

	<b>THE CORPORATION OF THE COUNTY OF LAMBTON POLICY MANUAL</b>			
	Subject:	<b>Policy of Naming</b>	<b>Section C00</b>	<b>Policy #05</b>
	Effective Date:	July 03, 2002	Approved By: C.A.O. General Managers	
	Revision Date:	January, 2017		

## PURPOSE

It is the policy of the County of Lambton that County Council shall approve the Naming/Re-naming of all major external county property, buildings and public lands. Preference shall be given to naming/re-naming after significant geographical, neighbourhood and historical elements.

On occasion, the County Council may wish to acknowledge the activities and significant contributions made by organizations to the County of Lambton or to society through the use of various tangible recognition naming options.

The intent of this Policy is to:

- continue the current traditional practice of naming county property, buildings and park elements after significant geographical, neighbourhood and historical elements;
- recognize on an exception basis, significant contributions that organizations (individuals may be considered in special circumstances) have made to the public life and the well-being of the people of the County of Lambton; and,
- provide direction regarding how to apply for approval to name, re-name or dedicate major external municipal property, buildings and park elements.

In instances where a naming request has been proposed as a result of receiving a significant donation toward the acquisition, creation or redevelopment of the property, building or element, consideration will be given to the sponsorship contribution being provided.

County property and buildings means: all real property including unimproved lands, buildings and structures owned by the County.

## POLICY

### Naming Principles

- Names shall be unique; name duplication and similar sounding names shall be avoided.
- Names should give a sense of place, continuity, belonging and celebrate distinguishing characteristics and uniqueness of the County of Lambton.

- Names should maintain a long-standing local area identification with the residents of the County of Lambton.
- Names shall be understandable to the majority of County of Lambton residents.
- Names shall not be discriminatory, derogatory or political in nature.
- Names shall be consistent with any other applicable County of Lambton policies and naming standards.
- Names shall assist with emergency response situations by being consistent with street names and geographical locations.
- The form of signage shall be consistent with corporate signage and plaque guidelines.
- The cost associated with signage will be the responsibility of the County when the naming/renaming has been initiated by the County.
- The County of Lambton makes all final decisions concerning what is placed or occurs on the County property and in its buildings.
- Names associated with a sponsorship will be considered when a donation amount relates to the construction value of an element.
- Council shall retain the right not to name certain facilities of broad community importance such as (but not limited to) the County administration building.

### **Naming Preferences**

Priority (in order of preference) shall be given to continuing the current naming/renaming practice of the County of Lambton property and buildings after:

1. the area or planning district in which the property or building is located to provide a geographical association to help the public to locate the site more easily;
2. the most dominant “constant feature either within or nearby” the selected site such as an associated significant ecological or natural resource feature;
3. an historical name related to the County’s heritage and/or historical folklore;
4. an event or person of international, national or provincial significance; or
5. an organization (or individual) to recognize:
  - particular activities and significant contributions to the County of Lambton community and/or society; and/or
  - outstanding contributions and/or sponsorships made toward the development and/or enhancement of a property or building.

### **Specific Criteria When Naming/Renaming After an Organization Or An Individual**

When a name of an organization (or an individual) is being considered the following criteria should apply:

- the contribution they have made to the public life and the well-being of the County of Lambton;
- the sponsorship contribution made toward the acquisition, creation or redevelopment of the property, building or feature;
- a direct relationship or association that existed between the place of residence of the individual and the property, building or element to be named;

- where a property, building or element is named after a sports or entertainment celebrity the type of element shall be associated with the celebrity; and,
- where the name of an individual or organization is so used, approval shall be obtained from the individual (his/her family) or the organization for such naming.

## **Types of Situations Applicable To Naming**

There are six (6) main types of situations which provide the instigation for a naming which this Policy intends to address:

1. an opening or re-opening of a building or bridge, which may require donations;
2. a civic recognition;
3. international, national or provincial events/competitions;
4. dedications to individuals;
5. public lands; and,
6. corporate sponsorship.

### **1. An Opening or Re-opening of A Building or Bridge**

For the opening or re-opening of a building which may be the result of a capital building campaign, Council approves the proposed business plan which includes a plan for contribution recognition upon receipt of public donations. Citizens of the County of Lambton contribute to this campaign for numerous reasons including being recognized through receiving appreciation from the County and/or having their name located on a plaque board or on a particular feature of the building or park. Donations made for a building campaign are usually collected by a community group toward the project.

The names of the Warden and County Councillors may be noted on a recognition plaque when the names are those of the Council which approved the project.

### **2. A Civic Recognition**

A civic recognition may be requested by a member of the public or may be initiated by the County itself to recognize a group or an individual's outstanding accomplishments, involvement or work in the local community or in a provincial or national forum.

### **3. International, National or Provincial Events/Competitions**

A naming or re-naming of a building or an amenity within it in recognition of it being a venue for international, national or provincial events/competitions will occur to fulfil a condition agreed to by the County as part of its hosting obligations. Council may also consider the naming or re-naming of such a facility or amenity to recognize an individual, group or corporation who donates significantly toward meeting the cost of hosting the event/competition. The naming or re-naming may be for the duration of a specified number of years, at any time after which Council in its sole discretion may re-name the building or amenity.

### **4. Individual Naming Dedications**

Dedications made to a person are often requested to celebrate a special occasion such as:

- a birth or death;
- an accomplishment; or,
- a major landmark events, person(s) such as a retirement or happenings.

Council may consider the naming/renaming or dedicating of public buildings or lands after individuals to celebrate a special occasion. See the specific criteria stated above, when naming/renaming after an organization or an individual.

#### 5. Public Lands Development

The names selected for public lands should adopt the area, subdivision or planning district name in which the park is located to provide a geographical association to help the public to locate the park more easily.

#### 6. Corporate Sponsorship

The County currently does not have a policy regarding Corporate Sponsorship. Any application will be decided individually according to direction provided by County Council. As a general principle, however, Corporate Sponsorship wherein contributions are made either financially or in kind, is to be encouraged. Such sponsorships are generally made for recognition, public acknowledgement or other promotional considerations. Only for cases of sponsorship which have an associated sunset clause, will a corporate name or advertising brand be used.

### **Application Review and Approval Process**

Applicant(s) shall submit a written request for civic naming to the County Clerk. The written request shall provide the following:

- background information concerning the rationale for consideration of the request;
- biographical information if named after an organization (or an individual); and,
- documentation including letters from organizations and individuals providing substantial support for the request.

The applicant(s) must assume responsibility for securing consensus within the community with respect to the application. Opposition to the application must be addressed and resolved by the applicant(s).

Upon receipt of an application, the County Clerk shall circulate the application to applicable County Departments for review.

## **Application Review Process**

Each application for naming/re-naming shall undergo a process which will:

- review the application for conformity with this policy;
- circulate the application to the appropriate internal stakeholders for comment on the suitability of the application;
- consult with external stakeholders in the community and identify possible objections and/or positive responses and determine the level of support for the requested civic naming; and,
- determine whether or not a special event is planned to coincide with a formal naming ceremony.

## **Application Approval Process**

Following completion of the application review process, staff shall submit a report with the appropriate recommendation to County Council to either approve or not approve the naming/re-naming as requested by the applicant(s). The report shall include the following:

- a recommendation;
- rationale for recommended selection;
- confirmation of the individual's/organization's endorsement and community consensus;
- whether or not a ceremony is required;
- timing of the ceremony;
- future contributions to financing and ongoing maintenance (if applicable);
- the duration of time the name will be used (if applicable); and,
- other associated expenses with respect to signs, ceremonies, record keeping and how these costs will be addressed.

## **Civic Re-Naming**

The County of Lambton believes that existing names have an historical significance and place within the community and should not be changed unless it is an exceptional situation and it can be proven that the majority of the local community is in support of the change. Each application for re-naming will be examined on a case by case basis.

1. Priority for re-naming will be granted by Council in instances where a re-naming is a condition of the awarding of an International, National or Provincial Event/Competition and/or the duration of time agreed upon as part of this condition has expired.
2. Corporate Sponsorship naming initiatives have a specific sunset clause associated with the length of time that the corporate name will be used.
3. Civic names may be changed if there are specific circumstances that arise which warrant a review.

Options to re-naming of an entire building or property could include:

- adding another new name to the existing name; or,
- sub-dividing or portioning off a particular property or feature to be given a new name or sub name; or,
- placing the names of an organization (or individuals) on a plaque to recognize their contributions if it is found that it is inappropriate to name a particular property or building in its entirety.

### **Appropriate Naming Options for Recognition of Donations**

The significance of the contribution provided by the applicant will be consistent with the proposed recognition of this contribution by the County of Lambton. Consideration of the following should occur before the appropriate option is selected:

- the significance of the contribution made relative to the construction and operating cost of the item being named; and,
- the cost of establishing the naming option e.g., the cost of the signage to be paid by the applicant unless the County has made the request for the name change.

There may be other appropriate ways of recognizing donations which are not covered by this Policy (e.g., internal facility naming, the dedication of plaques at a facility such as the use of donor plaque boards or the purchase of park features such as trees, benches and picnic tables).

A donation for the purpose of receiving civic acknowledgement is not a guarantee of name perpetuity.

### **POLICY HISTORY**

<b>REVISION</b>	<b>DATE</b>	<b>PREPARED BY</b>
Policy reviewed and the following revisions made: <ul style="list-style-type: none"><li>• Policy template updated and formatted for accessibility compliance.</li></ul>	January, 2017	Human Resources