



Report to: General Committee

Date Report Authored: January 25, 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 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 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 a property.*

**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 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 will be undertaken by staff with members of Council to identify possible names for a facility. 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.

**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 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, posthumously**, the significant contribution of an individual to the community; and
- **other selection criteria** as deemed appropriate by Markham Council.

All proposed names will be evaluated against the naming checklist.

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 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.

**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.

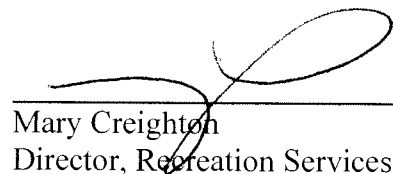
**HUMAN RESOURCES CONSIDERATIONS**

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 are necessary.

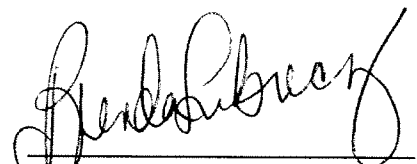
**BUSINESS UNITS CONSULTED AND AFFECTED:**

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

**RECOMMENDED  
BY:**



Mary Creighton  
Director, Recreation Services



Brenda Librecz  
Commissioner of Community  
& Fire Services

**ATTACHMENTS:**

Appendix A – Draft Facility and Park Naming Policy



<b>TOWN OF MARKHAM POLICIES AND PROCEDURES MANUAL</b>	
<b>POLICY MANAGED BY: Community &amp; Fire Services Commission</b>	<b>DATE:</b> Feb 6, 2012
<b>SUBJECT: Facility &amp; Parks Naming</b>	<b>PAGE: 1 of 5</b>

**POLICY STATEMENT**

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

**PURPOSE**

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

**SCOPE**

For the purposes of this policy, “facilities” refers to all 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 the Town that do not allow for use by the community.

**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.

*Selection Criteria*

All suggested names will be considered through the naming checklist (Appendix 1), unless the name duplicates another

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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 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, posthumously, the significant contribution of an individual to the community.
- 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: 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 park. 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

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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 naming check list (Appendix 1) 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 Members of Council – Mayor and Local Councillor.
4. Staff will receive and review all names submitted by the community, and after consultation with the mayor and Local Councillor, recommend to General Committee one name and up to two alternates.
5. General Committee will receive recommendation(s) 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.

#### *Re-naming Process*

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

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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, after consultation with the Mayor and Local Councillor, make 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 PLAQUES AND CEREMONIES

When a facility is named after an individual or organization, a plaque describing the significance of the individual or organization 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 that organization wishes to pay for the naming honour, the Corporate Sponsorship Policy will be followed.

#### Appendix 1 – NAMING CHECKLIST



<b>TOWN OF MARKHAM POLICIES AND PROCEDURES MANUAL</b>	
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**APPENDIX 1 - NAMING CHECKLIST:**

For each proposed name, the following will be completed:

1. Does the name have civic significance? YES\_\_\_\_ NO\_\_\_\_
2. Does the name have geographic significance? YES\_\_\_\_ NO\_\_\_\_
3. Does the name have historic significance? YES\_\_\_\_ NO\_\_\_\_
4. Does the name have a direct relationship with the facility being named? YES\_\_ NO\_\_
5. Are there currently any other facilities named the same as or similarly to the proposed name? YES\_\_\_\_ NO\_\_\_\_
6. Is the name in keeping with a specific theme ? YES \_\_\_\_ NO\_\_\_\_
7. Was there a biography provided for a submission related to a individual honouring them posthumously. YES \_\_\_\_ NO \_\_\_\_

