

## Corporate Asset Naming Policy

**Approved by:** County Council

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**Replaces:** G-GEN-009

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**Policy Number:** 3-9

**Section:** Governance

### References and Related Documents

**Street Addressing Guide, Bell 911**

**Town of the Blue Mountains Addressing Policy**

**Applicable naming agreements**

### Forms

**Application Form**

**Standard naming agreement template**

## Policy Statement

Grey County is committed to providing an equitable, consistent and efficient process for the naming or renaming of county owned assets.

## Purpose

The purpose of this policy is to:

1. Establish a clear, consistent and inclusive approach should County Council wish to confer a specific name on county owned assets;
2. Ensure asset naming is aligned with legislation, bylaws, the County Strategic Plan and County programs and services; and
3. Ensure taxpayers are aware of opportunities for their involvement in the naming or renaming of a County asset.

## Scope

County Council approval is required for the naming/renaming of Grey County assets. This policy applies to the following county owned assets:

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1. Roads
2. Buildings and rooms or features therein
3. Structures
4. Bridges
5. Culverts
6. Forest tracts
7. Trails
8. Walkways/ bicycle paths
9. Landscape elements
10. Site furnishings
11. Memorials
12. Real property including public open space

There are several instances in which the naming of a corporate asset may be considered:

- When honouring an individual or group
- Providing recognition of donations, sponsorships and joint ventures
- Opening of new assets or re-opening assets following refurbishment
- When circumstances dictate the renaming of an asset
- As otherwise determined by County Council

Certain County assets, such as the County administration building and others as may be determined by County Council, are not eligible for naming proposals.

The County retains ownership and control over any named asset.

## Acceptable Names

The selection of a name will be based on a number of criteria including but not limited to the following:

- Understandable to the majority of Grey County citizens
- Consistent with any other applicable policies
- Assists with emergency response situations by being consistent with street names and geographical locations

Preference will be given to names that:

- Give a sense of place, continuity and belonging reflecting the geographic location, community or neighbourhood where the corporate asset is located
- Recognize the historical significance of the area
- Reflect unique characteristics of the site or asset
- Recognize native flora and fauna
- Reflect the type of service offered
- Are in keeping with a selected theme

- Honour individuals who have:
  - a. Demonstrated excellence, courage or exceptional service to the citizens of Grey County, the Province and/or Canada;
  - b. Provided extensive community service, worked to foster equality and reduce discrimination;
  - c. Made a significant financial contribution to an asset, that significantly benefits the community; or
  - d. Historical significance to Grey County, the Province and/or Canada

Naming in honour of elected or appointed public officials, county administrative officials or staff is to occur only after their County public service or employment has concluded.

Where the name of an individual is recommended, written consent must be obtained from the individual or their next of kin prior to consideration by County Council or committee of County Council.

This policy does not preclude any corporate sponsorship naming opportunities the County may wish to develop.

## Prohibited Names

Unless otherwise determined by County Council, no name shall be chosen that:

1. Causes confusion due to duplication of or similarity with existing named locations or features within the County;
2. Is the name of:
  - a. an entity associated with tobacco, alcohol or obscenity
  - b. a religious or political organization;
3. May have an inappropriate acronym, short form or modification;
4. Is discriminatory or derogatory; or
5. Is incompatible with the County's stated corporate vision, values and goals as set out in the County's Corporate Strategic Plan.

## Changing an Existing Name

The following factors will be considered by the County when assessing the merits of a request to change the existing name of a County asset:

1. Historical significance of the name;
2. Impact on the currently named individual, organization or entity
3. Cost and impact of:
  - a. Changing existing signage
  - b. Rebuilding community recognition
  - c. Updating records such as letterhead, databases and promotional materials
  - d. Emergency services/911

Unless otherwise provided in an asset naming agreement, the County may review, change or remove the name of a county asset at any time.

## County Roads

1. County roads are officially named by by-law. The naming convention used is “Grey Road XX”, with XX being an assigned number. Re-naming a County road in a manner contrary to the established County road naming convention is not permitted.
2. The County road naming convention recognizes that in most built-up areas County roads are officially assigned a municipal street name. In these instances the County road number is secondary to the municipal name and is not used for civic and mailing address purposes. Route markers are placed along these roads to denote county road authority.
3. Outside of urban built up areas, roads within the county road system are officially named (numbered) by by-law according to the County road naming convention. The County road name in these instances is used for civic and mailing address purposes even though the road may be known locally by another un-official historic name.

## Commemorative Naming of County Roads

Notwithstanding the provisions of this policy to the contrary, County Council may assign an honorary designation to a County road or section of said road to commemorate truly exceptional achievements and/or contributions of an individual to Grey County. In doing so, County Council must be satisfied that:

1. The honorary designation is not expected to create undue confusion for civic and mailing address purposes, particularly emergency services response situations.

2. It is well documented and communicated broadly that roads assigned an honorary designation are not officially renamed and that the County road naming convention still applies for all civic and mailing address purposes.
3. Individual family tribute or commercial and corporate related recognition is not permitted. Further, applying an honorary name to more than one County road or portions thereof is not permitted.
4. The local municipality or municipalities through which the County road runs have endorsed the commemorative re-naming proposal by resolution.

## Duration of Naming/Renaming

Donations/sponsorship naming initiatives will have a specific sunset clause associated with the length of time that the name will be used. Naming agreements may be renewed if an appropriate donation or sponsorship is received.

## Naming/Renaming Procedure

The following procedure applies to the naming or renaming of a County asset:

1. Any person may submit to the County Clerk's Office a written request to name or rename a specific county asset. A complete submission is to include at least the following information:
  - a. Proponent's name, address, telephone number and where applicable, email address;
  - b. A description of the county asset to be named/renamed;
  - c. Names relating to individuals, family names or community groups will require the written consent of the family member, estate, or group executive;
  - d. A map showing the location of the asset which is the subject of the request;
  - e. Background information concerning the rationale for the requested name;
  - f. Biographical or background information if the name proposed is the name of an individual, group or organization;

- g. An overview of any public outreach and documented support received for the proposal;
  - h. Any applicable fees as may be established by County Council;
- 2. A review of the naming proposal will be conducted by the County using the assessment criteria set out in this policy to ensure the name has not been used in the past, is consistent with adopted policy and strategic direction of the County, and is meritorious.
- 3. A complete proposal package will be circulated for comment and review by the County Clerk to County departments, local municipalities and other agencies as may be considered appropriate or necessary by the Clerk.
- 4. A staff report will be prepared with recommendation to the Corporate Services Committee of County Council for consideration.
- 5. Before making a final determination on a name, the Corporate Services Committee of County Council may extend an invitation to members of the general public to provide input on the naming proposal, if deemed appropriate.
- 6. A final recommendation of the Corporate Services Committee will be forwarded to County Council for consideration.
- 7. If County Council does not make a decision on a naming request within 90 days of its first consideration of the request, the request is considered to be denied.
- 8. If County Council denies the proposal by vote or failure to act, the matter cannot be re-considered for a period of one calendar year.
- 9. If a naming offer is not accepted, the proponent shall be advised as to the reasons.