

**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**

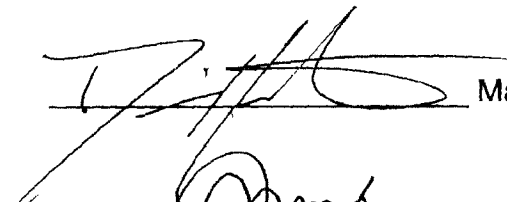

**WHEREAS** the Council of the City of Greater Sudbury adopted a building,  
property and park name policy by By-law 2003-126;

**AND WHEREAS** Council wishes to amend that By-law;

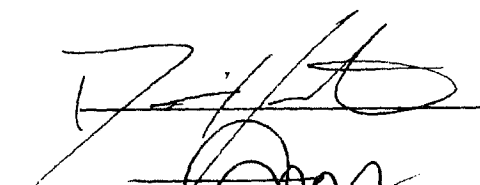
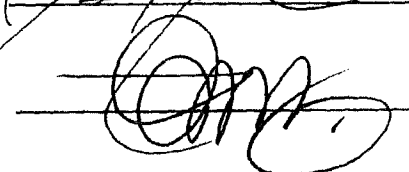
**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY  
HEREBY ENACTS AS FOLLOWS:**

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 10<sup>th</sup> 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**

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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.

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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 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.

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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.

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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.

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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.