

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.