

SECTION: Parks and Facility Planning SUBJECT: Parks and Open Space Naming		
EFFECTIVE: April 25, 2017	REPLACES: Municipal Naming and Corporate Signage Programs (CW019-2004)	PAGE: 1 of 6
APPROVED BY: PDC078-2017	PROCEDURAL UPDATES:	

POLICY STATEMENT:

The City of Brampton names its parks and open spaces to facilitate:

- Public wayfinding; and
- Communication and response in emergency situations

Detailed evaluation criteria must be applied to proposed names to ensure suitability and conformance to emergency service systems requirements.

PURPOSE:

This policy, read in conjunction with the ‘Standard Operating Procedure (SOP) for Parks and Open Space Naming’, establishes protocols and process for the naming of Brampton’s parks and open spaces. The policy establishes a process that is consistent, efficient and results in the delivery of high quality names that reflect a positive image for the City. The SOP documents the detailed evaluation criteria that must be used to assess the suitability of proposed names.

This policy and the SOP have regard for City of Brampton and Region of Peel Emergency Services requirements, ensuring that the naming of new parks and open space assets minimizes the potential for confusion or delays in emergency situations.

SCOPE:

This policy applies to the naming and renaming of all:

- Parks
- Open Spaces (e.g. valley lands and other natural heritage lands)
- Stormwater Management Ponds
- Major Network Recreational Trails or Pathways

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This policy does not apply to:

- [Street Naming](#)
- Naming of Civic Buildings (*to follow*)
- [Memorial Bench and Tree Programs](#)
- [Sponsorship naming of major parks & open space assets \(re: City Wide Sponsorship Strategy\)](#)

Refer to related policies for naming those assets.

SOURCES OF NAMES:

The names of parks and open spaces, stormwater management ponds and major recreational trails and pathways shall come from the following sources:

- Adjacent streets
- Community or neighbourhood identifiers
- Events of historical or cultural significance to the city, region, province or country
- Unique geographic or physical characteristics of the site or area
- Products or types of industries associated with Brampton
- Any broader theme that is of historical, cultural, or other significance to the City, and that highlights and promotes activities and industries that were/are prevalent in Brampton
- Any other appropriate themes that may be approved, from time to time
- Historic groups of people or recognized associations
- People (*see next page*)
- Sponsorship opportunities on a case-by-case basis as outlined in the City's City Wide Sponsorship Strategy

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Use of People's Names:

- Where a person's name or a group of people is being considered, it shall be limited to persons who have:
 - Made a significant¹ contribution to the municipality or to a group or association within the community, which has improved the quality of life for Brampton residents. This includes retired Members of Council and senior staff that have made positive, lasting and acknowledged contributions to the City, and/or;
 - Contributed to the conveyance of lands or buildings and/or its subsequent development or renovation (beyond legislative requirements), and/or;
 - Demonstrated excellence, courage, or exceptional service to the citizens of Brampton, to the Province of Ontario, to Canada, or to the world, and/or;
 - Put themselves in harm's way - through military service, Brampton Fire service, or Region of Peel Police service (primarily in Brampton), and/or;
 - Promoted Brampton to the world, and/or;
 - Demonstrated themselves to be a recognized national or international figure, commonly acknowledged to have high standing and repute.
- Where a person's name is being considered, it will be the City's preference only to consider the names of deceased persons, to minimize the potential for controversy.
- Consideration shall also be given to using the name of a person (or persons) that has been involved in, or affected by, an event that has had a significant impact on the City, region, province, country and/or world. Examples could include the names of persons affected by or involved in both positive events (e.g. an Olympian) and negative events (e.g. automobile tragedy).
- When appropriate, the immediate family of the person being commemorated should be contracted to obtain their acceptance in writing of the type of commemoration being proposed by staff.

¹ 'Significant' is not specifically defined. It shall be left to the discretion of staff and/or Council to assess whether a person's achievements are 'significant' and therefore worthy of consideration in the context of this policy and accompanying SOP.

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PUBLIC REQUESTS:

The public are welcome and encouraged to suggest potential names for parks and open spaces, by submitting a completed [Parks and Open Space Naming and Renaming Request Form](#) with an explanation of how the proposed name complies with the naming conventions in this policy. If the request is to name a specific location, the naming Request Form must also demonstrate how the name is associated with that location.

Before a suggestion can be accepted, staff must apply detailed evaluation criteria to determine its suitability and conformance with Emergency Services' requirements.

RESPONSIBILITIES:

The process and responsibilities for identifying and/or evaluating a name for a park and open space assets is identified, generally, below. Additional detail can be found in the associated SOP.

1. Parks Planning staff shall be responsible for:

- Working with stakeholders (Open Space Development, Public Works & Engineering – Parks Division, and Business Systems (GIS)) in the identification of parks and open space assets that require names
- Identifying the spatial limits of each asset that will receive a specific name
- Determining the type of commemoration that is appropriate for each name
- Maintaining a list of candidate names to assign to new parks and open space assets, in conformity with the above criteria and with the criteria referenced in the SOP (Park and Open Space Name Bank)
- Ensuring that Brampton Fire Dispatch reviews candidate names to identify potential risk issues (Brampton Fire's review will determine whether or not each candidate name can be used as suggested)
- Supplying name recommendations to the Development Planner for inclusion in the Recommendation Report for plans of subdivision
- Generating Park Name Recommendation Reports when names cannot be included in the Recommendation Report for a plan of subdivision

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- Ensuring that all parties requesting names are informed of the results of the evaluation, be it approval or rejection

2. Staff outside of the Parks Planning Section shall be responsible for:

- Creating and installing signage for the asset (Public Works & Engineering)
- Organizing special ceremonies, as appropriate/necessary, in recognition of approved names (Strategic Communications with Public Works & Engineering)

3. Council shall be responsible for:

- Approving names for Community and City Parks and other major land holdings, based on recommendations provided in staff reports to the Planning & Development Services Committee
- Providing input on naming suggestions for Neighbourhood Parks and other local parks and open space assets
- Approving park and open space names contained in Recommendation Reports for plans of subdivision
- Approving park and open space names for assets within approved subdivisions through Park Name Recommendation Reports

ACCOUNTABILITY:

The Planning and Development Services Department, Policy Planning Division will coordinate the naming of parks and open space assets, and will ensure that this policy, and the associated SOP, are kept up-to-date.

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The Parks Planning Section have the authority to make minor changes and alterations to this policy that do not change the intent of this policy. Major changes must be approved by Council.

CONTACTS:

All enquiries specific to the naming of parks and open spaces should be directed to the Parks Planning Section, Planning and Development Services Department using the "[Contact Parks and Forestry](#)" form on the City's portal.

RELATED POLICIES:

1. **Street naming** is administrated by the **Planning and Building Division (Planning and Development Services)** under a [Street Naming Policy](#). Enquiries related to street naming should be directed to the Planning and Development Services Department using the "[Contact Planning and Development](#)" form on the City's portal.
2. **Public Building naming** is administrated by the **Building, Design & Construction Division (Community Services Department)** under separate policy. Enquiries related to the naming of public buildings should be directed to **TBD**.
3. **Memorial Tree Plantings and Bench Plaques** are administrated by the **Parks Division (Public Works & Engineering)** under a [separate program](#). Enquiries related to memorial tree plantings and bench plaques should be directed to the Public Works & Engineering Department using the "[Contact Parks and Forestry](#)" form on the City's portal.
4. The **City Wide Sponsorship Strategy** is administered by the Recreation and Culture Division (Community Services). Enquiries related to sponsorship naming should be directed to the Community Services Department using the "[311](#)" form on the City's portal.