similar items within parks. Tree replacements will be issued at no charge to donors within five years of the original planting or a subsequent replanting date, if required.

Plaques: Recognition or commemorative plaques will be installed at the request of donors.

Tax Receipts: Donations greater than \$10.00 paid to the City of Greater Sudbury Parks Services Division will receive a tax receipt. Tax receipts will also be issued for gifted items where supporting documentation of the purchase price, such as an invoice, is provided.

Procedure

Applications: Application forms for the Parks Services Donation and Memorial Program will be available on the City of Greater Sudbury website and at all Citizen Service Centre locations.

Tax Receipts: Official tax receipts will be mailed to donors by Financial Services after payment is received by the Parks Services Division.

BY-LAW 2010-49

**A BY-LAW OF THE CITY OF GREATER SUDBURY TO
ADOPT A DISPLAY FLOWER BED POLICY**

WHEREAS the Council of the City of Greater Sudbury deems it advisable to
adopt a display flower bed policy;

**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY
HEREBY ENACTS AS FOLLOWS:**

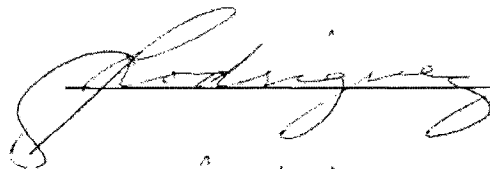
Adoption

1. The Display Flower Bed Policy attached hereto as Schedule "A" is hereby adopted.


Effective Date

2. This By-law shall come into force and take effect immediately upon final passage.

READ AND PASSED IN OPEN COUNCIL this 10th day of March, 2010.



Mayor



Clerk

SCHEDULE "A"
TO BY-LAW 2010-49
DISPLAY FLOWER BED POLICY

Page 1 of 2

Application

The Display Flower bed Policy shall apply to each of the following display flower beds:

- a) the circular flower bed located on the east side of Paris Street north of the parking area for the Grace Hartman Amphitheatre;
- b) the circular flower bed located on the west side of Paris Street, across the street from of the parking area for the Grace Hartman Amphitheatre; and
- c) the rectangular flower bed located on the corner of Balsam Street and highway 17 West in the community of Copper Cliff.

Process

All references in this Policy to the General Manager shall mean the City's General Manager of Community Development, and shall include her or his authorized designate. The City shall provide the plants for the display flower beds, plant and maintain the gardens in the display flower beds. However, the choice of design for each display flower bed shall be determined by the General Manager, after an evaluation of applications submitted in accordance with the guidelines set out below. Applications shall be made in writing, in the form determined by the General Manager of Community Development from time to time, but shall include:

- a) the name and contact information for the applicant and for the organization on behalf of which the application is submitted;
- b) where the applicant is an organization, information as to the mandate of the organization, its role in the community, its history;
- c) particulars of the event, the activity, the organization, the goal or the message proposed to be promoted in the Display Flower Bed, and an explanation of why the Display Flower Bed should be allocated for that purpose;
- d) the design, drawn to scale, proposed to be used in the Display Flower Bed. Where the colors are integral to the design or logo, those colors should be noted on the sketch;
- e) the signature of the applicant, certifying that he or she is authorized to apply on behalf of the organization.

Applications shall be submitted no later than October 1st, in each year, for the following season, or such other date as may be announced by the General Manager. Applications which are not submitted in compliance with this policy will not be considered.

SCHEDULE "A"
TO BY-LAW 2010-49
DISPLAY FLOWER BED POLICY

Page 2 of 2

Applications will be required for events or activities sponsored by the City and may be submitted by the authorized representative of organizing committee for such an event. Applications will be assessed by the General Manager on the following criteria, listed in decreasing order of importance:

- a) Events or activities sponsored by the City of Greater Sudbury of provincial or national significance;
- b) Events or activities sponsored by the City of Greater Sudbury with a local focus;
- c) Celebration of significant anniversaries of recognized community groups/organizations;
- d) recognition of community, volunteer or not for profit charitable groups.

The decision as to the approved design for each Display Flower Bed will be announced by the General Manager. The decision shall be final.



Request for Decision

Procedures Associated to the Building, Property and Park Naming By-law 2003-126

Presented To: City Council

Presented: Tuesday, May 15, 2012

Report Date Wednesday, May 02, 2012

Type: Managers' Reports

Recommendation

WHEREAS at the Council Meeting of the City of Greater Sudbury on January 24, 2012, staff were directed to develop procedures for the Building, Property and Park Naming By-law 2003-126 and associated amendments, and;

WHEREAS procedures reflect the current Building, Property and Park Naming By-law, experiences on the honorific naming process of municipal facilities in Greater Sudbury, as well as best practices from other municipalities;

THEREFORE BE IT RESOLVED that the Council of the City of Greater Sudbury adopt the procedures for honorific naming of a municipal facility as they relate to the Building, Property and Park Naming By-law 2003-126.

Finance Implications

Staff time is required to deal with the honorific naming process and will be provided for within the approved operating budget. The applicant is responsible for all other associated costs to the process – i.e. advertising, translations etc.

Background

At the City of Greater Sudbury Council meeting of January 24, 2012, Council adopted resolution number CC2012-24 to name a park in honour of Leo Gerard. Furthermore, the resolution stated that staff be directed to develop procedures for the Building, Property and Park Naming By-law/Policy, that would be brought forward for Council's consideration.

This report purposes to establish set procedures for the current Building, Property and Park Naming By-law/Policy that will assist applicants, staff and council in the honorific naming process. No changes will be required to the By-law.

Signed By

Report Prepared By

Jason Nelson
Coordinator of Community Initiatives
and Quality Assurance
Digitally Signed May 2, 12

Division Review

Real Carre
Director of Leisure Services
Digitally Signed May 2, 12

Recommended by the Department

Catherine Matheson
General Manager of Community
Development
Digitally Signed May 2, 12

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed May 9, 12

Procedures

1. A request is made to the City Clerk for the honorific naming of a municipal building, property or park from a community group or organization. A delegated City staff person meets with the applicant to review the request and to outline next steps.
2. The application form is circulated to the Mayor, Members of Council and City Departments for information and comments.
3. The applicant completes the necessary documentation that supports the rationale for the naming. Support from the community may be in the form of a petition or a letter indicating substantial support.
4. Depending on the facility being named, an information report will go to either the Community Services or Operations Committee to review the request. Supporting documentation and feedback will be provided by the City Departments to assist the Committee in determining if the application will proceed as requested, or be recommended as altered or not considered. Based upon the recommendation from the Committee, the applicant will decide how to proceed.
5. If the applicant decides to proceed with the naming request, an advertisement will be placed with local media to allow for citizen comments and feedback for 30 days.
- 6 (a). If all responses are supportive after the 30 days, a report with the application form, supporting documentation, feedback from City Departments, notification processes undertaken to advise the public and the Committee's recommendation are all sent to Council for a decision.

OR

- 6 (b). If there are sufficient and meaningful objections received during the 30 days, the City staff person assigned to the project will consult with the necessary City management to determine if a public input meeting will be scheduled to review the name request in more detail. A report with the application form, supporting documentation, feedback from City Departments, notification processes undertaken to advise the public, comments from citizens and the Committee's recommendation are all sent to Council for a decision.
7. If the naming is approved by Council, the Applicant and appropriate City Departments are notified of the name change.

Highlights of Procedures

The procedures are reflective of past and current experiences with the naming of municipal facilities. A standardized application form has been developed to assist in the process – a practice that is undertaken by several municipalities across Canada. The form contains a check list to assist members of Council when reviewing information.

A deposit is required upon submitting the application form. Collecting a deposit to start an application is similar to an established practice followed by the City of Greater Sudbury Real Estate section when dealing with requests for surplus land. As the naming process will be time consuming, the deposit will ensure that legitimate requests are brought forward.

Forwarding applications to the Mayor and all Members of Council where the proposed naming is to occur will provide notice. Additionally, a list of departments within the City of Greater Sudbury will receive the application to provide comment.

The applicant will work with staff to ensure that all the necessary documents are in order and that the name being proposed is reflective as to the level of involvement in the community from the person/organization.

To provide a clear and transparent process, after all the documentation (letters of support, credentials of the person or organization have been established/proven) have been collected, the request will be brought to the Community Services or Operations Committee. Bringing the request forward to Committee by way of report will allow for the matter to be placed on record, questions asked and for direction to be given. Bringing the application and related documents to Committee prior to proceeding to Council for final approval is within the structure of the City of Greater Sudbury Procedure By-law and is similar to processes established by The City of Guelph, City of Hamilton and City of Ottawa where the naming request is vetted through a Naming Committee.

A new public and advertised process has been established for informing the public about the naming and how to provide comments and feedback on the matter. This includes the notification process as well as method in which input is received.

Unlike the Corporate Sponsorship Policy, these procedures relate to the honorific naming of a facility. The Corporate Sponsorship Policy involves agreements normally comprised of a variety of benefits and opportunities for both the sponsor and municipality. For example, company X may decide to sponsor a Bell Park Billboard. The sponsoring company would have their name appear on the billboard, but would not change the name of the park.

Conclusion

It is recommended that the procedures for the Building, Property and Park Name By-law/Policy 2003-126 be adopted by Council.

New - Building, Property and Park Name Policy 2012

Policy

The naming and re-naming of municipal buildings, properties, parks and elements of the buildings, properties and parks are important for public awareness, promotion, recognition and emergency awareness. All honourific naming and re-naming will respect the need for public consultation and follow appropriate legislative approvals. Honourific naming requests must come from a recognized community or service group or organization, rather than from individuals or affiliated groups or organizations.

Purpose

The purpose of this policy is to ensure consistency and fairness in the naming and re-naming of municipal buildings, properties and parks and their elements. The goal is to provide an evaluation framework and approval process that is reflective of the name being proposed.

Scope

This policy applies to Honourific Naming and New Park Development. Names of municipal facilities will not be named after elected officials currently in office. The details of this policy refer to the honourific naming and re-naming of municipal assets which reflect the achievements and contributions from an individual or organization. The significance of their contribution(s) is based on a graduated structure – Neighbourhood, Community and City **SEE DEFINITIONS***. This structure determines the type of facility to be named and the type of supporting documentation required from the applicant.

TYPES OF SITUATIONS APPLICABLE TO NAMING

1. Honourific Naming

Requested by a community group/organization to recognize a group or an individual's outstanding accomplishments, involvement or work in the local community or in a provincial or national forum.

2. New Park Development

New neighbourhood parks created as part of the subdivision development process, are names based on geographical association. This will not require Council approval unless there is a request for an alternate name, in which case the guidelines for honourific naming apply.

Policy Guidelines

Naming Principles and Priorities will be used in conjunction with the graduated system in order to consider an honourific name:

- Names shall assist in emergency response situations by: avoiding duplication, using similar sounding names and ensuring consistency between building and geographical naming conventions.

- Names that place the building, property, park or it's element in geographical context, so as to assist the citizens in locating the named facility – this may reflect such things as significant ecological or natural resource features.
- Names reflect the purpose or use of the building, property, park or it's element.
- Names convey a sense of place and community and celebrate the distinguishing characteristics of the neighbourhood, community or City of Greater Sudbury.
- Names are understandable, recognizable and explainable to citizens and respect the values in regards to history, heritage and culture of the neighbourhood, community or City of Greater Sudbury.
- Names for a an interior space, portion or elements of a building property or park as opposed to an entire building, property or park take precedence.
- Names reflect an individual or organization's significant contributions to public life in general.
- Names reflect an individual or organization with such extraordinary prominence and lasting distinction that no other individuals, families or organizations can come forward and suggest alternatives.

DEFINITIONS

Element: A component within a park or facility, being walkways, meeting rooms, dressing rooms, corridors, gazebos, squares, fountains and other such features.

GRADUATED STRUCTURE		
MUNICIPAL BOUNDARIES	TYPES OF FACILITIES TO BE NAMED	SUPPORTING DOCUMENTATION
Neighbourhood = area that provides services and amenities in a specific locality within Greater Sudbury to a small group of citizens.	Accessory use of a public building Neighbourhood Park (meets the recreational needs of its immediate neighbourhood)	Acknowledgements reflect the contributions made by an individual or organization in regards to a specific neighbourhood.
Community = area that provides services and amenities to an area or district of Greater Sudbury that may encompass several neighbourhoods and benefit a large group of citizens.	Indoor building features Community Parks (provides the space and supportive facilities needed for active recreation)	Acknowledgements reflect the contributions made by an individual or organization in regards to the community and may be recognized throughout the City of Greater Sudbury.
City = area that provides services and amenities to the all citizens of Greater Sudbury.	Entire building Regional Park (a focal point for the City as a whole)	Acknowledgements reflect contributions made by an individual or organization to the City of Greater Sudbury that are broadly acknowledged and may be recognized on a Provincial or National level.

PROCEDURE - APPLICATION AND APPROVAL PROCESS FOR HONOURIFIC NAMING**Step 1**

Applicant shall submit a request – Application Form, for naming to the City Clerk, along with a permission letter obtained from the organization, individual or family member for the proposed name.

A deposit of \$900.00 (price to vary according to costs of advertisement) will be submitted with the application form.

The application form will then be forwarded to the appropriate department that will lead the process.

The lead staff will forward the application form to the Mayor, all members of Council and the appropriate applicable City departments. Comments on the suitability of the application will be gathered from City departments.

The lead staff will work with the applicant to ensure that the following documentation is included:

- Background information outlining the rationale for consideration of the request;
- Biographical information;
- Documentation including but not limited to media clipping (s) as well as petitions and letters from organizations and individuals providing substantial support for the request – support is based on the graduated structure (Neighbourhood, Community or City);
- Lead staff to review that the contributions from an organization or individual are well documented;
- All discussions of naming and re-naming of municipal buildings, properties or parks and their elements will be considered initially by the appropriate Committee of Council (e.g. Community Services or Operations);
- The Committee will review the application form, comments from City Departments and documentation from the applicant to complete the Checklist. The graduated structure (neighbourhood, community, city) selected and information provided to the Committee will determine if the Naming Priorities and Principles satisfy the naming request;
- Lead staff and applicant will determine whether or not a special event is planned to coincide with a formal naming ceremony;
- All costs of establishing the naming option e.g., advertising, signage, event, etc., will be made known to the applicant. Funds from the applicant must be confirmed in order to proceed.

Step 2

- The applicant will work with the lead staff person for ensuring that community consultation is met in accordance with City of Greater Sudbury approved guidelines;
- All requests for naming will be advertised in the local media. Citizens will be provided with a period of 30 days within which to comment, as well, the advertisement will contain information about the day of the public meeting;
- All promotion will be done in both English and French;

- News release will be issued;
- PDF Flyer will be created with the information relating to the naming and sent to City Council, CGS Senior Management, Community Action Networks, key stakeholders, Tom Davies Square, CSC, Libraries and the facility where possible;
- Information will be posted on the City's website and other social media formats by which the municipality's Corporate Communications team delivers information (i.e. Facebook);
- Comments on the matter will be sent to the appropriate lead staff;
- Comments must be received by 4:30 p.m. from the 30 days of the notice being issued to residents and then passed along to the lead staff person; and,
- The lead staff person reviews the written comments which are recorded– Total Written Comments Received.

The process to provide notice on the naming process may change to reflect any new Notice By-law that deals with this matter.

- 14 days after the notice has been advertised in the local media, a public meeting will occur to review the name request in more detail.
- Meeting shall occur in the community and as close to the subject building, property or park as possible;
- Lead staff person will facilitate the meeting. The applicant will be in attendance to review the name request and respond to inquiries in more detail;
- The date and time of the meeting will be scheduled so as to allow for the greatest number of the public to be in attendance; and,
- The lead staff person gathers only written comments at the meeting and records it accordingly – Total Written Comments Received.

Step 3

The City administration will bring forward a report for Council containing background information pertinent to one or more suggested names.

The report to Council shall include but not be limited to the following:

- Options for consideration;
- Application form;

- Comments from City Staff;
- Rationale for approval according to the naming principles and priorities;
- Background and biographical information;
- Documentation supporting the request in relation to the graduated structure selected;
- Comments received from the notice with the public;
- Recommendation from the Committee of Council;
- Whether or not a ceremony is required; and,
- How all associated expenses with respect to signs, ceremonies, etc. will be paid for by the applicant.

Final decision on naming will be made by Council. Council retains the right to change any name at any time without notice.

Building, Property and Park Name Policy 2012 – Portions/Components Only

Policy

The naming and re-naming of interior spaces, portions or elements of municipal buildings, properties, parks are important for public awareness, promotion and recognition. All honourific naming and re-naming will respect the need for public consultation and follow appropriate legislative approvals. Honourific naming requests must come from a recognized community or service group or organization, rather than from individuals or affiliated groups or organizations.

Purpose

The purpose of this policy is to ensure consistency and fairness in the naming and re-naming of interior spaces, portions or elements of municipal buildings, properties and parks. The goal is to provide an evaluation framework and approval process that is reflective of the name being proposed.

Scope

This policy applies to Honourific Naming and New Park Development. Names of municipal facilities will not be named after elected officials currently in office. The details of this policy refer to the honourific naming and re-naming of municipal assets which reflect the achievements and contributions from an individual or organization. The significance of their contribution(s) is based on a graduated structure – Neighbourhood or Community **SEE DEFINITIONS***. This structure determines the type of facility to be named and the type of supporting documentation required from the applicant.

TYPES OF SITUATIONS APPLICABLE TO NAMING

1. Honourific Naming

Requested by a community group/organization to recognize a group or an individual's outstanding accomplishments, involvement or work in the local community.

2. New Park Development

New neighbourhood parks created as part of the subdivision development process, are names based on geographical association. This will not require Council approval unless there is a request for a component within the park to be named, in which case the guidelines for honourific naming apply.

Policy Guidelines

Naming Principles and Priorities will be used in conjunction with the graduated system in order to consider an honourific name:

- Names shall assist in emergency response situations by: avoiding duplication, using similar sounding names.

- Names that place the element of the building, property or park in geographical context, so as to assist the citizens in locating the named element – this may reflect such things as significant ecological or natural resource features.
- Names reflect the purpose or use of the element within the building, property or park.
- Names convey a sense of place and community and celebrate the distinguishing characteristics of the neighbourhood or community.
- Names are understandable, recognizable and explainable to citizens and respect the values in regards to history, heritage and culture of the neighbourhood or community.
- Names reflect an individual or organization's significant contributions to public life in general.
- Names reflect an individual or organization with such extraordinary prominence and lasting distinction that no other individuals, families or organizations can come forward and suggest alternatives.

DEFINITIONS

Element: A component within a park or facility, being walkways, meeting rooms, dressing rooms, corridors, gazebos, squares, fountains and other such features.

GRADUATED STRUCTURE		
MUNICIPAL BOUNDARIES	TYPES OF FACILITIES TO BE NAMED	SUPPORTING DOCUMENTATION
Neighbourhood = area that provides services and amenities in a specific locality within Greater Sudbury to a small group of citizens.	Accessory use of a public building Neighbourhood Park (meets the recreational needs of its immediate neighbourhood)	Acknowledgements reflect the contributions made by an individual or organization in regards to a specific neighbourhood.
Community = area that provides services and amenities to an area or district of Greater Sudbury that may encompass several neighbourhoods and benefit a large group of citizens.	Indoor building features Community Parks (provides the space and supportive facilities needed for active recreation)	Acknowledgements reflect the contributions made by an individual or organization in regards to the community and may be recognized throughout the City of Greater Sudbury.

PROCEDURE - APPLICATION AND APPROVAL PROCESS FOR HONOURIFIC NAMING

Step 1

Applicant shall submit a request – Application Form , for naming to the City Clerk, along with a permission letter obtained from the organization, individual or family member for the proposed name.

A deposit of \$900.00 (price to vary according to costs of advertisement) will be submitted with the application form.

The application form will then be forwarded to the appropriate department that will lead the process.

The lead staff will forward the application form to the Mayor, all members of Council and the appropriate applicable City departments. Comments on the suitability of the application will be gathered from City departments.

The lead staff will work with the applicant to ensure that the following documentation is included:

- Background information outlying the rationale for consideration of the request;
- Biographical information;

- Documentation including but not limited to media clipping (s) as well as petitions and letters from organizations and individuals providing substantial support for the request – support is based on the graduated structure (Neighbourhood or Community);
- Lead staff to review that the contributions from an organization or individual are well documented;
- All discussions of naming and re-naming of municipal buildings, properties or parks and their elements will be considered initially by the appropriate Committee of Council (e.g. Community Services or Operations);
- The Committee will review the application form, comments from City Departments and documentation from the applicant to complete the Checklist. The graduated structure (neighbourhood, community) selected and information provided to the Committee will determine if the Naming Priorities and Principles satisfy the naming request;
- Lead staff and applicant will determine whether or not a special event is planned to coincide with a formal naming ceremony;
- All costs of establishing the naming option e.g., advertising, signage, event, etc., will be made known to the applicant. Funds from the applicant must be confirmed in order to proceed.

Step 2

- The applicant will work with the lead staff person for ensuring that community consultation is met in accordance with City of Greater Sudbury approved guidelines;
- All requests for naming will be advertised in the local media. Citizens will be provided with a period of 30 days within which to comment, as well, the advertisement will contain information about the day of the public meeting;
- All promotion will be done in both English and French;
- News release will be issued;
- PDF Flyer will be created with the information relating to the naming and sent to City Council, CGS Senior Management, Community Action Networks, key stakeholders, Tom Davies Square, CSC, Libraries and the facility where possible;
- Information will be posted on the City's website and other social media formats by which the municipality's Corporate Communications team delivers information (i.e. Facebook);
- Comments on the matter will be sent to the appropriate lead staff;

- Comments must be received by 4:30 p.m. from the 30 days of the notice being issued to residents and then passed along to the lead staff person; and,
- The lead staff person reviews the written comments which are recorded— Total Written Comments Received.

The process to provide notice on the naming process may change to reflect any new Notice By-law that deals with this matter.

- 14 days after the notice has been advertised in the local media, a public meeting will occur to review the name request in more detail.
- Meeting shall occur in the community and as close to the space or element of the building, property or park as possible;
- Lead staff person will facilitate the meeting. The applicant will be in attendance to review the name request and respond to inquiries in more detail;
- The date and time of the meeting will be scheduled so as to allow for the greatest number of the public to be in attendance; and,
- The lead staff person gathers only written comments at the meeting and records it accordingly – Total Written Comments Received.

Step 3

The City administration will bring forward a report for Council containing background information pertinent to one or more suggested names.

The report to Council shall include but not be limited to the following:

- Options for consideration;
- Application form;
- Comments from City Staff;
- Rationale for approval according to the naming principles and priorities;
- Background and biographical information;
- Documentation supporting the request in relation to the graduated structure selected;
- Comments received from the notice with the public;
- Recommendation from the Committee of Council;

- Whether or not a ceremony is required; and,
- How all associated expenses with respect to signs, ceremonies, etc. will be paid for by the applicant.

Final decision on naming will be made by Council. Council retains the right to change any name at any time without notice.