

Category: Planning and Development

**Title: Asset Naming Policy**

Policy Number: PND - 110

Approved by: CW 102-2019, C067-2019, CW401-2021

Administered by: **Planning and Development Department**

Effective: September 30, 2021

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## 1. Background

The naming of municipal assets plays an important role in simple and unambiguous identification of location and navigation within the City of Brampton. It also serves as a method of commemorative recognition to honour events and individuals' outstanding achievements, distinctive service, or significant community contributions.

Council approves the naming of municipal assets based on specific criteria and in consideration of the importance of public suggestion and comment, and the requirements of emergency services.

The City of Brampton recognizes and supports Asset Sponsorship and Naming Rights as an alternative revenue generation strategy to offset costs associated with the provision of municipal services.

## 2. Purpose

The purpose of this Policy is to provide guidance on the criteria and process for naming the City's Assets.

## 3. Application and Scope

This Policy applies to the naming, renaming or dedication of City Assets including the consideration of commemorative naming proposals and dedications.

This Policy should be read in conjunction with the City's policies on Sponsorship and Naming Rights. Where an Asset has been approved by Council for the sale of naming rights that Asset is not available for naming under this Policy unless Council approves to remove it from the approved list of assets eligible for the sale of naming rights.

Applicable Assets include:

- a) Streets;
- b) Buildings and external building features (major elements or significant features adjacent to these buildings);
- c) Major Network Recreational Trails or Pathways;
- d) Parks and park features (e.g. shade structures and public art);
- e) Open Spaces (e.g. valley lands and other natural heritage lands);
- f) Stormwater Management Ponds; and,
- g) Vehicular bridges.

Where Asset boundaries are not easily identified such as at a garden or overlook within a property, staff will determine the most appropriate boundary to encompass the name or dedication.

### 3.1 Exceptions

This Policy does not apply to the:

- a) Naming of communities, neighbourhoods and subdivisions; or,
- b) The commemoration of persons in memorium. Consult the [Memorial Bench and Tree Programs](#).

## 4. Outcomes

- 4.1 A standardized approach and consistent evaluation framework for naming City Assets;
- 4.2 A continued legacy of naming the City's Assets after outstanding individuals, events and natural features which reflect a positive image for the City, and reflect the history, contributions, accomplishments and diversity of the City, its communities and citizenry;
- 4.3 Engagement of communities and residents in the process of naming their surroundings; and,
- 4.4 The compilation of a centralized Commemorative Names reserve list for future Asset Naming opportunities.

## 5. Mandatory Requirements

### 5.1 General Requirements:

- a) All City Assets identified in Section 3 shall be named;

- b) An Administrative Name shall be applied to a City Asset unless a Commemorative Name is recommended. Part (b) does not apply if an Asset is being named pursuant to a Sponsorship or Naming Rights opportunity;
- c) An Asset that is given a Commemorative Name must be readily available for public use;
- d) Staff will determine if a Sponsorship or Naming Rights opportunity exists before considering Commemorative Names;
- e) There shall be no duplication of names between or within City Asset categories (e.g, park and cemetery) with the exception of Administrative Names;
- f) Similar sounding names shall be avoided due to confusion it may create for the community or emergency services;
- g) There may be additional naming requirements and procedures for different types of Assets in Section 3. These are identified in the associated Standard Operating Procedures (SOPs);
- h) All street names must be approved by the Region of Peel Names Committee prior to being submitted to Council for approval;
- i) Council shall approve all Commemorative Names before they are added to the City's Commemorative Names list;
- j) The public are welcomed and encouraged to suggest potential names for City Assets by submitting a completed [Asset Naming Request Form](#) with an explanation of how the proposed name complies with the naming conventions in this Policy;
- k) Suggestions for names in honour of individuals must be accompanied by a written biography of the individual, including a description of the individual's significant<sup>1</sup> contribution and an explanation of why the honour should be given. This will be kept on file and reviewed as opportunities arise;
- l) Asset Naming is not intended to commemorate an individual's death i.e. a memorial. Applications for memorials should be directed to the [Memorial Bench and Tree Programs](#), or another appropriate memorial program;
- m) Where a person's name is being considered, it is the City's preference to consider the names of persons who are retired and/or deceased and

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<sup>1</sup> '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.

- therefore no longer active in their field to minimize the potential for controversy;
- n) Notice and public consultation shall be undertaken in accordance with the size and scope of the Asset being named, and in consultation with affected Members of Council. The public consultation period shall be a minimum of 30 calendar days;
  - o) The intent for Commemorative Naming is permanent recognition. City Assets once named shall not normally be renamed unless the Asset has an Administrative Name. Council may consider renaming an Asset on an exceptional basis.

## 5.2 Selection Criteria

All suggested names will be considered, unless it duplicates another existing name, or may cause confusion due to similarity with another existing name, or is meaningful only to a limited number of people.

Preference is given to names which:

- a) Have a direct relationship with the Asset;
- b) Reflect the location of the Asset (unique community or neighbourhood identifiers);
- c) Portray a strong positive image of the City, recognize the geographic, historical, cultural, indigenous or social significance of the area, the City, region, province or country;
- d) Reflect unique geographical or physical characteristics of the Asset site or area;
- e) Are in keeping with a specific theme (historical, cultural, or other significance to the City), and that highlights and promotes activities and industries that were/are prevalent in Brampton;
- f) Historic groups of people or recognized associations;
- g) Recognize the contributions of organizations to a particular Asset such as partnership with or without financial contributions;
- h) Honour the significant contribution of an individual to the community;
- i) Reflect the diversity of the various communities, diaspora and citizenry contributing to the ethnic, social and economic well-being of the City and/or honour significant contributions made by individuals, groups or organizations to the community; and
- j) Other selection criteria as deemed appropriate by Council.

Names shall not discriminate against people in accordance with the Ontario Human Rights Code. Names shall not be derogatory or political in nature. Names that convey a secondary negative or offensive connotation, any sexual overtones, inappropriate humour, slang or double meanings shall be avoided. Names must not, in light of generally prevailing community standards, be likely to cause deep or widespread offence.

### 5.3 Use of People's Names

Where a person's name or a group of people are being considered, it shall be limited to persons who have:

- a) Made a significant<sup>1</sup> 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 staff that have made positive, lasting and acknowledged contributions to the City;
- b) Contributed to the conveyance of lands or buildings and/or its subsequent development or renovation (beyond legislative requirements);
- c) Demonstrated excellence, courage, or exceptional service to the citizens of Brampton, to the Province of Ontario, to Canada, or to the world, and/or;
- d) Put themselves in harm's way - through military service, Brampton Fire service, or Region of Peel Police service (primarily in Brampton);
- e) Worked to foster inclusion, equality and reduce discrimination;
- f) Promoted Brampton to the world; and
- g) Demonstrated themselves to be a recognized national or international figure, commonly acknowledged to have high standing and repute.

If the proposed name will identify a specific person, consent of the individual, or if deceased, consent of the family or next of kin (if the person is not a national or international public figure) is required.

Names should not be divisive in nature. When an individual or group is identified by a name, best efforts should be taken to ensure that the name is not seen as linked with discrimination, oppression and systemic racism nor in violation of community standards as they exist today. Names that are otherwise offensive, misleading, or ineffective are also not permitted.

### 5.4 Re-naming Process

- a) Assets, once named, should not normally be renamed. Council may consider renaming an Asset on an exceptional basis i.e. when new information

regarding the effectiveness of that Asset Name becomes apparent;

- b) If it is deemed appropriate to change the name of the Asset, a name will be selected using the same criteria as that for naming a new Asset and in consultation with the respective ward Councillors and the Mayor;
- c) The cost and impact of changing existing signage and re-building community recognition should be considered before an Asset is renamed;
- d) The City will notify all residents and ratepayer associations within a 120 metres radius of the Asset of the proposed name change. The notice allows 30 days for public comment.

## 5.5 Naming/Dedication Plaques and Ceremonies

- a) When a City Asset is named after an individual or dedicated to an individual, a plaque describing the significance of the individual may be installed. A ceremony may be held to unveil the plaque and/or commemorate the name, unless the name was chosen or the dedication made based solely on the historical significance of the individual; and,
- b) The timing of the ceremony depends on whether the facility is being newly opened/re-opened; or re-named/dedicated.

## 6. Roles and Responsibilities

### 6.1 Members of Council

- a) Approving names for City Assets, functioning as a Council Reference Group comprised of the Mayor and the applicable Ward Councillors (or delegates), based on recommendations provided by staff for reporting to Committee or Council;
- b) Providing input on naming suggestions for City Assets.

### 6.2 Region of Peel Street Naming Committee

- a) Ensuring that street names are technically sound on a Region wide basis to facilitate emergency response;
- b) Timely approval of street name proposals from the City.

### 6.3 Asset Owner

- a) Evaluate the naming opportunity including ensuring that the naming proposal is complete;

- b) Consult with Economic Development to determine whether a Sponsorship or Naming Rights opportunity exists;
- c) Consult with the Asset Naming Coordinator in the responsible department to determine if an appropriate Commemorative Name is available in the reserve list;
- d) Circulate the proposal to affected stakeholder groups for feedback as per the public consultation provision in section 5.1(n);
- e) Work with partner departments to ensure appropriate signage is erected, including updating corporate mapping and the Geographical Information System.

#### 6.4 Asset Naming Coordinator

- a) Be responsible for the intake of all public suggestions for Commemorative Names for City Assets identified in Section 3;
- b) Maintain the City's respective databases of Council approved Commemorative Names for streets and/or other City assets (e.g., parks, facilities and structures);
- c) Support Asset Owners with the interpretation of policy requirements and to validate that naming proposals meet the requirements described in this Policy;
- d) Research and evaluate naming proposals against the requirements and criteria described in this Policy;
- e) Prepare naming reports for consideration of Committee and for final decision by Council;
- f) Track approved, rejected and withdrawn names in the City's Commemorative Names Reserve List including any background information (example naming reports, submissions etc.) location and asset boundary;
- g) Inform the naming applicants of a name's final acceptance or rejection and the installation of the appropriate signage indicating the name.
- h) Notify addressing and mapping, operations and emergency response personnel of name changes.

#### 6.5 Public Works and Engineering

Create, install and maintain signage in conformance of City policies and procedures.

#### 6.6 Strategic Communications, Special Events and Protocol

Organize and conduct special ceremonies, as appropriate/needed, in

recognition of approved names.

## **7. Monitoring and Compliance**

- 7.1 The Public Works and Engineering Department Building Design & Construction Division, will coordinate the naming of building and facility assets and will ensure that this Policy, and any associated SOPs, are kept up-to-date.
- 7.2 The Community Services Department, Parks Division, will coordinate the naming of parks and open space assets, and will ensure that this Policy, and the associated SOPs, are kept up-to-date.
- 7.3 The Planning, Buildings and Economic Development Department, Policy Planning Division Department will coordinate the naming of City streets and bridges and will ensure that this Policy, and the associated SOPs, are kept up-to-date.

## **8. Definitions**

- 8.1 “Administrative Name” means an Asset name which is based on a locational reference to a community or street name (i.e. Springdale Library or Gore Meadows Community Centre);
- 8.2 “Asset Owner” means the Director of the City Division or business unit, or the designate, that is ultimately responsible for the long-term operation and maintenance of the City Asset and is accountable for the final recommendation regarding the naming of a City Asset;
- 8.3 “City Asset” means an item, object, thing (including a service, program, event or activity) or real estate property owned by The City;
- 8.4 “City” means The City of Brampton;
- 8.5 “Commemorative Name” means an Asset name which commemorates a person or group of persons, tradition or tradition bearers, a historic event, diverse communities and diaspora, a topographic feature, or native flora and fauna;
- 8.6 “Community” means a geographic area comprehensively planned and developed over time;
- 8.7 “Council” means the municipal Council of the City of Brampton;
- 8.8 “Heritage” means tangible culture (such as buildings, monuments and artifacts) and intangible culture (such as traditions, language and person(s)) that has a shared significance connected to the past;

- 8.9 “Municipal Naming” means naming of the City’s roadways and other City Assets by The City without the exchange of goods, services or financial contribution between;
- 8.10 “Naming Rights” means a contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights for the inclusion and public display of the third party’s name as part of the name of a City Asset;
- 8.11 “Park features” means hard elements or physical structures;
- 8.12 “Sponsorship” means a contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights to be publicly denoted as being a sponsor of a City service, program, event, activity or subcomponent of a City Asset and/or rights for the inclusion and public display of the third party’s name as part of the name of a City service, program, event, activity or sub-component of a City Asset.

**9. References and Resources**

This Policy should be read and applied in conjunction with the following references and resources as updated from time to time. Please note that some of the following documents may not be publically available.

**External references**

- [Ontario Human Rights Code](#)

**References to related bylaws, Council policies, and administrative directives**

- [Sponsorship and Naming Rights Policy](#)

**References to related corporate-wide procedures, forms, and resources**

- [Memorial Tree Plantings and Bench Plaques](#)
  - Street Naming SOP
  - Parks and Open Space Naming SOP

**Revision History**

Date	Description
2019/03/06	Approved – by Council Resolution CW101-2019 & C067-2019 on March 6 2019 – Replaces the following rescinded policies: <ul style="list-style-type: none"> <li>• Street Naming Policy, 2005;</li> <li>• Parks and Open Space Naming Policy, 2017</li> </ul>

Date	Description
	Also replaces Municipal Naming and Corporate Signage Programs (CW019-2004).
2021/09/30	Revisions requested by Council to reflect diversity of the City and align with current naming procedures.
2024/09/30	Next Scheduled Review