

# **Managers' Reports**

---

# Request for Recommendation Priorities Committee



Type of Decision									
Meeting Date	May 28, 2003				Report Date	May 20, 2003			
Recommendation	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No	Priority	<input checked="" type="checkbox"/>	High	<input type="checkbox"/>	Low
	Direction Only				Type of Meeting	<input checked="" type="checkbox"/>	Open	<input type="checkbox"/>	Closed

## Report Title

**Building Naming Policy**

### Policy Implications + Budget Impact

<input checked="" type="checkbox"/>	This report and recommendation(s) have been reviewed by the Finance Division and the funding source has been identified
No funding implications	
<input checked="" type="checkbox"/>	Background attached

### Recommendation

That the Council of the City of Greater Sudbury adopt the Building, Property and Parks Naming Policy as presented.

<input type="checkbox"/>	Recommendation attached
--------------------------	-------------------------

### Recommended by the General Manager

*Caroline Mallsworth*

Name and Title	Caroline Mallsworth General Manager of Citizen and Leisure Services
----------------	--

### Recommended by the C.A.O.

*Mark Mieto*

Name and Title	Mark Mieto Chief Administrative Officer
----------------	--

16

Date: May 20, 2003

**Report Authored By**

Name            Caroline Hallsworth  
and Title        General Manager of Citizen and Leisure Services

**Division Review**

Name  
and Title

**EXECUTIVE SUMMARY:**

At the Priorities Committee Meeting of December 11, 2002, Council directed staff to draft a Building Naming Policy for their consideration. The recommended policy reflects our traditions of celebrating our unique heritage, history and geography in the naming of municipal buildings, property and parks while at the same time allowing for the introduction of new names that reflect and respect the community as a whole.

**BACKGROUND REPORT:**

In drafting the proposed Building, Property and Parks Naming Policy, the policies and practices of a number of other communities, including our predecessor municipalities were considered. The policy that has been drafted allows for considerable flexibility in naming buildings, properties and park while ensuring that there is community support for and understanding of any proposed name changes.

While naming of a building, property or park after an individual or organization is one mechanism for recognizing contributions to community, there are other recognition programs and process which provide appropriate alternatives to naming of a building. Once such example is the Mayor and Council's Award for Volunteerism which recognizes exceptional volunteers for their work within the community. Requests to name municipal properties after founders and to recognize those who have made financial contributions to the community or facility can be accommodated through founder or donor recognition programs that can include plaques or portraits and in cases of significant donations or contributions may include naming of an interior space or component of the building, property or park.

There are a number of issues associated with naming or renaming of a building, property or park after an individual or organization. One consideration that must be made is the status of the name in the event that the property is disposed of or used for alternative purposes. For example, the New Sudbury Branch of the Sudbury Public Library was constructed to replace the Clarence B. Sinclair Branch located within the New Sudbury Shopping Centre. In this case, the name Clarence B. Sinclair was retained by naming the meeting room in the new branch in honour of Mr. Sinclair who was a long serving member of the Library Board. Another issue that can arise is the receipt of a subsequent request for re-naming of the building or park after a different individual or organization. Muskego, Wisconsin addresses this issue by stating that once a facility is named after an individual, that name can not be changed for a period of 100 years.

**Date: May 20, 2003**

Specific requirements would apply with regards to names of any buildings which are regulated by senior levels of government. For example, Transport Canada approval would be required to rename the Airport and there are a number of safety and location issues associated with airport naming that would have to be addressed prior to any such approval being granted.

Attached for Council's consideration is a proposed Building, Property and Parks Naming Policy which takes into account these considerations.

Attachment

**POLICY: BUILDING, PROPERTY AND PARKS NAMING POLICY**

**May 2003**

The City of Greater Sudbury is located in a unique geographic setting and has a rich community history which has, over the past 120 years been a source for many of the names used for community landmarks. Junction Creek derives its name from Sudbury Junction, the original name of the railroad camp that evolved into the City of Greater Sudbury. Azilda was named in 1891 by Joseph Belanger in honour of his wife. Bell Park was named after lumber magnate William J. Bell who donated 110 acres of land to the City of Sudbury for use as "a public park and recreation ground" while Centennial Park in Whitefish was named in honour of Canada's centennial. Many of our names reflect the aboriginal heritage of our community including Onaping which derives from a Cree word meaning "red paint" or "Vermillion Place".

The City of Greater Sudbury wishes to retain our traditions of celebrating our unique heritage, history and geography in the naming of municipal buildings, property and parks while at the same time allowing for the introduction of new names that reflect and respect the community as a whole. The City of Greater Sudbury believes that existing names have an historical significance and are an important component of place recognition within the community and as such should not be changed except in exceptional circumstances when it can be proven that the majority of the community is in support of the name change. Examples of exceptional circumstances could include re-naming of a recreational facility as a requirement to attract an event of national or international significance.

It is a matter of policy that all naming and re-naming of municipal buildings, properties and parks and of elements of buildings and parks will require Council approval and that such naming will be governed by the considerations set-out below. The only exception to this practice shall be for new neighborhood parks created as part of the subdivision development process, which if named based on geographical location, would not require Council approval.

**1. NAMING PRINCIPLES:**

- ▶ Names shall be unique and distinctive. Names shall assist in emergency response situations by avoiding duplication and by avoiding the use of similar sounding names and by ensuring consistency between building and geographical naming conventions.
- ▶ Names should convey a sense of place and community and should celebrate the distinguishing characteristics of the City of Greater Sudbury.
- ▶ Names should be understandable, recognizable and explainable to the citizens of the community and should respect the values of all members of our community.

**POLICY: BUILDING, PROPERTY AND PARKS NAMING POLICY**

**May 2003**

- ▶ Naming requests must come from community groups or organizations, rather than from individuals. Individual request for naming may be more appropriately addressed in commemorative programs or through founder or donor recognition programs.

**2. NAMING PRIORITIES:**

In naming buildings, properties and parks, consideration will be given to the following elements in order of priority:

- ▶ Names that place the building, property or park in its geographic context, so as to assist the community in locating the named facility. Names of this type include names that reflect significant ecological or natural resources features of the area.
- ▶ Names that reflect the purpose or use of the building, property or park.
- ▶ Names that reflect and respect the history, heritage and culture of the community.
- ▶ Names that reflect the particular contributions of community groups or organizations.
- ▶ Names that reflect an individual's significant contributions to public life in general and to the City of Greater Sudbury in particular and that are appropriate to the specific building, property or park so named.

When naming a building, property or park after an organization or individual, every care will be taken to ensure that the name selected reflects an individual of such extraordinary prominence and lasting distinction that no other individuals, families or organizations can come forward and suggest alternative names. Furthermore, the community will be consulted to ensure that there is community support for the proposed name. In the event that a naming request is proposed as a result of a significant financial donation towards the acquisition, construction or redevelopment of a property, consideration will be given to the value of the donation relative to the overall value of the project, the construction costs and operating costs. Consideration will be given to using a donor's name in conjunction with a community name as well as to having a specific sunset clause on a donor name which is associated with support that is finite in time or amount. Wherever possible, naming of an interior space or portion of a building, property or park will be preferred to naming of an entire building after an individual or organization. Where an individual or organization name is used, permission must be obtained from the individual, their family or the organization to be named, prior to selection of the name.

**POLICY: BUILDING, PROPERTY AND PARKS NAMING POLICY**

**May 2003**

**3. NAMING PROCESS**

- ▶ All requests shall be submitted in writing and shall include the rationale for the proposed name. In the case of a proposal to honor an organization or individual, documentation of the individual or groups' record of achievements, is required. Letters of support from appropriate organizations and individuals which provide evidence of substantial community support for the proposed name are required.
- ▶ All requests will be forwarded to the appropriate department for review within the framework of this policy. As part of the review, staff will ensure that the contributions of an organization or individual are well documented and broadly acknowledged within the community.
- ▶ All requests for naming will be circulated to stakeholder groups, including all emergency responders, for their comments.
- ▶ Where the naming request is substantiated and has been documented to be supported by the community, it will be brought forward in an option package for City Council's consideration. Such an options package may include alternatives to the original request which could include naming an interior space or portion of a building, property or park rather than the entire facility.
- ▶ Where a request for naming or renaming has been initiated by a community group or organization and approved by Council, all costs associated with the naming or renaming of the building, property or park will be paid by the originators of the naming request. This requirement may be waived by the Council of the City of Greater Sudbury at Council's discretion.