



## **Township Asset Naming Policy**

### **Policy Statement**

The Township of Asphodel-Norwood is committed to providing a fair, consistent and efficient process while respecting the important need for public consultation when naming, renaming or dedicating Township assets such as streets, parks, and facilities, as well as the major elements of such Township assets. On occasion, Township Council may wish to acknowledge the activities and significant contributions of a person, persons or family, to the community through the naming of a Township asset.

### **Purpose/Objectives**

This policy establishes the processes and criteria for naming, renaming or dedicating Township assets such as streets, parks and facilities as well as major elements of such Township assets, including the methods by which the public may provide suggestions and comments. The main objectives of this policy are:

- To implement the practice of naming Township property, buildings and parks after significant geographic, neighbourhood and historical elements;
- To recognize, on an exceptional basis, significant contributions that organizations or individuals have made to public life and the well-being of the people of Asphodel-Norwood;
- To provide direction on how to apply for approval to name, re-name or dedicate Township owned assets and to differentiate the process of naming Township streets;
- To ensure the application of a defined consultation process to encourage community participation;
- To ensure a clear, efficient and timely naming process;
- To ensure the application of key criteria to determine the validity of a commemorative name;
- To ensure the compilation of a comprehensive names registry to act as one central repository for all approved names for streets, parks, and facilities; and

- To ensure a proper approval process.

The policy applies to all Township employees and persons acting on behalf of the Township, as well as members of Council and the public with respect to naming of Township assets.

The policy is not intended to address:

- Individual memorial dedications such as commemorative benches, trees or plaques;
- Naming rights/Sponsorship opportunities;
- The naming of Township-owned facilities leased to commercial tenants; or naming of core facilities (Town Hall, fire halls, public libraries etc.)

## Definitions

**Commemorative** - shall refer to the official naming of a Township street, park or facility after a person, persons or family name.

**Elements** - components of a facility or park, including but not limited to trails, equipment, shade shelters, gardens, lawns, recreation fields, lounges, lobbies, meeting rooms.

**Parks** - shall include parkland, open spaces, environmentally-protected areas; references to Parks shall include major elements including but not limited to trails, gardens, lawns, recreation fields, courtyards, structures.

**Sponsorship** - A marketing-oriented, contracted arrangement that involves the payment of a fee or payment in-kind by a company or individual in return for the right to a public association with an activity, item, person or property for mutual commercial benefit. Sponsorships may be in the form of financial assistance, non- cash goods or a contribution of skills or resources.

**Township Asset** - refers to Township streets, Township-owned parks and facilities, including major elements thereof.

**Township Facility** - refers to Township-owned buildings and their major elements including but not limited to halls, dressing rooms, lounges, lobbies, meeting rooms.

**Township Names Registry** - a central repository of all approved names for streets, parks, and facilities including names submitted that qualify, but may not be chosen, but that could be considered for future assets. It shall also include records related to the history of the names selected for assets, when previously recorded for use as street names and/or as of the date of implementation of this policy.

## **General Provisions**

The naming, renaming and dedicating of Township assets shall be the responsibility of the Council the Township of Asphodel-Norwood. Council, may at any time, direct that a specific name be used for a specific street, facility or park or element thereof.

The intent of naming is for permanent recognition. The renaming of streets, parks and facilities is strongly discouraged as it significantly impacts numerous individuals, Township departments and the community.

## **Naming Principles**

When a Township asset is named, renamed or dedicated, the following principles shall be applied:

- Names shall be unique; name duplication and similar sounding or spelled names shall be avoided.
- Names should give a sense of place, continuity, belonging and celebrate the distinguishing characteristics and uniqueness of Asphodel-Norwood.
- Names should maintain a long standing local area identification with the residents of Asphodel-Norwood.
- Names should promote pride in the Township of Asphodel-Norwood, acknowledge local heritage, history, and recognize unique features and geography (such as names that relate to local history, places, and events, and natural features or unique characteristics of a neighbourhood or area).
- The rationale associated with the use of a particular names shall be understandable to the majority of Asphodel-Norwood residents;
- Names shall not be discriminatory, derogatory or political in nature; names shall not promote a negative social message; names conveying a secondary negative or offensive connotation, any sexual overtones, inappropriate humour, slang or double meanings shall be avoided;
- The re-use of former street names shall be discouraged to avoid confusion with property records management;
- Names shall assist with emergency response situations by being consistent with street names and geographical locations;
- Names with hyphens, apostrophes or dashes shall be discouraged but may be considered on an individual basis;
- Names may, on an exceptional basis, honour the significant contributions of an individual or family;
- Names may recognize the contributions of organizations such as a partnership with or without financial contributions;

- The cost associated with a naming/renaming (including but not limited to signage, ceremonial costs, legal costs, etc.) will be the responsibility of the Township;
- The Council of the Township of Asphodel-Norwood makes all final decisions concerning what is placed or occurs on Township property and in its buildings; and
- Naming in honour of elected or appointed public officials, Township administrative officials or staff shall occur posthumously.

## **Prioritization**

Prioritization shall be given to naming, re-naming or dedicating Township assets after:

- the area or street in which the property or building is located to provide a geographical association to help the public locate a park, or building more easily;
- the most dominant "constant feature either within or nearby" the selected site such as an associated significant ecological or natural resource feature;
- an historical name related to Asphodel-Norwood's heritage;
- an event or person of international, national or provincial significance; or
- an organization or individual (with the exception of public officials or Township staff, unless posthumously) to recognize:
  - particular activities and significant contributions to the community; and/or
  - outstanding contributions and/or sponsorships made toward the development and/or enhancement of a property or building.

## **Specific Criteria for Commemorative Naming**

Where the commemorative naming of a Township asset, is being requested, at least one of the following criteria shall apply:

- The nominee shall have demonstrated excellence, courage or exceptional service to the citizens of the Township of Asphodel-Norwood, the Province of Ontario and/or Canada, including veterans of military conflicts;
- The nominee shall have an extraordinary community service record;
- The nominee shall have championed a successful local initiative;
- An individual may be recognized for a significant financial contribution to a park or facility, where that contribution significantly benefits the community that the park or facility serves;
- The nominated name has historical significance;
- The nominated name identifies an individual/group that originated from the Township but has reached professional acclaim in their field and therefore promotes a positive image for the Township.

### Permission

Where the name of an individual or organization is so used, approval shall be obtained from the individual (his/her family) or the organization for such naming.

### Single Use

A commemorative name should only be used once within the Township of Asphodel-Norwood.

### Renaming of Commemoratively Named Assets

The names of Township Assets named commemoratively should not be changed unless it is found that the individual's personal character is or was such that the continued use of their name for a park or facility would not be in the best interest of the community or due to a time lapse the commemorative name is no longer relevant.

## Processes

1. Suggestions for Adding to the Township Names Registry and/or Naming of a Park or Facility
  - Receipt of a Nomination/Application: All requests for adding names to the Registry for the naming of a Park or Facility are to be submitted in writing by completing the Naming Application Form available as Appendix "A" to this policy document, and all supporting documentation as may be required.
  - Processing of the Nomination/Application: Processing the application involves confirmation of criteria, discussion with the applicant and the applicable Township departments/external stakeholders including Emergency Services, compiling consultation results and presenting the request to the Township Council for a decision. With Council approval the request will be released for public consultation. All feedback will be provided to Council for consideration when deliberating a final decision.
  - Implementation of Approved Nomination/Application: Upon Council approval, implementation of the approved name is undertaken. This involves final notification to the nominee/applicant and may involve an official unveiling ceremony with the presentation of a plaque or sign to be erected at the site, indicating the name as well as its significance. (If the approval includes immediately assigning the name to a specific asset.)
  - Maintenance of the Township Names Registry: Names that are approved by Council shall be placed on the Township Names Registry along with all records related to the history of the approved name. Where an approved name is not assigned to a specific asset immediately, it shall remain on the Registry for possible future use.

## 2. Naming of a Street:

Receipt of Proposed Street Names: The Planning Department receives a written request by the proponent or developer for a name(s) which includes the proposed street name(s) and a brief but complete explanation of the significance of the name, as per the conditions of development approval. In the absence of a specific theme or choices by the developer a name from the Township Naming Registry will be recommended.

- Processing of the Street Name Request: Processing the application involves confirmation of criteria, discussion with the proponent or developer and the applicable Township departments/external stakeholders including Emergency Services. The Planning Department shall inform the developer if the name is known to conflict with existing street names at either the local or county level or is otherwise unacceptable to any of the parties consulted and shall provide the reason why the name is not acceptable. The Street Type designations shall be applied in accordance with the Appendix B to this policy. Township Council makes the final naming decision.
- Assigning Name from the Township Names Registry: Where the applicant is also the owner or developer of a project, a name from the Township Names Registry may be reserved for use in that particular development. The applicant reviews an up-to-date Township Names Registry for the name(s) selection, including names approved by Council specifically for use within the proponent's project. Street Type designations shall be applied in accordance with the Appendix B to this policy.
- Implementation of Approved Nomination: Upon the final approval, final notification shall be given to the developer and may involve an official unveiling ceremony with respect to commemorative names. Special signage containing the Poppy symbol shall be used to recognize all streets named in honour of veterans.
- Maintenance of Township Names Registry: Planning staff shall maintain records related to the history of the approved street names. Names that are approved by Council without assignment for a specific street shall be placed on the Registry and shall be available for future use.
- Public consultation shall not be required for the naming of a street

## 3. Public Consultation

Notice/public consultation shall be undertaken in accordance with the size and scope of the Township asset being named. The public consultation period shall last a minimum of 30 calendar days. Public consultation shall not be required for the naming of a street.

Written submissions and/or petitions received during the public consultation phase must be verifiable. To that end:

- Each written submission must include the submitter's full first and last name;
- Petitions must be addressed to the Township of Asphodel-Norwood and request a particular action within the authority of Council;
- Petitions must be legible, typewritten or printed in ink;
- The text of a petition must be listed at the top of each page for multiple-page petitions. Pages shall be numbered and the total number of pages indicated;
- A petition must be appropriate and respectful in tone, and must not contain any improper or offensive language or information;
- Each petitioner must print and sign his/her own name. A paper petition must contain original signatures only, written directly on the petition;
- Each petitioner must provide his or her full address;
- For electronic petitions, petitioners must provide name, address and a valid e-mail address;
- A petition must clearly disclose on each page that it will be considered a public document and that the information contained in it may be subject to the scrutiny of the Township and other members of the general public;
- No public consultation period for naming of Township streets; and
- For the renaming of a Township asset the public consultation period shall be a minimum of 60 calendar days

Township staff will provide the final decision on a proposal to individuals who submit a comment under the public consultation component, if requested.

#### Multiple Names:

The Township supports public consultation in a manner that is dignified for all nominees/applicants. As such, the Township Council may expand or narrow the number of proposals for a particular Township asset, as it deems appropriate.

#### Renaming:

The renaming process shall be identical to the naming process and also require Township Council as the final authority for approving the proposed Township asset name. However, the renaming of an existing commemoration shall be subject to a minimum of a 60-day public consultation period. If an application is intended to displace an existing commemorative name, before a renaming application is accepted, the nominator must have written permission from the family or next of kin to be displaced. Where a renaming has been initiated as a result of a development proposal,

the proponent may be required to resolve any opposition that may exist to the renaming. Public consultation shall be required for the renaming of a street.

**Responsibilities:**

It is the responsibility of the Township Clerk (or designate) to:

- Review all names submitted for conformity with the criteria in respect to the naming of all Township assets except Township streets;
- Circulate all names submitted to appropriate Township Departments and external stakeholders, including Emergency Services for comment;
- Facilitate notice and public consultation with respect to proposed names;
- Prepare reports for Council's consideration with respect to proposed naming of Township Assets (except Township streets);
- Advise nominators/nominees/applicants of any decisions with respect to a proposed name;
- Facilitate the creation of plaques and any official unveiling ceremonies; and
- Maintain the Township Names Registry in conjunction with the Planning Department.

It is the responsibility of Planning Staff to:

- Review requests from the proponent or developer for street names to ensure a complete explanation of the significance of the name is provided;
- Circulate all names submitted to appropriate Township Departments and external stakeholders, including Emergency Services for comment;
- Inform the developer if a name is unacceptable;
- Facilitate notice and public consultation with respect to renaming of streets;
- Maintain information related to the history of an approved street name within the Township Names Registry;
- Advise nominators/nominees/applicants of any decisions with respect to a proposed name;
- Facilitate the creation of plaques and any official unveiling ceremonies;
- When a proponent/developer has not provided a street name(s), select a street name from the Township Names Registry in accordance with the provisions of the Township Asset Naming Policy; and
- Prepare reports for Council's consideration with respect to proposed naming of Township.

**Appendix “A”**

<b>A. NOMINATOR’S INFORMATION</b>	
Name (Individual or Organization):	
Mailing Address:	
Telephone:	E-mail:
<b>B. INFORMATION CONCERNING THE PROPOSED NAME</b>	
Proposed Name:	
<p>If the name suggested relates to the commemoration of an individual who is alive, please provide the individual’s contact information in the section below.  <i>Note: A Commemorative Name may be used only once in the Township of Asphodel-Norwood – subsequent requests will be denied.</i></p>	
Name:	
Mailing Address:	
Telephone:	E-mail:
<p><b>Applicable Criteria (select all applicable criteria):</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The nominated name has demonstrated excellence, courage or exceptional service to the citizens of Asphodel-Norwood, the Province of Ontario and/or Canada, including veterans of military conflicts;</li> <li><input type="checkbox"/> The nominated name has an extraordinary community service record;</li> <li><input type="checkbox"/> The nominated name has championed a successful local initiative;</li> <li><input type="checkbox"/> The rationale associated with the selection of the nominated would be understandable to the majority of Asphodel-Norwood residents</li> <li><input type="checkbox"/> The nominated name recognizes the contributions of organizations such as a partnership with or without financial contribution</li> <li><input type="checkbox"/> The nominated name has historical significance;</li> <li><input type="checkbox"/> A direct relationship or association existed between the place of residence of or community efforts undertaken by the individual/family and the property, building or element to be named;</li> </ul>	

- The nominated individual has made a significant financial contribution to a park or facility, and the contribution significantly benefits the community that the park or facility serves (i.e., the park or facility may not have otherwise been possible without the financial assistance)
- The nominated name identifies an individual/group that originated from the Township but has reached professional acclaim in their field and therefore promotes a positive image for the Township.

**C. RATIONALE**

**Please describe the rationale for Nomination and attach background information related to criterion chosen, which substantiates all claims made (include copies of newspaper articles, certificates, awards, letters of support or commendation, service records, pictures, etc.)**

Please note all information provided below and/or attached to this Application Form will form part of the Naming Application Form and will therefore be released to the public in any public notices/advertisements produced, public Agenda and Minutes, and Reports which may go forward to Council.

## Appendix “B”

### Street Name Designations

The following street type designations shall be applied for the purpose of street naming, as indicated below:

**Street, Drive, Avenue, Road, Boulevard** - Applicable to major thoroughfares or streets several blocks in length.

**Crescent** - Applicable to streets forming a crescent.

**Court** - Applicable to streets that end in a Bulb/cul-de-sac, a "T" or a design that allows turning around and only has one access point.

**Lane** - Applicable to short streets that would be found in a subdivision or condominium or small development.

**Trail, Way** - Streets that are winding or curved in nature.

**Terrace, Grove, Heights** - Applicable to minor or short streets.