



Report to: General Committee

Date Report Authored: March 8, 2012

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**SUBJECT:** Facility & Park Naming Policy  
**PREPARED BY:** Colin Service, Manager, Planning & Standards

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**RECOMMENDATION:**

- 1) THAT the report “Facility & Park Naming Policy” be received;
- 2) AND THAT Council endorse the Facility & Park Naming Policy as attached in Appendix A for all facilities and parks to be constructed moving forward in 2012;
- 3) AND THAT Staff review the existing parks and facilities that have not yet been named, bringing forward recommendations to General Committee by September 2012;
- 4) And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

**PURPOSE:**

The purpose of this report is to put forth a new Facility and Park Naming Policy for facilities and parks that establishes the process and criteria for naming, renaming or dedicating facilities and parks, including methods by which the public may provide suggestions and comments.

**BACKGROUND:**

The Town of Markham does not currently have a formal naming policy used consistently across the Town that actively engages the community in naming, renaming or dedicating facilities and parks in the Town of Markham. Facilities are often named based on geographic location, street name or community subdivision. There are numerous facilities in Markham currently that have not been formally named especially parks. As well, there are significant new facilities coming forward in the current year and subsequent few years that have not yet gone through any form of formal community consultation to determine the desired community name for the facility.

For the purposes of this report, “facilities” refers to all Markham municipally owned property and facilities including: *parkland and open space; community centres, arenas and other specialty buildings and rooms; multi-use trails; indoor and outdoor recreation fields; cultural venues; libraries; fire stations; community gardens; and other significant features of a property.*

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## **OPTIONS/ DISCUSSION:**

The primary objective in creating a formal naming policy is to create consistency and clarity to the public about our policy in an open and transparent manner that enables members of the public to have an opportunity to provide feedback. Highlights of the attached draft policy consider the following: Naming Process; Re-naming Process; and Selection Criteria.

### **Naming Process**

The naming process will begin during the consultation process for a facility. Staff will incorporate into the community consultation process opportunities to receive suggestions on naming from persons attending meetings related to the design/function. Further to the consultation meetings, outreach to the community and key stakeholders which should include existing rate payers groups or local community groups will be undertaken by staff with members of Council to identify possible names for a facility. In the case where the facility being named includes a library the Markham Library Board will be consulted. All submissions would be required in writing with rationale provided including information about the proposed name, civic, geographic or historic significance. Staff will undertake due diligence on all of the submissions and report to General Committee following discussions with the Mayor and local Councillor. The public will then have ample opportunity to provide feedback on proposed names before Council ratifies a name for a facility. The intent is to have the facility named prior to completion of construction in order to create necessary signage within the construction period.

### **Re-naming Process**

Generally, changing the name of an existing facility will not be considered. However, if Council deems it appropriate to change a name, all residents and ratepayer associations within the service area of the facility will be invited to provide input into proposed name changes as outlined in the policy.

### **Selection Criteria**

Preference will be given to names that:

- have a **direct relationship with the facility**;
- reflect the **location** of the facility;
- recognize the **historical and cultural significance** of the area;
- reflect **unique characteristics** of the site;
- are in keeping with a **specific theme** of the facility;
- recognize the **contributions of organizations** to a particular facility – such as, partnership with or without financial contributions;
- honour, the significant **contribution of an individual** to the community (\*posthumously) and;
- **other selection criteria** as deemed appropriate by Markham Council.

\* It is recommended that if a facility is being named to honour the significant contribution of an individual to the community that this been done posthumously. Any member of Council may direct staff to investigate the appropriateness of naming a facility in honour of a living individual. Based on staff's recommendation, Council may

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waive the requirement that recognition of an individual be posthumous. However, a facility may not be named in honour of an elected official, unless the official has retired from public service.

All proposed names will be evaluated against the selection criteria.

It is recommended that this report and attached policy only address newly constructed facilities – facilities that are formally opened in 2012 and subsequent years.

It is further recommended that a staff committee be formed including Urban Design, Operations, Fire and Emergency Services, Corporate Communications and Recreation to review the significant number of existing facilities that have not been formally named and to name those facilities, respecting the criteria that has been identified in the attached policy and consultation with Mayor and Members of Council. The requirement to solicit public comment would be waived due to the need to expedite the naming of the facilities, unless specific need identified. Staff will bring forward recommendations for naming of these facilities to General Committee to ratify the recommended names by September, 2012.

#### **Sponsorship of Facilities**

The Markham Corporate Sponsorship Program which was approved by Council allows the opportunity for sponsorship of Markham's facilities as well as facility branding/naming rights based on a prescribed financial contribution and criteria.

The Facility and Park Naming Policy does not preclude a facility being available for corporate sponsorship and the availability of these opportunities will be identified during the public consultation process for a new facility. If an opportunity for sponsorship through the Markham Corporate Sponsorship Program arises this will be a separate process for consideration as most corporate naming sponsorships generally occur once a facility has been built and user numbers are generated.

#### **FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)**

In some cases, there are businesses, corporations or donors who wish to sponsor an existing facility by purchasing naming rights for a room, amenity, or portion or entirety of the facility. In such cases a Corporate Sponsorship Policy, separate from this naming policy will be followed.

Other financial considerations including staff time associated with the process, production of signage/plaques and production of community notification materials can be addressed within existing capital and operating budgets.

#### **HUMAN RESOURCES CONSIDERATIONS**

The proposed policy creates a process of public consultation that will involve staff. However, it is fully anticipated that any existing staff involvement in this process will be

accommodated within existing operating budgets and existing work load. No new staff is necessary.

**BUSINESS UNITS CONSULTED AND AFFECTED:**

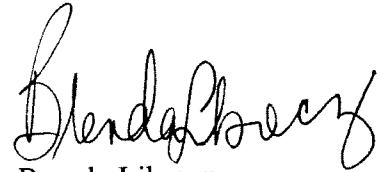
Recreation, Culture, Urban Planning, Operations, Libraries, Fire & Emergency Services, Corporate Communications & Community Relations

**RECOMMENDED**

**BY:**



Mary Creighton  
Director of Recreation Services



Brenda Librecz  
Commissioner of Community  
& Fire Services

**ATTACHMENTS:**

Appendix A – Draft Facility and Park Naming Policy