

The Corporation of the Municipality of West Grey

Bylaw Number 69-2019

Being, a bylaw to adopt a "Corporate Asset Naming Policy";

Whereas, the council of the Corporation of the Municipality of West Grey deems it expedient to adopt the aforementioned policy;

Now therefore, the council of the Corporation of the Municipality of West Grey enacts as follows:

1. The "Corporate Asset Naming Policy" is hereby adopted as set out in Schedule "A" attached hereto and forming part of this bylaw.
2. This bylaw shall come into force and effect on the date of final passing thereof.

Read a first and second time this 17th day of September, 2019.

Read a third time and finally passed this 17th day of September, 2019.

Original signed by Christine Robinson, Mayor

Original signed by Mark Turner, Clerk

**Schedule "A" to Bylaw Number 69-2019
Municipality of West Grey Corporate
Asset Naming Policy**

Approved by: Council

Last Revision Date: N/A

Date Approved: September 17, 2019

Replaces: N/A

Purpose

This policy is to encompass the naming of any corporate asset including parks, open spaces, facilities, streets and other municipal buildings or properties. The final decision for naming of corporate assets will rest with Council, including naming opportunities as a result of gifts and sponsorships. The naming of a particular corporate asset is important for public awareness, promotion and emergency access. Therefore, naming will be consistent with the Municipality of West Grey (the "Municipality") vision and will not contravene any policy of the Municipality nor reflect negatively on the Municipality's public image.

The intent of this policy is to:

- Continue the current traditional practice of naming municipal property, buildings and park elements after significant geographical, neighbourhood and historical elements;
- Recognize on an exception basis, significant contributions that organizations or individuals have made to the public life and the well-being of the people of the Municipality;
- Provide direction of how to apply for approval to name, rename or dedicate municipal property, buildings or park elements

Policy Statement

1. There are four main types of naming situations this policy intends to address:
 1. Opening of a new corporate asset or reopening of a corporate asset following refurbishment
 2. Honouring individuals or groups
 3. Recognizing international, national or provincial events/ competitions
 4. Providing recognition of gifts, sponsorships and joint ventures
2. The selection of a name will be based on a number of criteria including but not limited to:
 1. A longstanding local area identification with the residents
 2. Understandable to the majority of citizens in the Municipality
 3. Consistent with any other applicable policies and naming guidelines
 4. Assists with emergency response situations by being consistent with street names and geographical locations and meeting the requirements of the Fire Department and Police Department of the Municipality
 5. Consistent with sponsorship levels
3. Preference will be given to names that:
 1. Give a sense of place, continuity and belonging reflecting the geographic location, community, neighbourhood or street where the corporate asset is located and/or;
 2. Recognize the historical significance of the area and/or;
 3. Reflect unique characteristics of the site and/or;

4. Reflect the type of service offered and/or;
 5. Are in keeping with a selected theme and/or;
 6. Honour individuals, living or deceased, who have made a significant contribution to the community
4. Names will not be chosen that:
1. Cause confusion due to duplication or names sounding similar to existing locations within the Municipality
 2. Do not meet the Canadian Code of Advertising Standards
 3. Lend themselves to inappropriate short forms or modifications
 4. Are discriminatory or derogatory considering race, gender, creed, political affiliation, or other similar factors
 5. Recognize the birth, marriage or anniversary of specific individuals (this can be done through individual dedications of benches and trees through the West Grey Parks, Recreation & Culture Advisory Committee)
5. Names of persons, organizations, corporations, foundations or their families will be considered when they have made a significant contribution to the Municipality by:
1. Enhancing the quality of life and well-being of the Municipality
 2. Contributing to the historical or cultural preservation of the Municipality
 3. Contributing toward the acquisition, development or conveyance of land or building
 4. Achieving excellence in their endeavours and representing the Municipality in a meritorious manner - And/or

5. Where there is a direct relationship or association that exists between former place of residence of the person or group and the asset to be named
6. Naming in honour of elected or appointed public officials, and administrative officials or staff of the Municipality, shall occur posthumously.
7. Where the name of an individual is recommended after an in camera discussion, consent shall be obtained from the individual or their next of kin prior to Council's public consideration.
8. Where the naming opportunity is as a result of a sponsorship or gift the following factors must be considered:
 1. The significance of the contribution made relative to the construction and operating costs of the item being named
 2. The cost of establishing the naming option (e.g. cost of the signage to be paid by the applicant unless the Municipality has made the request for the name change)
 3. Sunset clause associated with the length of time that the name will be used. Naming agreements may be renewed if the appropriate gift or sponsorship is received.
9. Existing names will not be changed without consideration of the historical significance of the existing name, the impact on the individual or organization previously named, the cost and impact of changing existing signage, rebuilding community recognition and updating records (i.e. letterhead, databases, promotional materials) Each application will be considered on a case-by-case basis.
10. Unless otherwise provided in an asset naming agreement, the Municipality may review, amend or remove the name of an asset of the Municipality at any time.

Application Procedure

1. Applicant(s) shall submit a written request for civic naming to the Clerk. The written request shall provide the following:
 1. Background information concerning the rationale for consideration of the request;
 2. Biographical information if named after an organization or individual ; and
 3. Documentation including letters from organizations and individuals providing substantial support for the request.
2. Each application for naming/renaming shall undergo a process which will:
 1. Review the application for conformity with this policy
 2. Circulate the application to the appropriate internal stakeholders for comment on the suitability of the application
 3. Discuss in camera any naming in recognition of an individual prior to discussing it with the individual or next of kin.
 4. Consult with external stakeholders in the community to the level of support or identify possible objections to the requested civic naming
 5. Determine whether or not a special event is planned to coincide with the formal naming

Responsibilities

1. Council is responsible for approving and directing compliance with this policy.

2. The Clerk is responsible for:
 1. Receiving requests for naming of a corporate asset from eligible applicants, and in accordance with this policy;
 2. Confirming receipt of the application to the applicant;
 3. Providing the request to the Director of the department responsible for the requested asset
3. Supervisors/Managers/Directors are responsible to:
 1. Review the application for conformity with this policy
 2. Circulate to and consult with stakeholders on the suitability of the application