



Town of Whitby Policy

Policy Title:	Municipal Property and Facility Naming Policy
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Point of Contact:	Community Services

Policy Statement

Naming of parks, municipal facilities, open spaces, and similar property is important for a number of reasons, including public identification, way-finding, facilitating emergency access, ease of communication and promotion of civic image and programs. Due to the significance associated with a name, it is prudent to have a policy in place to govern naming of municipal facilities or components within municipal facilities.

It is also noted that from time to time the Town receives requests to name primarily recreational properties and buildings. An appropriate policy can guide the evaluation and appropriateness of such requests.

The following policy sets out the purpose, scope and procedures for naming municipal properties and facilities.

Purpose

The objective of the policy is to:

- a) Provide guidelines and procedure for the naming of municipal properties and buildings and components within buildings.
- b) Provide guidelines for the evaluation of requests to name municipal properties which may arise from time to time from Council, Staff and members of the public.
- c) Establish criteria to determine types of names which are not appropriate.
- d) Ensure that naming of these properties reflects the importance of naming to public image and identification and promotion of civic image and programs.
- e) Ensure that there is a procedure in place for Council, at their sole discretion, to hear concerns with respect to selected names, and the procedures.

Scope

This policy shall apply to all parks, open spaces, trails, municipal facilities, buildings and structures, including libraries, and like property owned by the Town of Whitby as defined herein.

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1 Definitions

- 1.1 Parks and Municipal Property** means all parks, open spaces, trails, municipal facilities and structures, including libraries, and like property owned and administered by the Town of Whitby.
- 1.2 Property Features** means any substantial structure or identifiable element within a property including but not limited to buildings, rooms and areas within buildings, individual or groupings of sports fields, swimming pools, skateboard parks, walking trails, bicycle paths, gardens, sculptures, monuments, playgrounds and natural features.
- 1.3 Donation** means a gift of cash, property or service (value-in-kind) given by an individual, group or business towards a Town of Whitby project as a philanthropic act with no expectations of commercial return. Such donations may be eligible for a Charitable Tax Credit. Volunteer service is not considered a donation as it is not eligible for this Credit per the Canadian Income Tax Act.
- 1.4 Naming** means the designation of an official name or title to a particular park, municipal property or a property feature.
- 1.5 Renaming** means the designation of a new official name or title to an existing and previously named property.
- 1.6 Corporate Sponsorship** refers to a reciprocal commercial transaction between the Town and a business entity whereby the business receives specific services, rights and privileges related to Municipal property for a defined period for a specific monetary fee. The intent of the transaction is to advance the commercial interests of the business – usually through marketing, communication, awareness and image enhancement. Corporate sponsorship is usually time specific i.e. 1-5 years in duration.
- 1.7 Recognition** refers to the public acknowledgement or expression of thanks issued for a donation or sponsorship. This is usually agreed upon in advance and is commensurate with the contribution. It can include signage, public announcements, acknowledgement by Town officials and inclusion in Town publications and communications.

2 Procedure

- 2.1** Subject to the more detailed procedures listed below, in general, parks and municipal property and property features shall be named after:
- Geographic features;
 - Historical occurrences or events; and
 - Persons or organizations making a significant contribution to the property or related events or fields of endeavour.

2.2 Names Not Eligible

a) Certain names will not be considered for parks and municipal property. This includes names which:

- Are duplicate, ambiguous, overly similar to other property names or would otherwise cause confusion;
- Would bring the image of the Town Whitby into disrepute;
- Are of tobacco or alcohol companies, products or brands;
- Indicate political affiliation;
- Would be considered discriminatory, derogatory or offensive according to race, gender, ethnicity, sexual orientation, religion or similar factors;
- Are related to a person or group who otherwise would be deemed appropriate but who has been proven to have been involved in criminal activity; and,
- Are of elected or appointed officials currently in office.

b) Council at its sole discretion may make the determination that a name is not eligible.

2.3 Geographic

a) Geographic names should be clear, descriptive and give a sense of place. They may include:

- The name of the street or adjacent street where the property resides.
- The neighbourhood, community or subdivision which the property serves.
- A noteworthy physical, environmental, topographical or scenic characteristic.
- Proximity to a recognizable facility or area.

2.4 Historic

a) Historically based names would be appropriate for properties where there is a common, recognizable connection between the property and an historic event. These should reference:

- A local, provincial or national historical or heritage event.
- A long standing and commonly used name associated with the property.

2.5 Gift or Donation

- a) Council will consider naming a property or property feature in recognition of an individual, family, service club or corporate entity that has made a significant financial gift to the Town. This can be through direct financial contribution, donation or conveyance of property. A benchmark value for such a situation would be a minimum donation of 30% of the total real or capital cost of the property, project or property feature, although Council at its sole discretion shall determine whether the gift is significant enough to apply a naming opportunity.

2.6 Person/Organization

- a) Naming a property after a particular person, organization, group or family would be considered in situations where this entity:
- Has an historical connection to a site – such as an original landowner or pioneer.
 - Has made a significant contribution to the quality of life and well being of the community through:
 - service as an elected representative of government;
 - service as a member of a public board or commission;
 - significant, long serving volunteerism in the community;
 - recognized environmental, historical and conservation efforts;
 - artistic, cultural, scientific or athletic achievement;
 - national or international recognition for contributions to society.
- b) Requests for the naming of property after a person, family, organization or similar entity may be submitted by that entity for consideration. Such requests will be required in writing and submitted to the Community Services Department for preliminary evaluation according to the policy. In addition, the following shall apply:
- Background information, documentation and rationale supporting the request shall be required.
 - Written permission by the person, family, estate or legal representative directly connected with the proposed name shall be submitted.
 - Circulation of the request shall be undertaken to related Departments and internal stakeholders for comment.
 - Consultation with external stakeholders in the community may be undertaken to determine the level of support or potential objections.
 - Presentation and staff report to Council for review and approval or denial of the request.

2.7 Naming and Renaming- General

- a) Once established, the property or feature name shall be used to reference the property. Unless specifically stated, the name will carry forth in perpetuity, for the life cycle of the building or property feature, until the property or feature is significantly altered, or Council chooses to rename the property or feature.
- b) Council may also direct that a property or feature be renamed if circumstances arise where by the existing name of a property or feature would then be considered a name not eligible according to the policy.

2.8 Naming of Parks

- a) Parks shall generally be named after the street upon which the park property has its main frontage. Additionally parks may be named for other aspects of the area's geography, and/or for corporations, service clubs or individuals who have made a major contribution to the park's development either physically or financially.
- b) Where names of this latter group are utilized it should be general practice to apply the groups name with that of the street or geographic feature, to retain the way finding and location benefits the name can provide, (i.e. Kiwanis Heydenshore Park).

2.9 Naming of Trails and Open Space

- a) Trails and open space shall generally be named after the adjoining active park area (i.e. D'Hillier Open Space), again to retain the way finding aspects provided by the name. Further trails and open space may utilize the naming procedures set out above for parks.

2.10 Reports to Council

- a) Staff shall not be required to prepare a report to Council if the naming of a park, open space or trail conforms to the policy as noted above, and specifically the name selected is the appropriate geographic name.
- b) Staff shall prepare a report for Council's consideration in the following instances:
 - Development of major new municipal facilities or additions to existing facilities.
 - Where the property or facility or part thereof is the subject of a major gift or donation.
 - Naming for corporate sponsorship for municipal properties, facilities and components thereof.
 - Where a person or organization has made a written request to name a particular property or facility.
 - Where there is an identified concern related to confusion in naming or the appropriateness of a name.
 - Where otherwise directed by Council.

2.11 Corporate Sponsorship

- a) Corporate sponsorship is undertaken primarily for parks and recreation property features under the supervision of the Manager of Sponsorship and Advertising. Included in this activity is the sale of naming rights for specific properties and property features. Examples include corporately named arenas at Town sports facilities and the lounge at the Port Whitby Marina Clubhouse. Such sponsored names are offered for a specific time period at an agreed upon fee. Naming under corporate sponsorship shall abide by the provisions of names not eligible contained in this policy.
- b) Corporate sponsorships for municipal properties, facilities and components of facilities would be approved by Council.

3 Responsibilities

- 3.1** Council has the responsibility in its sole discretion to name all parks, open spaces, trails, municipal facilities, buildings and structures, including libraries, and like property owned by the Town of Whitby, and to delegate responsibilities to Staff as noted herein. Council may also direct that reports be prepared by Staff for specific cases or requests involving naming.
- 3.2** Staff of the Parks Division of the Community Services Department under the direction of the Supervisor of Park Development may name parks, open space and trails where the name is limited to the appropriate geographic name in accordance with the policy. The Division shall also identify any issues related to names currently in use or proposed and report to Council.
- 3.3** Written requests from persons and organizations shall be submitted in writing to the Director of Community Services.

This Policy is hereby approved by Council Resolution #28-09 on this 9th day of February, 2009.