

	<b>Facility &amp; Park Naming</b>	
	<b>Policy Category:</b> <i>(Follow corporate standard to be developed)</i>	
	<b>Policy No.:</b> 2012-CFS-01	<b>Implementing Procedure No.:</b>
<b>Approving Authority:</b> <i>Markham Council</i>		<b>Effective Date:</b> <i>2012/02/</i>
<b>Approved or Last Reviewed Date:</b> <i>2012/02/06</i>		<b>Next Review Year:</b> <i>2017</i>
<b>Area(s) this policy applies to:</b> <i>Town Wide</i>		<b>Owner Department:</b> <i>Community &amp; Fire Services Commission</i>
<b>Related Policy(ies):</b>		

Note: Questions about this policy should be directed to the Owner Department.

### 1. Purpose Statement

This policy establishes the process and criteria for naming, renaming, or dedicating properties or facilities, including methods by which the public may provide suggestions and comments. This policy does not deal with sponsorship of facilities.

### 2. Applicability and Scope Statement

For the purposes of this policy, "facility" refers to all Markham municipally owned Town 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 the property.

Facilities that are not included are:

- storm water management ponds;
- valley lands;
- works yards; and
- other properties owned by Markham that do not allow for use by the community.

### 3. Background

N/A

### 4. Definitions

N/A

## 5. Policy Statements *(Detail the specific regulations, requirements, or modifications to organizational behaviour to be addressed by this policy)*

Markham "facilities" are named or dedicated by Council, based on specific criteria and in consideration of any public comment. The naming of a park and/or facility must respect the community where it is located and be a name that is sustainable as communities grow and change.

### NAMING A NEW FACILITY

#### *Proposed Names*

Anyone may propose a name for a "facility". Written submissions should be forwarded to the Commissioner of Community & Fire Services with the following information:

- Name suggested
- Rationale
- Civic/Historical/geographic/cultural aspects
- If named for after an individual – biography of individual including description of contribution to Markham and explanation of why this facility would be appropriate.

#### *Selection Criteria*

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

Preference is given to names which:

- 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;
- 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);
- other selection criteria as deemed appropriate by Markham Council.

Suggestions for names in honour of individuals must be accompanied by a written biography of the individual, including a description of the individual's contribution to Markham or the facility, and an explanation of why the honour should be given. This will be kept on file and reviewed as opportunities arise.

Note: \* It is recommended that if a facility is being named to honour the significant contribution of an individual to the community that this be 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 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.

## Naming Process

The Naming Process will begin during the consultation process for a facility or amenity. The intent is to have the facility named prior to construction completion through the following process.

1. Staff will seek and receive input and written submissions from the community. Submissions to be directed to Commissioner of Community and Fire Services as the policy and process monitor.
2. All submissions will be evaluated as follows:
  - a) Contact those who submitted names if more information is required.
  - b) Research heritage / historical/community relevance.
  - c) Confirm historic relevancy with Town Historian and/or Heritage Staff.
  - d) Use Selection Criteria to review each name submitted.
  - e) Reviewed by internal staff team based on the nature of the project.
3. If no submissions are received, staff will initiate and search using the Naming Checklist and confer with Mayor and Members of Council.
4. Staff will receive and review all names submitted by the community, and after consultation with the respective ward councillor and the Mayor, recommends to General Committee one name and up to two alternates.
5. General Committee will receive recommendations and allow one month to receive public comment. The committee may require that staff and/or the local councillor solicit public comment through appropriate media or a public meeting.
6. At the General Committee meeting scheduled to ratify the name, staff will provide a summary of any public comment. General Committee considers both the staff recommendation, and the public comment, and either approves one of the names, or proposes an alternate.
7. When a name has been finalized through Council approval, then it is referred to appropriate staff to implement communication and signage.

## RE-NAMING A FACILITY

Generally, changing the name of an existing facility will not be considered. Renaming will only proceed if Council authorizes the commencement of a renaming process as outline below. When a request to rename is received, staff will proceed to evaluate the request only when Council approval granted through Notice of Motion or a report.

## Re-naming Process

If it is deemed appropriate to change the name of the facility, a name will be selected using the following process.

1. The Town notifies all residents and ratepayer associations within service area of the facility of the proposed name change.
2. Community will have 30 days to comment on the proposed name change.
3. The Commissioner of Community & Fire Services will receive all comments/submission provided by the community, and after consultation with the Mayor and respective ward councillor and the Mayor, makes a recommendation to General Committee.
4. The General Committee may accept the recommended name, or may refer to the community for further comment through appropriate media or a public meeting.

## NAMING/DEDICATION PLAQUES AND CEREMONIES

When a facility is named after an individual or dedicated to an individual, a plaque describing the significance of the individual will be installed at the facility. A ceremony will be held to unveil the plaque.

## SPONSORSHIPS

Where an opportunity arises, or an interest is expressed in naming a specific room, facility, garden or park after an organization whereby and that organization wishes to pay for the naming honour, the Corporate Sponsorship Policy will be followed.

## 6. Roles and Responsibilities

### Community:

- Provide written submissions that provide the information required as outlined in the policy.

### Council:

- Final approval for all naming covered under this policy.
- Outreach to community for input into process.

### Internal Staff Team:

- Established based on area of responsibility and type of naming.
- Unique to each naming but will proactively reach out to community for input.

### Commissioner of Community and Fire Services:

- Policy and Process Monitor.
- Ensures policy followed and communicates to Council on application of policy.