

January 5, 2009

Mr. J. Riddell
Director of Community Design
& Development Services

Dear Mr. Riddell:

At a meeting of Guelph City Council held December 22, 2008, the following resolution was adopted:

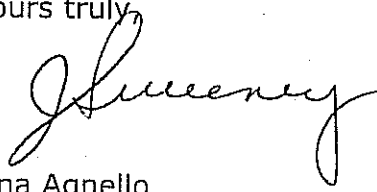
“THAT the Community Design and Development Services Report 08-116 dated December 5, 2008, be received;

AND THAT the Municipal Property and Building Commemorative Naming Policy (Naming Policy) be approved as outlined in attached Schedule 5;

AND THAT Council approve the establishment of a Commemorative Naming Policy Committee (Naming Committee) to facilitate the Procedures of the Commemorative Naming Policy;

AND THAT Council direct staff to immediately implement the Commemorative Naming Policy, and include all unnamed assets of 2007 and 2008 with the 2009 asset review and procedures.”

Yours truly,


for Tina Agnello
Deputy City Clerk

TA: db

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COMMITTEE REPORT

TO Community Development and Environmental Services
Committee

SERVICE AREA Community Design and Development Services
DATE December 5, 2008

SUBJECT Municipal Property and Building Commemorative
Naming Policy

REPORT NUMBER 08-116

RECOMMENDATION

THAT the Community Design and Development Services Report 08-116 dated December 5, 2008, be received, and;

THAT the Municipal Property and Building Commemorative Naming Policy be approved as outlined in Appendix 4 of this Report, and;

THAT Council approve the establishment of a Commemorative Naming Policy Committee (Naming Committee) to facilitate the Procedures of the Commemorative Naming Policy, and;

THAT Council direct staff to immediately implement the Commemorative Naming Policy, and include all unnamed assets of 2007 and 2008 with the 2009 asset review and procedures.

BACKGROUND

In April of 2007, staff presented Report 07-19: Naming of New Parks, to CDES which requested Council to approve a list of new park names. These names were derived under the guidelines of the existing park naming policy, 'Parks and Open Space Facility Naming' (Appendix 1). This policy is a simple 'priority system' with no public input, system of tracking requests or staff committee input. The manner in which parks are named under this policy are as follows:

1. *The major road on which it has frontage.*
2. *The subdivision or community area the facility resides within.*
3. *Named after an individual who has contributed towards the development of park and open space facilities for the City of Guelph.*

As the name suggests, this policy is also used only for the naming of parks and open space facilities. No other policy exists within the City that gives direction or a process to name other City owned assets, such as buildings, trails, structures, etc., except for the Street Naming Process.

Since the existing policy did not include a comprehensive and open nomination procedure, evaluation criteria or public consultation process, the Committee passed a resolution on June 8, 2007 directing staff to prepare a policy and procedure for the Naming of Public Spaces in accordance with, but not limited to, the criteria set out in Schedule 1 of the Resolution (Appendix 2).

When Report 07-19: Naming of New Parks, was presented to Council on June 18, 2007, further debate among Council regarding the naming of other City owned assets brought about a Council Resolution that stated, 'THAT no further namings be considered until a comprehensive naming policy has been approved by Council' (Appendix 3).

REPORT

As per the Committee and Council Resolutions noted above, staff have prepared a Municipal Property and Building Commemorative Naming Policy (Appendix 4).

Staff began the process of developing this Commemorative Naming Policy by first exploring how other municipalities name their assets. Staff did not limit themselves to municipalities of similar size, though of the ten cities that were included in the Best Practice Study, only one was outside the province of Ontario –The City of Vancouver, British Columbia. Cities that were part of the Study included: Brantford, Oakville, Peterborough, Toronto, Burlington, Brampton, Mississauga, Hamilton, Ottawa and London. A matrix chart was created using seven (7) of the cities involved with the Study to show the general similarities and differences found (Appendix 5). Staff took what they believed to be the most widely used and accepted procedures from all the municipalities involved in the Study and then added other procedures noted from a few cities in which naming policies were quite detailed, to help fulfill the requirements set out in the Committee Resolution. The resulting proposed Commemorative Naming Policy is not only derived using generally accepted procedures by other municipalities, but also includes procedures used by a few, possibly more 'experienced' cities, that will assist in a complete and comprehensive policy.

Staff also organized a Committee to provide input and feedback during the development of the Naming Policy. This Committee was comprised of the Manager of Development and Parks Planning, a Policy Planner, a Park Planner, the Manager of Recreation and Culture, a Supervisor of Program Development, the Manager of Parklands and Greenways, the Director of the Museum, a member of Heritage Guelph, and a member of the Guelph Arts Council (GAC). This Committee was circulated a draft of the Commemorative Naming Policy and then met once as a group to discuss the draft. The group was given further opportunity to comment with revised drafts, and discussion took place on a one to one basis with a number members and the Park Planner overseeing the development of this policy.

During the Best Practice Study, staff discovered that the naming of City owned assets was, in some cases, divided into two policies– one that covered Commemorative Naming and a second that covered Naming Rights.

The most obvious difference between these two policies is the transaction of money. While a Commemorative Naming Policy involves the naming of City owned assets in recognition of an outstanding individual, a geographic feature or historic moment, a Naming Rights Policy involves receiving financial compensation for the right to name a City owned asset. With the financial transaction also come a number of legal agreements that are to be approved by all parties involved. A Naming Rights policy is quite complicated and it is staff's opinion that such a policy goes beyond the direction set out in the Resolutions by Committee and Council noted above (Appendix 2 and 3). Hence, this report includes only a policy that outlines procedures and processes of Commemorative Naming of City owned assets. A Naming Rights Policy will be presented to Council once the new Commemorative Naming Policy has been approved and implemented.

Commemorative Naming Policy:

The Commemorative Naming Policy applies to the commemorative naming or renaming of the following municipal assets: Parkland, Other Open Spaces, Trails, Structures and Public Buildings (Definitions of these assets can be found within the Naming Policy as outlined in Appendix 4). The Commemorative Naming Policy is intended to honour a geographic, historic, or civic significance, or an individual or groups outstanding achievement, distinctive service, or significant community contribution. The Commemorative Naming Policy is not intended to address individual naming dedications such as park benches or tree program memorials, Naming Rights, City-owned facilities leased to commercial tenants, City Core Services such as the City Hall, Fire halls, Police Stations, or Streets and Public Libraries.

The Commemorative Naming Policy includes a set of Procedures that help to select and approve a proposed name through a step by step process that occurs over the course of five months, beginning in the fourth quarter of a year.

A Commemorative Naming Policy Committee (Naming Committee) comprised of a Heritage Guelph Member, Culture Advisory Group Member, two Council Appointed Citizens, the Manager of Development and Parks Planning(or Designate) and the Director of Community Services (or Designate), oversee the Procedures from start to finish. A Corporate Communications staff member will be available to assist and support any requests made by the Naming Committee. The criteria for the selection of Council Appointed Citizens should include an expertise, or a strong interest in, the historic, geographic and cultural significance of Guelph.

Procedure:

Nomination Process (Public Input): The Commemorative Naming Policy Procedure begins with an open nomination process, where proposed names for new facilities are requested by the City.

Verification of Submissions: The Naming Committee gathers and appoints a member to verify the accuracy of all applications by researching and confirming submission material at the local library/museum, etc.

Analysis Against the Scoring Matrix:

The verified submissions are then subject to a Scoring Matrix that each Naming Committee Member completes.

Scoring Matrix: The Scoring Matrix is comprised of a list of criteria that were gathered during the Best Practice Study and from Committee Member feedback. Each of these criteria were rated and weighted against each other. The rating and weighting system is based on information gathered during the Study. The proposed Matrix indicates that geographic or historic significance has a higher initial rate and weight than other criteria, such as having an 'original proposed name', or 'any past financial contributions to the City'. This rating and weighting system will establish a clear and fair review process for all submissions.

Consensus: Once analyzed and a consensus is reached among Members, staff prepare a Report to CDES on behalf of the Naming Committee outlining the proposed names for each new asset for CDES Committee and then Council approval. If by any chance a consensus can not be reached by the Naming Committee, a vote will be taken amongst members and this information will be presented as part of the Report to CDES.

The renaming of municipal assets follows the same process.

Commencement of Naming Process:

Staff suggest that once Council has approved the establishment of a Naming Committee, that direction be given to include the assets of 2007 and 2008 in the 2009 Procedures. This is due to the backlog of municipal assets that were not named in 2007 and 2008.

Staff will bring forward, for Council approval, the proposed names for each new asset as soon as possible in 2009. Timing will be based on the establishment of the Naming Committee and the appointment of the two citizen members by Council. For 2010, staff will proceed with the recommended schedule as outlined in the Procedures.

Staff also suggests Council give direction to implement this Policy immediately and that staff begin the inventory map, specifying all new approved municipal assets and the Open Nomination Process, in an effort to meet the 2009 schedule as outlined in the Policy.

CORPORATE STRATEGIC PLAN

5.2 A consultative and collaborative approach to community decision making.

5.3 Open, accountable and transparent conduct of municipal business.

FINANCIAL IMPLICATIONS

Operating Budgets –

1. Staff time.

2. Costs associated with new signage, plaques, etc. that do not fall under new Capital Budgets.

DEPARTMENTAL CONSULTATION

Community Design and Development Services: Planning, Engineering, Community Services, Corporate Services: Realty Services
Operations: Parklands and Greenways, Traffic and Parking, Museum.

COMMUNICATIONS

N/A

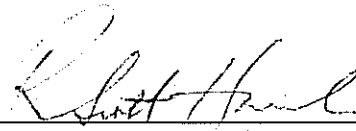
ATTACHMENTS

Appendix 1 – Park and Open Space Facility Naming Policy
Appendix 2 – Committee Resolution
Appendix 3 – Council Resolution
Appendix 4 – Municipal Property and Building Commemorative Naming Policy
Appendix 5 – Best Practice Matrix



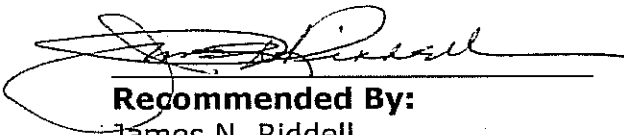
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**CORPORATE
POLICY AND
PROCEDURE**



Tab Community Services Group
Authority Parks Department – Planning Division
Subject Park and Open Space Facility Naming
Related Policies Park Signs CS-P-PL12
Approved by Community Services Committee
Revision Date November 1, 2005

POLICY STATEMENT "THAT the naming of Park and Open Space Facilities be done in the following manner and priority:

1. The major road on which it has frontage.
2. The subdivision or community area the facility resides within.
3. Named after an individual who has contributed towards the development of park and open space facilities for the City of Guelph."

PURPOSE To provide consistency in the naming of park and open space facilities within the City of Guelph.

PROCEDURE 1. Report to the Community Services Committee annually (or as required) with recommended park and open space facilities names for approval.

DEFINITIONS Subdivision: a registered plan of subdivision



THE CITY OF
Guelph

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APPENDIX 2

COMMUNITY DESIGN AND
DEVELOPMENT SERVICES
JUN-20 2007

June 19, 2007

Mr. J. Riddell
Director of Community Design
& Development Services

Dear Mr. Riddell:

At the meeting of the Community Development and Environmental Services Committee held on June 8, 2007, the following resolution was adopted:

"WHEREAS the City of Guelph is in the process of updating its Park Naming Process as per a motion of Council passed on April 16, 2007;

AND WHEREAS the City of Guelph has no comprehensive and open nomination procedure, evaluation criteria or public consultation process for the naming of public spaces;

AND WHEREAS there are potentially hundreds of deserving nominations honouring a wide range of significant contributions to the City;

AND WHEREAS rapid development and redevelopment of public spaces is anticipated over the next few years;

BE IT RESOLVED THAT staff be directed to prepare a policy and procedure for the Naming of Public Spaces in accordance with, but not limited to, the criteria set out in Schedule 1 attached hereto."

Yours truly,

Ms. T. Agnello
Deputy City Clerk

Attach.



SUGGESTED CRITERIA FOR NAMING OF PUBLIC SPACES

Public Spaces:

- parks
- trails or portions of trail systems
- bridges
- rail lines or portions of rail lines
- streets
- squares
- downtown open space
- green spaces
- buildings or structures
- public areas within buildings (ie. Lobbies)
- gardens
- river system features (ie. Lookouts)
- other spaces deemed appropriate

Significant Contributors:

- pioneers/early settlers
- veterans
- fallen police officers or firefighters
- industrialists, inventors and innovators
- exemplary political service
- public and community service
- athletes or leaders in sports and recreation
- art, music, literature or culture
- heritage – architects, builders, trades
- historical figures
- philanthropists
- others as deemed appropriate who have brought national or international recognition to the City of Guelph

Policy to Include:

- open nomination process
- evaluation criteria (ie. Geographical association, level of significances, etc.)
- objective assessment tool/scoring matrix
- consultation and research process for nominations with appropriate stakeholders (ie. Guelph Historical Society, GRCA, sports associations, Manager of Culture & Tourism, residents, etc.)
- procedure for recognition (ie. Plaque, sign, etc.)





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APPENDIX 3

June 20, 2007

Mr. J. Riddell
Director of Community Design
& Development Services

Dear Mr. Riddell:

At the meeting of Guelph City Council held on June 18, 2007, the following resolution was adopted:

"THAT no further namings be considered until a comprehensive naming policy has been approved by Council."

Yours truly,

Lois A. Giles
City Clerk/
Manager of Council
Administrative Services

cc. Mr. G. Stahlmann

LAG:db



POLICY	Municipal Property and Building Commemorative Naming Policy
CATEGORY	Corporate
AUTHORITY	Community Design and Development Services
RELATED POLICES	Street Naming Policy
APPROVED BY	Jim Riddell – November 2008
EFFECTIVE DATE	January 01, 2009
REVISION DATE	January 01, 2014

POLICY STATEMENT

- To ensure a clear, efficient and timely naming or renaming process;
- To ensure the application of key criteria to determine the accuracy of a name;
- To ensure the application of a transparent consultation process and community participation;
- To ensure the compilation of a comprehensive Names Reserve List of parks and facilities;
- To ensure proper approval process and the importance of the role played by legislative bodies i.e. Committee and Council approval.

PURPOSE

The purpose of this policy is to provide clear guidance regarding Commemorative Naming or Renaming of City assets. The goal is to provide comprehensive and open public consultation with a consistent evaluation framework and approval process when considering municipal property and building commemorative naming proposals.

SCOPE

This Policy applies to the commemorative naming and/or renaming of the following municipal assets: Parkland*; Other Spaces*; Trails*; Structures*; and Public Buildings* (*see definitions). The Commemorative Naming Policy is intended to honour geographic, historic, or civic significance, or an individual's or group's outstanding achievement, distinctive service, or significant community contribution.

This Policy is not intended to address:

- A) Individual naming dedications such as park bench or tree program memorials (subject to a future policy).
- B) Naming Rights* for Municipal Properties and Buildings (subject to future policy).
- C) City-owned facilities leased to commercial tenants.
- D) City Core Services (City Hall, fire halls, police stations).

E) Streets and Public Libraries (subject to separate existing policies).

DEFINITIONS

- 1. Parkland:** All parkland designations defined by the City of Guelph Recreation, Parks and Culture Strategic Plan and Zoning Bylaw (P1,P2,P3,P4, P5).
- 2. Other Open Spaces:** Valleys, forests/woodlots, watercourses (lakes, rivers), utility features such as storm-water management areas, downtown squares, plazas.
- 3. Trails:** Pedestrian ways (Limestone, Asphalt walkways).
- 4. Structures:** Built Infrastructure (vehicular or pedestrian bridges, lookouts, fountains, monuments)
- 5. Public Buildings:** City owned public buildings and their outdoor service areas (pools, arenas, parking garages, recreation centres, facility yards, plazas, courtyards, squares, gardens, lawns, etc.), as well as their indoor components (wings, halls, auditoriums, galleries, lounges, lobbies, boardrooms, etc).
- 6. Public Consultation Process:** The two-way exchange of information between The City of Guelph staff /Council and the public before decisions are made. It is an open and accountable process allowing individuals and groups to participate in the decision-making process of naming City owned assets. Statistical information on comments received under consultation will be provided to individuals other than the staff, upon request. However, specifics and written comments received will be available only to the Committee and City Council.
- 7. Naming Committee:** Comprised of a Heritage Guelph Member, Culture Advisory Group Member, Council Appointed Citizen, Manager of Development and Parks Planning (or Designate) and Director of Community Services (or Designate) (4 year term).
- 8. Matrix Rating System:** Comprised of weighted questions, the matrix will assist the Committee Members analyze and determine qualified/appropriate names for city assets (refer to Appendix 'A' of the Naming Policy).
- 9. Name Reserve List:** Names submitted that qualify, but may not be chosen by the Committee for a particular asset, will be added to a list and can be considered for future assets (Names will be kept on the Name Reserve List for 5 years).
- 10. Naming Rights:** Refers to the granting by the owner the right to name a piece of property or portions of a property usually granted in exchange for financial consideration (subject to future policy).

PROCEDURE:

The following section sets out the procedures for the selection and approval of a Name.

- 1. Fourth Quarter** - Community Design and Development Services (CDDS) will prepare an inventory map showing the location, timing and project specifications for all *new approved municipal assets*.
- 2. First Quarter** - Public notice will be given in the local newspaper and City of Guelph Website as part of the Public Consultation Process*; requesting names for *new approved municipal assets* listed by CDDS (eg. four new parks and one building). Also included will be information pertaining to the location of the Commemorative Naming Policy and submission process on the City of Guelph website. Community Groups, Sports Groups, Heritage Guelph, Cultural Groups, etc., will also be notified.

3. First Quarter - An appointed Naming Committee* will gather to review the Name Reserve List*, new submissions and complete a Matrix Rating System* for each completed submission. They will also appoint a member to verify the accuracy of the proposed names for each asset, using reference documents including atlases, other official municipal/civic publications and local historians/contacts.

First consideration by the Naming Committee will be given to those Names that have geographic, civic or historic significance of the neighbourhood/community where it shall be located.

Second consideration by the Naming Committee will be given to those Names that fall under at least one of the following criteria:

- The individual will have demonstrated excellence, courage or exceptional service to the citizens of the City of Guelph, the Province of Ontario or Canada;
- The individual will have worked to foster equality and reduce discrimination;
- The individual will have risked or given his/her life to save or protect others;
- Where the individual is a current City employee, the individual will have made an outstanding contribution to the City of Guelph outside of his/her capacity and duties as a City employee or he/she maybe recognized for exceptional service once he/she is no longer a City employee.

4. First Quarter - The Naming Committee will prepare a public notice for the local newspaper and City of Guelph website outlining the names chosen for each new asset for Community Design and Environmental Services Committee (CDES) consideration. The notice will also include the date on which a report will be scheduled for the CDES Committee.

5. First Quarter - The Naming Committee will prepare and send a report to the CDES Committee outlining the proposed name for each new asset and the reasons why the name was chosen (i.e. analysis against the criteria).

6. Following Committee consideration, the Name is subject to Council approval.

7. After Council approval, staff will initiate the implementation of the approved Names on official documents, construction and permanent signage and plan/implement the appropriate protocols (e.g. dedication ceremony).

8. Third Quarter - Public notice will be given in the local newspaper and City of Guelph website as part of the Public Consultation Process*; reminding citizens and groups that the City may require names for municipal assets in the coming year and that suggestions/requests should be submitted. Also included will be information pertaining to the location of the Commemorative Naming Policy and submission process on the City of Guelph website. Community Groups, Sports Groups, Heritage Guelph, Cultural Groups, etc., will also be notified.

Renaming: The Naming Committee will consider renaming an existing Municipal

Asset after receiving a submission from a private individual or organization with a petition of community support (see requirements below), or direction from City Council to undertake the Naming procedure outlined above.

Recognizing that established names contribute significantly to community identity and pride, proposals to rename existing municipal property, buildings and features must be predicated by exceptional circumstances. Existing names will not be changed without consideration of:

- The historical significance of the existing name
- The impact on the individual or organization associated with the existing name
- The cost and impact of changing existing signage, rebuilding community recognition and updating records (data bases, letterhead, promotional materials, etc).

All renaming requests must be submitted in the same format as listed below: Submission Process.

All private individuals or organizations seeking the renaming of any municipal property or buildings will be required to submit a petition of community support for the naming initiative. Where a renaming initiative is initiated by the City of Guelph, a public support petition is not required. The petition must be in a format acceptable to the City of Guelph (contact the Clerks Office) and must include the name, address, telephone number and signature of all supporters. The petition must be signed by a minimum of two-thirds (2/3) of the owners of property immediately surrounding the proposed site.

SUBMISSION PROCESS:

All applicants will submit a written request for the naming or renaming of municipal property and/or building to The Naming Committee, providing sufficient information as to how the proposed name satisfies the criteria of this policy. Specifically, the written request will provide the following information:

1. Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community.
2. Documentation including letters from organizations and individuals providing substantial support for the request;
3. Documentation verifying that the person /organization being honoured is in agreement with the naming proposal if they are living, or by their legal representative;
4. A public support petition, where a private individual is seeking the renaming of a municipal property and/or building they are required to submit a public support petition.

APPENDIX 'A'

MATRIX RATING SYSTEM - FOR USE BY THE NAMING COMMITTEE

ASSET: _____

PROPOSED NAME _____

Check one(1) box for each criteria met. When complete, add and total at the bottom (5= excellent, 1 = poor).

NO.	Criteria	RATE					WEIGHTING (rate x weighting number)
		5	4	3	2	1	
1	Civic significance						5
2	Geographic significance						5
3	Historic significance						5
4	Demonstrated excellence, courage or exceptional service to the Province or Canada						3
5	Demonstrated excellence, courage or exceptional service to the Guelph community						3
6	Has worked to foster equality and reduce discrimination						2
7	Has risked or given his/her life to save or protect others						2
8	Other - creativity and/or originality of the proposed naming (e.g. Nick's Dragonfly Playground, The Bird's Eye Boardroom)						1
9	Have no other City owned asset designations (multiple existing designations will result in a lower rate)						1

TOTAL _____

	Comprehensive and open nomination procedure	Evaluation Criteria (Scoring Matrix or assessment tools)	Public Consultation Process	Those Honoured are Deceased	Renaming Procedure	Committee or Council Approval	Naming of Geographic or Historic significance, as well as Individuals.	Procedure for recognition (plaque)	Naming Committee
Brantford	yes	no	yes	no	no	yes	yes	no	no
Hamilton	yes	yes	no	no	yes	yes	yes	no	yes
Toronto	yes	no	yes	no	yes	yes	yes	no	no
London	yes	yes	yes	no	yes	yes	yes	yes	no
Ottawa	yes	no	yes	no	yes	yes	yes	no	yes
Mississauga	yes	no	yes	no	yes	yes	yes	yes	no
Vancouver	yes	no	yes	no	yes	yes	yes	no	yes
Guelph (Proposed Naming Policy)	yes	yes	yes	no	yes	yes	yes	no	yes