



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.