



CITY POLICY

SECTION: MUNICIPAL GOVERNMENT

NO: MU-AN-01

REFERENCE: COUNCIL

Date: Sept. 30, 2020

**Next Review Date:
Sept. 2024**

TITLE: Municipal Asset Naming Policy

1.0 Purpose

Street names are critical for municipal addressing and emergency response purposes.

City properties are an important fabric of the community and their names contribute to creating a culture and identity within the City of Dryden.

The name of a City property or street can reflect the unique location or geography of where the asset is located, recognize the exceptional contributions of individuals or organizations to the City of Dryden, the Province of Ontario or Canada, recognize significant historical events or recognize the region's Indigenous people and culture.

This policy establishes the criteria and process to name or rename a street or City property or to assign a ceremonial name to a Street or City property.

2.0 Definitions

2.1 *Ceremonial Naming* refers to assigning a ceremonial name to a Street in honour of an individual, event or an organization that has made a significant and exceptional positive contribution to the City of Dryden, the Province of Ontario or Canada. A ceremonial name is a secondary name and does not replace the official name.

2.2 *City* refers to the City of Dryden.

2.3 *City Property* refers to any City owned real property or related assets, including, but not limited to, community centres, recreational facilities,

water/wastewater treatment plants and parks. Additionally, unless otherwise stated in the Policy, any reference to City Property in this Policy includes Property Features.

2.4 *Draft Plan of Subdivision* is a legal document that shows the surveyed boundaries, location, size, and streets of a proposed subdivision.

2.5 *Duplicate* refers to names that are identical or similar sounding in their entirety.

2.6 *First Responders* refers to Dryden Fire, Police and Paramedic Services.

2.7 *Honourific Naming* is officially naming or renaming a City property on behalf of an individual, event or organization to recognize the significant positive contributions made by an individual or an organization to the City of Dryden, the Province of Ontario or Canada.

2.8 *Naming* is officially assigning a name to, or renaming, a City street, property or a property feature.

2.9 Property Features refers to significant amenities or assets within or on a City Property, including but not limited to, playgrounds, sports fields, gazebos and ice pads.

2.10 *Reference Plan* refers to a plan deposited in the local Land Registry Office and is a graphic representation of descriptions of land, as well as representations of divisions of land under the *Planning Act*.

2.11 *Similar Sounding* refers to street names that sound similar in their entirety, not including the street suffix.

2.12 *Street* is any existing or proposed public or private street, lane, or walkway within the boundaries of the City of Dryden.

2.13 *Street Suffix* refers to words that follow a street name and usually indicate the type of street configuration and or street direction.

2.14 *Unnamed Street* refers to any Street or a proposed street on a Reference Plan without an official name and not on a draft plan of a subdivision.

3.0 Criteria for Naming or Renaming a Street or Assigning a Ceremonial Name to a Street

- 3.1 The City will consider proposals for street naming but is under no obligation to accept a proposal to name, rename or assign a ceremonial name to a Street.
- 3.2 Street names, including ceremonial Street names should portray a strong positive image and have historical, cultural, Indigenous or social significance or contribution to the community, the City, the Province of Ontario or Canada.
- 3.3 Street names shall not impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver services.
- 3.4 Streets that have been named, renamed, or assigned a ceremonial name within the previous ten years will not be renamed unless Council takes this on under extreme situations.
- 3.5 Assigning a ceremonial name to a Street will be considered before renaming a Street.
- 3.6 Suffixes for Street names are assigned by the City to ensure the appropriate suffix is used to describe the type, function, length and configuration of the Street.
- 3.7 All City costs involved in renaming a Street shall be the responsibility of the applicant. Where the City initiates the renaming of a Street, the City shall bear the associated costs.
- 3.8 Street names, including ceremonial names, shall not:
 - 3.8.1 Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a product, service or a particular business;
 - 3.8.2 Be or be perceived to be discriminatory or derogatory of race, colour, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors;
 - 3.8.3 Result in inappropriate abbreviations or acronyms;
 - 3.8.4 Duplicate or be similar sounding to an existing Street name;

- 3.8.5 Place the City in conflict with any agreements established in the acquisition or management of the street; nor,
- 3.8.6 Make a direct or indirect reference to recent events or recently deceased individuals, except where the event or the individual had legacy or significant contributions to the City of Dryden. Names of recent events or recently deceased individuals may be considered after two years of the date of the event.
- 3.9 The physical location of Street signs shall be determined by the City.
- 3.10 Naming or renaming a Street, or assigning a ceremonial name to a Street, on behalf of an individual, event, or an organization requires the written consent of the named party or the named party's representative.
 - 3.10.1 In circumstances where consent has not been received, despite reasonable efforts, the City, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate efforts to obtain consent to the satisfaction of the City.

4. 0 Naming Streets on Draft Plans of Subdivision

- 4.1 A proposal to name Streets on a draft plan of subdivision is to be made using the Street Naming Application through the City's Building and Planning Department and at minimum is to include:
 - 4.1.1 The proposed Street names, including any background information on the names;
 - 4.1.2 A copy of the draft plan of a subdivision; and,
 - 4.1.3 Proposed Street names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.

- 4.2 The Chief Building Official will assess proposed Street names for draft plans of subdivisions in accordance with this Policy and consult with various City departments prior to granting approval.
 - 4.3 In the event the various City departments don't support the proposed names, City Council will consider them.
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5.0 Naming an Unnamed Street

- 5.1 A proposal to name an unnamed Street is to be made using the Street Naming Application through Building and Planning Department and at minimum is to include:
 - 5.1.1 The proposed name;
 - 5.1.2 Rationale for naming the Street;
 - 5.1.3 A map or an illustration, including major intersections of the unnamed street; and,
 - 5.1.4 Proposed Street names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 5.2 The Chief Building Official will consult with various City Departments regarding the proposed Street name.
- 5.3 If the proposed name complies with this Policy, the City will provide Public Notice of its intention to name the street including the proposed name.
- 5.4 Following sixty (60) days Public Notice, City Council shall consider the proposed name.
- 5.5 If the proposed name does not comply with this Policy, the Chief Building Official will advise the person (people) proposing it.

6.0 Renaming City Streets

- 6.1 A proposal to rename a Street is to be made using the Street Naming Application through the Building and Planning Department and at minimum is to include:
- 6.1.1 Rationale for changing the name and significance of the proposed name;
 - 6.1.2 Relevance of the proposed name to the Street;
 - 6.1.3 Documented support, including but not limited to petitions and support letters, from at least 75 percent (75%) of property owners that abut the street. At the discretion of municipal staff, this requirement may be waived and the application presented directly to Council;
 - 6.1.4 A map or an illustration, including major intersections of the street to be renamed; and,
 - 6.1.5 Proposed Street names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 6.2 The Chief Building Official will consult with various City Departments regarding the proposed Renaming, including the City CAO Office.
- 6.3 If the proposed name complies with this Policy, the City will provide Public Notice of its intention to rename an existing street including the proposed name.
- 6.4 Following sixty (60) days Public Notice, City Council shall consider the proposed name.
- 6.5 If the proposed name does not comply with this Policy, the Chief Building Official will advise the person (people) recommending it.

7.0 Assigning a Ceremonial Name to a City Street

- 7.1 A proposal to assign a ceremonial name to a Street is to be made using the Street Naming Application through the Building and Planning Department and at minimum is to include:
 - 7.1.1 The Street proposed for the ceremonial name;
 - 7.1.2 Rationale and significance of the proposed name;
 - 7.1.3 Relevance of the proposed name to the Street, community and City;
 - 7.1.4 Documented support from the local community, including but not limited to petitions and support letters;
 - 7.1.5 A map or an illustration, including major intersections of the Street; and,
 - 7.1.6 Proposed Ceremonial Street names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 7.2 The Chief Building Official will consult with various City Departments regarding the proposed Ceremonial Name.
- 7.3 If the proposed Ceremonial Name complies with this Policy, it will be considered by City Council.
- 7.4 In circumstances where a specific Street or location is not identified, the Chief Building Official will provide Street location options in a report to City Council.

8.0 Criteria for Naming or Renaming a City Property

- 8.1 The City will consider proposals to name or rename a City property but is under no obligation to accept a proposed name.
- 8.2 The duration of the property name is at the sole discretion of the City and may be revoked or the property may be renamed.
- 8.3 Names of City properties will portray a strong positive image of the City of Dryden, have geographic, historical, cultural, Indigenous or social significance to the location of the property, and may recognize significant contributions made by individuals or organizations to the City of Dryden, the Province of Ontario or Canada.
- 8.4 Property names shall not impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver services.
- 8.5 City properties that have been named or renamed in the previous ten years will not be renamed.
- 8.6 All costs involved in renaming a City property shall be the responsibility of the requestor(s).
- 8.7 Names of City properties shall not:
 - 8.7.1 Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a development, product, service or a particular business;
 - 8.7.2 Be or be perceived to be discriminatory or derogatory of race, colour, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors;
 - 8.7.3 Result in inappropriate abbreviations or acronyms;
 - 8.7.4 Duplicate another named City Property;
 - 8.7.5 Unduly detract from the character, integrity of the community or aesthetic quality of the property or unreasonable interference with its enjoyment or use; and,

- 8.7.6 Make direct or indirect reference to recent events or recently deceased individuals, except where the event or the individual had a legacy or made significant contributions to the City of Dryden. Names of recent events or recently deceased individuals may be considered after two years.
- 8.8 Naming or renaming a City property, on behalf on an individual event or organization requires the written consent of the named party or the named party's representative.
 - 8.8.1 In circumstances where consent has not been received, despite reasonable efforts, the City, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate efforts to obtain consent to the satisfaction of the City.
- 8.9 The design and content of the signage for City properties must comply with the other City signage and the physical location of the sign(s) shall be determined by the City.

9.0 Naming New City Properties

- 9.1 The City of Dryden shall propose up to five names to name a new City property, including for a City property on a draft plan of a subdivision or a property acquired or developed by the City.
- 9.2 The Chief Building Official will consult with the public on the proposed names, except where the proposed property name is based on a location or a name of a street.
- 9.3 Proposed property names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, on in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 9.4 The Chief Building Official will submit the top three names along with a recommended name for consideration by City Council.

10.0 Renaming a City Property including Honourific Naming

- 10.1 All proposals for renaming a City property must be made using the City Property Naming Application (forms attached) process through the Chief Building Official's office and at minimum is to include:
- 10.1.1 The proposed name and relevance to the City property;
 - 10.1.2 Rationale for changing the name and significance of the proposed name including significant contributions to the City of Dryden, Province of Ontario or Canada for proposals to name a City property on behalf of an individual or organization;
 - 10.1.3 Documented support for the local community, including but not limited to, petitions and letters of support;
 - 10.1.4 A map or illustration, including the address of the City property; and,
 - 10.1.5 Proposals to rename a City property that portrays Indigenous significance or contributions or proposals to rename a City property after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 10.2 The Chief Building Official will consult with City staff and may conduct additional public consultations to determine public support for the proposed renaming.
- 10.3 The Chief Building Official will bring forward the proposed name(s) for consideration by City Council.

History			
Approval Date:	Sept. 30, 2020	Approved by:	By-law 4774-2020
Amendment Date:		Approved by:	
Amendment Date:		Approved by:	