

No. 069: NAMING/RENAMING - Town owned Facilities	
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Reference: Staff Report COMS-89-00; October 25, 2000
 SMT January 14, 2004 - Engineering Services will name the SWM ponds in consultation with this policy
 Revised Staff Report COMS-29-04; Council July 26, 2004
 Revised Staff Report COMS-11-05; CSSCC Feb. 15, 2005
 Revised Staff Report COMS-013-17: Council August 28, 2017

1.0 POLICY STATEMENT

The naming of municipal facilities provides identification and is important for public awareness, promotion and fostering community pride. The need for a facility name arises due to the opening of a new facility, re-opening a facility following a refurbishment or upon public request.

2.0 SCOPE OF POLICY

This policy applies to non-commercial naming and re-naming of facilities owned by the Town of Milton.

3.0 POLICY PURPOSE

The purpose of this policy is to create a clearly defined environment for naming new facilities and re-naming facilities. The policy is designed to serve the best interests of the community while also ensuring the Town of Milton brand is protected.

4.0 DEFINITIONS

Facility: refers to municipally owned buildings, parks, trails and woodlots as well as components within buildings and elements within parks.

Major Facility: a facility that is intended to serve the entire community. This includes sport, recreation and cultural buildings, district and community parks and town-wide trails.

Minor Facility: a facility, trail or woodlot that serves the community at a neighbourhood level, or is a component within a building or an element within a park.

5.0 POLICY APPLICATION

This policy applies to the naming and re-naming of facilities owned by the Town of Milton with the exception of naming rights approved by Council associated with sponsorship. A separate policy exists for sponsorship situations.

6.0 NAMING ELIGIBILITY

Facilities that may be named include:

- Buildings
- Parks
- Seasonal structures (e.g. seasonal indoor turf)
- Trails
- Woodlots
- Building components (arenas, atriums, auditoriums, box office / customer service areas, gymnasiums, halls, lobby space, pools, rooms, studios, tracks)
- Park Elements [amphitheaters', decorative fountains, gardens, natural features, recreational spaces (permitted for exclusive use during specific times), squares, playgrounds, structures)]

7.0 RECOMMENDING A NAME

The Town of Milton maintains a Name Bank which allows the public to suggest names for the Town's consideration for naming streets and municipal facilities. Suggestions to use specific names for specific facilities are welcomed through the submission process to the Name Bank.

Members of the public are invited to submit names for consideration to the Name Bank. Names can be proposed by individuals, organizations, elected officials and staff.

As needed, staff will conduct community consultation with the general public and contact the following organizations to encourage suggestions to the Name Bank for facilities.

- Arts Milton
- Milton Historical Society
- Nasagiveya Historical Society
- Milton Public Library
- Service Clubs operating in Milton

In addition, staff may contact the following advisory committees of Council to submit suggestions.

- Community Services Advisory Committee
- Heritage Milton

Submissions will be reviewed based on the naming principles noted in this policy. The Town does not guarantee that submitted names will be used. The Town reserves the right to alter or change any proposed name that is submitted to the Name Bank. The Town does not guarantee that the name of the individual or organization who provides a suggested name will be stored in the Name Bank.

8.0 NAMING PRINCIPLES

8.1 Facility Name Categories

While all names submitted to the Name Bank will be considered, preference, in no particular order will be given to submissions that align with one or more of the following categories:

- a) Recognizes local history or significance relative to the Town of Milton and/or Halton Region
 - Examples: families, events, land use (agricultural, mill), cultural landscape (aboriginal, pioneer, ethnic diversity)
- b) Conveys the geographic location of the facility
 - Examples: name of the major street upon which the property fronts, neighbourhood name, planning name, Council-approved development area name
- c) Acknowledgement of the following:
 - existing natural feature or landform
 - ecological relationship
 - scenic or tourist value
 - indigenous flora and fauna
 - reflects the service, function, or programming of the site
- d) Supports town commemorative initiatives and celebrations programs
 - Examples: a twin city, millennium event, national event etc.

8.2 Criteria for Personal Names

- Living individuals must approve the use of their name
- Political figures must be retired from public office

8.3 Restrictions

- a) Names that may be interpreted as an advertisement will be referred for consideration as a sponsorship initiative.
- b) Names will not be considered if they fall into any of the following areas:
 - cause confusion due to duplication, or by sounding similar to existing names
 - are discriminatory in nature
 - suggest political affiliation

9.0 APPROVAL OF NAMES

Community Services will administer any applications or requests as per the principles outlined in this policy and will follow the processes outlined in Schedule A.

Council approval is required to name a major facility.

Community Services will select names for all minor facilities from the Name Bank.

Neighbourhood Parks will be named by their Council approved neighbourhood name.

Council approval is required to re-name a facility.

10.0 POLICY MANAGEMENT

The Commissioner of Community Services manages the policy and processes outlined within the document. Any situation that may be seen as an exception to this policy will be reviewed by the Strategic Management Team.

The Commissioner of Community Services has authority to make minor or modifications to this policy and the procedural schedule.

SCHEDULE A: APPROVAL PROCESS

1. Naming a Major Municipal Facility
 - 1.1. The Community Services Department will select a name.
 - 1.2. The proposed name will be circulated to all Town departments for comment.
 - 1.3. Should the selected name not come from the approved Name Bank, staff will seek input from -
 - 1.3.1. Arts Milton, Milton Historical Society, Nasagiweya Historical Society, Milton Public Library (as appropriate).
 - 1.3.2. Staff will seek input from user groups, residents, ratepayers and the general public using appropriate public notices and consultation mechanisms.

- 1.4. Community Services will prepare a report to Council recommending the name of the facility and will include any applicable background for the name selection and, if applicable, a summary of the public comments.
 - 1.5. Town Council will approve or decline to approve the selected name.
 - 1.6. If the selected name is declined, Community Services staff will re-initiate the process.
2. Naming a Minor Municipal Facility
- 2.1. Community Services will use one of the following options to name minor facilities
 - 2.1.1. Select name from the Name Bank
 - 2.1.2. Select a name reflective of the facility type (example: Meeting Room, Gymnasium)
 - 2.1.3. Select a name including a sequential system to add clarity where there are multiple facilities of the same type (example: Meeting Room 1, Meeting Room 2)
 - 2.2. Neighbourhood Parks will be named by their Council approved neighbourhood name.
3. Approval Process for Re-naming a Municipal Facility
- 3.1. Members of the public, organizations, elected officials or staff may recommend the re-naming of a facility.
 - 3.2. The recommendation is to be made in writing and should include the rationale for requesting a name change.
 - 3.3. The Town Clerk will circulate the request to members of Council.
 - 3.4. Should any member of Council wish to have a facility name change considered, they would request a notice of motion to have the item considered by Council.
 - 3.5. If a notice of motion is not requested following sixty (60) days of circulation, staff will provide a letter to the requestor indicating that the Town is not supportive of a name change at this time.
 - 3.6. Upon receiving direction from Council to consider a facility name change, staff from Community Services will work with Finance staff within Corporate Services to prepare a summary of the financial impact associated with the name change.
 - 3.7. Staff will seek input from the following organizations as appropriate – Arts Milton, Milton Historical Society, Nasagiweya Historical Society, Milton Public Library.
 - 3.8. Staff will also seek input from user groups, residents, ratepayers and the general public using appropriate public notices and consultation mechanisms.
 - 3.9. Community Services staff will prepare a report to Council outlining the rationale for the request, the proposed name, the financial impact and a staff recommendation. The report will also include any applicable background and a summary of the public comments.
 - 3.10. Town Council will approve or decline to approve the report.
 - 3.11. If a name change is approved, Community Services staff will work with Corporate Communications to complete all activities associated with the name change.