

POLICY STATEMENT:

The City of Barrie is committed to providing a fair, consistent and efficient process while respecting the important need for public consultation and legislative approvals with respect to naming, renaming or dedication of Municipal Assets such as streets, parks, and facilities, as well as the major elements of such municipal assets. On occasion, Barrie City Council may wish to acknowledge the activities and significant contributions of a person, persons or family, to the community through the naming of a municipal asset.

PURPOSE / APPLICATION:

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

- To continue the current practice of naming municipal property, buildings and parks after significant geographical, 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 Barrie;
- To provide direction on how to apply for approval to name, re-name or dedicate municipal street, facility, or park;
- 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;
- To ensure a proper approval process and the importance of the role of legislative bodies (ie Committee and Council approval) are acknowledged; and
- To provide for a working group that is responsible for developing recommendations with respect to naming of specific municipal assets for Council's consideration.

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

The policy is not intended to address:

- Individual memorial dedications such as commemorative benches, trees or plaques;
- Naming rights/Sponsorship opportunities (addressed under a separate policy);
- The naming of City-owned facilities leased to commercial tenants; or
- The naming of Core facilities (City Hall, fire halls, police stations, public libraries)

DEFINITION(S):

For the purpose of this Policy, the following definitions shall apply:

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

Elements – components of a facility or park, including but not limited to trails, pools, arenas, parking garages, plazas, courtyards, gardens, lawns, recreation fields, wings, halls, auditoriums, galleries, lounges, lobbies, meeting rooms.

Memorials – a discreet memorial such as a tree or a bench in a park or public space, dedicated to a person or group which may include a plaque; does not include flowers, floral arrangements, images, signs, tokens, tributes, religious offerings, ashes, etc.

Municipal Asset – refers to municipal streets, municipally-owned parks and facilities, including major elements thereof.

Municipal Facility – refers to City-owned buildings and their major elements including but not limited to pools, arenas, parking garages, plazas, courtyards, wings, halls, auditoriums, galleries, lounges, lobbies, meeting rooms.

Municipal Names Registry – a central repository of all approved names for streets, parks, and facilities including names submitted that qualify, but may not be chosen by the Municipal Naming Working Group for a particular asset, 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. The Registry includes names of previous Mayors and Council members and the remaining names on the Cenotaph as well as names recommended by the Heritage Barrie Committee that have not been utilized previously.

Naming Rights – refers to the granting by the owner of the right to name a piece of property or portions of a property, typically in exchange for financial consideration.

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

Sponsorship - A marketing-oriented, contracted arrangement that involves the payment of a fee or payment in-kind by a company 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.

SPECIFIC POLICY REQUIREMENTS

General Provisions

The naming, renaming and dedication of Municipal Assets shall be the responsibility of the Council of the City of Barrie. 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, City Departments and the community.

Naming Principles

When a Municipal 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 Barrie.
- Names should maintain a long standing local area identification with the residents of Barrie.
- Names should promote pride in the City of Barrie, acknowledge local heritage, history, and recognize unique features and geography (such as names that relate to local history, places, and events, native wildlife, flora, fauna 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 Barrie residents;
- Names shall not be discriminatory, derogatory or political in nature; 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 form of signage shall be consistent with corporate signage guidelines.
- The cost associated with a naming/renaming (including but not limited to signage, ceremonial costs, legal costs, etc.) will be the responsibility of the City when the naming/re-naming has been initiated by the City and will be the responsibility of the community or Corporate entity when the naming/re-naming has been initiated by the community/Corporate entity.
- The City of Barrie makes all final decisions concerning what is placed or occurs on City property and in its buildings.
- Names associated with a sponsorship will be considered when a donation amount relates to the valuation of the Naming Right for the facility, park or element thereof, in accordance with the Sponsorship Policy.
- Naming in honour of elected or appointed public officials, City administrative officials or staff shall occur posthumously.
- Municipal Assets are not intended to provide the facilities and/or function of memorial purposes normally found at cemeteries.

- Council shall retain the right not to name certain facilities of broad community importance such as (but not limited to) City Hall.

Prioritization

Priority shall be given to naming, re-naming or dedicating Municipal Assets after:

- the area or street in which the property or building is located to provide a geographical association to help the public to locate a park, bridge 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 Barrie's heritage and/or historical folklore;
- an event or person of international, national or provincial significance; or
- an organization or individual (with the exception of public officials or City 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 Municipal Asset, is being requested, at least one of the following criteria shall apply:

- The nominated individual shall have demonstrated excellence, courage or exceptional service to the citizens of the City of Barrie, the Province of Ontario and/or Canada, including veterans of military conflicts;
- The nominated individual shall have an extraordinary community service record;
- The nominated individual shall have worked to foster equality and reduce discrimination;
- A direct relationship or association that existed between the place of residence of or community efforts undertaken by the individual and the property, building or element to be named;
- 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, in accordance with the Sponsorship Policy (to be finalized);
- The nominated name has historical significance

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. A single use of a commemorative name shall apply as of the effective date of this policy.

No Memorials

The Policy is not open to commemorate an individual's death which may include flowers, floral arrangements, images, signs, tokens, religious offerings, etc. These applications will be directed to the Commemorative Bench, the Commemorative Tree Program, or other appropriate memorial program.

Current programs are identified in Appendix “C” to this policy and may be updated from time to time. Requests for naming dedications will not be granted for memorial purposes normally found at cemeteries.

Renaming of Commemoratively Named Assets

The names of Municipal 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.

Municipal Names Registry

All approved names from the Municipal Names Registry for use associated with Municipal Assets will be listed publicly on Barrie.ca. The public listing shall apply to names approved as of the effective date of this policy.

Processes

The naming process for Municipal Assets may involve a different course of action depending on the circumstances surrounding the request/requirement for naming.

A. Process – Suggestions for Adding to the Municipal Names Registry and/or Naming of a Park or Facility

- **Receipt of a Nomination/Application:** All requests for adding names to the Registry/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 City departments/external stakeholders including Emergency Services, initial meeting of the Municipal Naming Working Group, public consultation for a 30-day period, compiling consultation results and a reconvening meeting of the Municipal Naming Working Group for a review of the public consultation results. In cases where there is no opposition received during the public consultation period, a report may be submitted directly to General Committee, without the reconvening of the Municipal Naming Working Group for a second meeting. Opposition is defined as a clear expression that the name in question does not meet the criteria for as outlined in this policy.
- **Report to General Committee:** When a name is recommended for approval, a report to General Committee is prepared containing the Municipal Naming Working Group's recommendation.
- **Implementation of Approved Nomination:** Upon Council approval of a recommendation, implementation of the approved name is undertaken. This involves final notification to the nominee 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 Municipal Names Registry:** Names that are approved by Council shall be placed on the Municipal 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 future use.

B. Process - Naming of a Street

- **Receipt of a Proposed Street Names:** The Planning Services 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 or proponent, staff will provide the Councillor for the ward in which the development is occurring with the names available for use from the Municipal Names Registry and request their choice.

- Processing of the Street Name Request: Processing the application involves confirmation of criteria, discussion with the proponent or developer and the applicable City departments/external stakeholders including Emergency Services, and consultation with the Ward Councillor(s). A meeting of the Municipal Naming Working Group may be held but will not be required for the naming of a street. Public consultation shall not be required for the naming of a street. The Planning Services 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. Commemorative street names shall remain the responsibility of Planning Services Department. Where a request for a commemorative street name has been made, the name will be vetted through the investigation and criteria evaluation process of this policy and the processing may include consultation with the Municipal Naming Working Group.
- Assigning Name from the Municipal Names Registry: Where the proponent is also the owner or developer of a project, a name from the Municipal Names Registry may be reserved for use in that particular development. The proponent reviews an up-to-date Municipal 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.
- Approval of Names: The Ward Councillor has been provided with delegated authority to name a street, where such name(s) is in accordance with provisions of this policy. A Zoning By-law Amendment is presented to Council using the suggested street name(s) after consultation with the Ward Councillor.
- Implementation of Approved Nomination: Upon passage of the Zoning By-law Amendment, implementation of the approved name is undertaken. This involves final notification to the developer and may involve an official unveiling ceremony with respect to commemorative names, with the presentation of signage to be erected at the site. Special signage containing the Poppy symbol shall be used to recognize all streets named in honour of veterans.
- Maintenance of Municipal Names Registry: Planning Services 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

Notice/public consultation shall be undertaken in accordance with the size and scope of the Municipal Asset being named, and in consultation with affected Members of Council. 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 City of Barrie 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 should 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; and
- 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 City and other members of the general public.

City staff will provide the final decision on a proposal to individuals who submit a comment under the public consultation component, if requested, and provide a copy of the Commemorative Naming policy and information sheet, when necessary.

Municipal Naming Working Group

The Municipal Naming Working Group, a staff-Council working group, is composed of the following representatives:

- City Clerk (or designate)
- Executive Director of Access Barrie (or designate)
- Director of Culture (or designate)
- Director of Roads, Parks and Fleet (or designate)
- Director of Facilities and Transit (or designate)
- Director of Engineering (or designate)
- Director of Planning (or designate)
- Director of Recreation (or designate)
- Mayor (or designate)
- Ward Councillor (or designate)

In the event that a Municipal Asset crosses ward boundaries and is located in more than one ward, all affected Ward Councillors shall be considered part of the Municipal Naming Working Group.

Furthermore, in instances where the proposal is of a “City-wide” nature or significance, the City Clerk may recommend that a chair (or designate) of a Reference committee be invited to participate on the Municipal Naming Working Group.

Multiple Names

In instances where multiple names have been submitted for a Municipal Asset, the Municipal Naming

Working Group may select one or more proposal(s) to move forward.

The Municipal Naming Working Group supports public consultation in a manner that is dignified for nominees. As such, the Municipal Naming Working Group may expand or narrow the number of proposals for a particular Municipal Asset, as it deems appropriate.

Renaming

The renaming process shall be identical to the naming process and also require City Council as the final authority for approving the proposed Municipal Asset name. However, the renaming 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, prior to the presentation of a report to General Committee. Public consultation shall be required for the renaming of a street.

Other

A Member of Council may also request that the Municipal Naming Working Group address other commemorations such as the naming of other public features or public spaces. A Member of Council may also request that the Municipal Naming Working Group conduct public consultation on a name that is not that of a person, persons, or family.

Exception

In keeping with its powers set out in the *Municipal Act, 2001*, Council may assign a commemorative name by resolution, notwithstanding the provisions included in the Municipal Naming Policy.

LIMITATIONS

The policy is not intended to address:

- Individual memorial dedications such as commemorative benches, trees or plaques;
- Naming rights/Sponsorship opportunities (addressed under a separate policy);
- The naming of city owned facilities leased to commercial tenants; or
- The naming of Core facilities (City Hall, fire halls, police stations and public libraries)

RESPONSIBILITIES

Employees

It is the responsibility of employees, including management, to:

- Understand and support this policy, and ensure that the policy is communicated to employees and the public.
- Work cooperatively with the City Clerk or his/her designate and Planning Services staff, , with respect to the provision of information and necessary approvals regarding municipal parks, streets and facilities.
- Direct relevant inquiries to the City Clerk or Planning Services staff
- Notify the City Clerk when a new park or facility is to be constructed and provide information regarding the specific Municipal Asset and the applicable time frame for construction and City ownership, including if applicable, information with respect to proposed names for the park or facility

City Clerk or designate

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

- Review all names submitted for conformity with the criteria
- Circulate all names submitted to appropriate City Departments and external stakeholders, including Emergency Services for comment
- Coordinate meetings of the Municipal Naming Working Group as required including the provision of comments with respect to a proposed name received
- Facilitate notice and public consultation with respect to proposed names in consultation with Access Barrie
- Prepare reports for General Committee's consideration with respect to proposed naming of Municipal Assets
- Advise nominees of any decisions with respect to a proposed name
- Facilitate the creation of plaques and any official unveiling ceremonies in consultation with Access Barrie and appropriate departments.
- Maintain the Municipal Names Registry in conjunction with the Planning Services Department

Municipal Naming Working Group

It is the responsibility of the Municipal Naming Working Group to:

- Review names submitted for conformity with the criteria
- Consider comments received from City Departments, external stakeholders and the public with respect to proposed names
- Provide recommendations with respect to proposed naming of Municipal Assets

Planning Services Staff

It is the responsibility of Planning Services 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 City Departments and external stakeholders, including Emergency Services for comment
- Consult with the Ward Councillor regarding proposed names for new developments/plans of subdivision
- Provide the Ward Councillor with the Municipal Names Registry for consideration, should names not be submitted by the proponent/developer
- Inform the developer if a name is unacceptable
- Facilitate notice and public consultation with respect to renaming of streets in consultation with Access Barrie
- Prepare reports for General Committee's consideration with respect to proposed renaming of municipal streets
- Prepare the Zoning By-law Amendment using the approved street name for Council consideration
- Maintain information related to the history of an approved street name within the Municipal Names Registry

- Advise nominees of any decisions with respect to a proposed name
- Facilitate the creation of plaques and any official unveiling ceremonies in consultation with Access Barrie and appropriate departments

Ward Councillor

It is the responsibility of the Ward Councillor to:

- When a name has been selected by a developer/proponent, approve a street name in accordance with the provisions of the Municipal Asset Naming Policy, for the preparation of a Zoning By-law for Council consideration
- When a proponent/developer has not provided a street name(s), select a street name from the Municipal Names Registry in accordance with the provisions of the Municipal Asset Naming Policy,
- Recommend a street name(s) when a re-naming of a street is being proposed.

Access Barrie Staff

It is the responsibility of Access Barrie Staff to:

- Facilitate notice and public consultation with respect to proposed names in consultation with the City Clerk and/or Planning Services staff, as appropriate
- Facilitate the creation of plaques/signage and any official unveiling ceremonies in consultation with appropriate departmental staff, as required.

Implementation	January 2016
Monitoring	
Date Approved	January 2016
Related Policies	Sponsorship Policy (to be finalized); Commemorative Tree, Plaque and Bench Programs
Dates Updated and/or Amended	January 2016

Appendix “A” to the Municipal Naming Policy

Naming Application Form

A. NOMINATOR’S INFORMATION	
Name (Individual or Organization):	
Mailing Address:	
Telephone:	E-mail:
B. INFORMATION CONCERNING THE PROPOSED NAME	
Proposed Name:	
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 City of Barrie – subsequent requests will be denied.</i>	
Name:	
Mailing Address:	
Telephone:	E-mail:
<p>Applicable Criteria (select all applicable criteria):</p> <ul style="list-style-type: none"> <input type="checkbox"/> The nominated name gives a sense of place, continuity, belonging and/or celebrates the distinguishing characteristics and uniqueness of Barrie <input type="checkbox"/> The nominated name maintains a long standing local area identification with the residents of Barrie <input type="checkbox"/> The nominated name promotes pride in the City of Barrie, acknowledges local heritage, history and/or recognizes unique features and geography <input type="checkbox"/> The rationale associated with the selection of the nominated would be understandable to the majority of Barrie residents <input type="checkbox"/> The nominated name recognizes the contributions of organizations such as a partnership with or without financial contribution <input type="checkbox"/> The nominated individual/family has demonstrated excellence, courage or exceptional service to the citizens of the City of Barrie, the Province of Ontario and/or Canada; <input type="checkbox"/> The nominated individual/family has an extraordinary community service record; 	

- The nominated individual/family has worked to foster equality and reduce discrimination;
- 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;
- 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 has historical significance

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, Committee discussions/meetings and Reports which may go forward to Council.

TO BE COMPLETED BY THE NOMINATOR OR NEXT OF KIN TO THE NOMINEE FOR
COMMEMORATIVE NAMING OF AN INDIVIDUAL
(APPLICABLE IF THE NOMINEE IS DECEASED)

AFFIDAVIT OF _____

(Nominator or Next of Kin)

I, _____, of the City of Barrie, in the Province of Ontario, MAKE OATH AND
SAY THAT TO THE BEST OF MY KNOWLEDGE, _____ (Name of Nominee):

1. Was never convicted of an offence as set out in a Federal Statute.
2. Does not have any outstanding convictions or infractions as set out in the *Provincial Offences Act* and/or any City of Barrie Municipal By-laws.
3. I make this Affidavit in support of the Application Form for the Naming Policy, City of Barrie, and for no improper purpose.

SWORN/AFFIRMED BEFORE ME at the

City of Barrie, in the

Province of Ontario,

this ___ day of _____, 20__

Nominator Or Next Of Kin

A Commissioner, etc

Appendix “B” to the Municipal Naming Policy

Street Name Type Designations

The following street type designations shall be applied for the purpose of street naming, as illustrated in the diagram 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.

Gate - Applicable to streets that are short in length and no other streets intersect them.

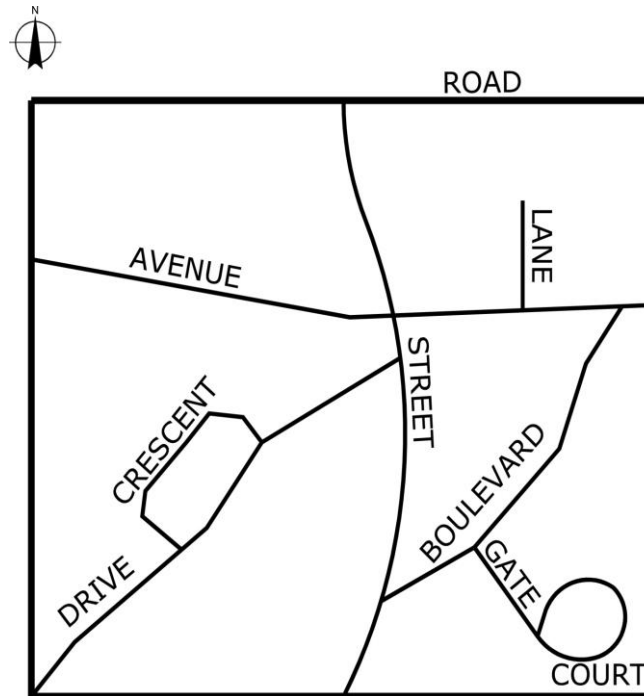
Lane - Applicable to private streets that would be found in a condominium or townhouse development.

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

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

Lane, Mews - Applicable to minor or short length streets

Street Name Layout



Appendix “C” to the Municipal Naming Policy

Current Commemorative Bench, Plaque and Tree Programs

Commemorative Bench Program. Donors can purchase a park bench and place a commemorative bronze plaque on the bench. Typically, these benches have been installed along the waterfront as approved by Motion 08-G-1 98.

Trans Canada Trail Pavilion Program. Donors can have their name and/or a graphic inscribed on a plaque within the Pavilion, located at the Tiffin Boat Launch. A portion of donation proceeds are used to permanently inscribe the panels at the pavilion once sufficient quantities are received.

Commemorative Tree Program (without plaque). Donors may purchase a native tree without a plaque to plant in a park of their choice in consultation with the Urban Forester.

Sunnidale Park Plaque and Tree Planting. Plaques purchased to permanently commemorate a person or event are placed on the Doorway Sculpture located in the Tranquility Garden of the Sunnidale Park Arboretum. The cost of the plaque includes choice of wording and a new tree planted in Sunnidale Park. All new trees are planted at the same time within the City's annual tree planting program.