

THE CITY OF HAMILTON
PUBLIC WORKS DEPARTMENT
CORPORATE ASSETS AND STRATEGIC PLANNING DIVISION
Policy and Programs Section

POLICY

POLICY NO:	FN-2015-001
SUBJECT:	City of Hamilton Municipal Property and Building Naming Policy
VERSION DATE:	November 30, 2015

1. Policy Statement

(a) Statement of Intent

The intent of this policy is to:

- Continue the traditional practice of naming municipal property, buildings, and features after significant geographical or historical elements
- Recognize on an exceptional basis, significant contributions that organizations or individuals have made to the public life and the well-being of the City of Hamilton
- Provide direction on how to apply for approval to name, rename or dedicate municipal property, buildings or features

Names formally assigned to municipal buildings and features in the City of Hamilton will vest through to the expiration of the life cycle of the building or feature. Names formally assigned to municipal property (such as parkland) will vest for 25 years.

(b) Application

There are four types of naming situations this policy intends to address:

- The opening of a new municipal property, building, or feature
- The reopening of a municipal property, building or feature following refurbishment
- The renaming of an existing municipal property, building or feature that has not received a formal name, only an informal name, to recognize significant contributions that organizations or individuals have made to the public and the well-being of the City of Hamilton
- Providing recognition for gifts generously donated to the City

(c) Non-Application

This policy is not intended to address naming situations related to sponsorships or naming rights as it relates to those instances where public properties, buildings, and features have their naming rights sold, usually for a specified term, as part of a naming partnership involving agreements normally comprised of a variety of benefits and

opportunities for both the sponsor and the municipality.

This policy does not apply to the naming or renaming of municipal roadways.

This policy does not apply to bequeathals or to any property or building belonging to the Hamilton Emergency Services (Fire or Emergency Medical Services (EMS)), the Hamilton Police Services, or the Hamilton Public Library Board.

2. Glossary

The following terms are provided for greater clarity.

Building Features includes all substantial components of a building including such things as meeting rooms, auditoriums, gymnasiums, libraries, reading rooms, seminar rooms, courts, lounges, galleries, lobby areas, concessions, and other like areas. This term does not include any building features belonging to the Hamilton Emergency Services (Fire or EMS), the Hamilton Police Services, or the Hamilton Public Library Board.

Municipal Property and Buildings means all buildings, structures, and property owned by the City of Hamilton, including but not limited to, dedicated parkland, open space, public buildings, park features, and building features. This term does not include facilities belonging to the Hamilton Emergency Services (Fire or EMS), the Hamilton Police Services, or the Hamilton Public Library Board.

Open Spaces includes but is not limited to trails, pathway systems, utility features such as storm-water management ponds, and other like structures under the jurisdiction of the City of Hamilton.

Parkland means all parkland designations including but not limited to city-wide parks, community parks, neighbourhood parks, parkettes etc. owned by and/or under the jurisdiction of the City of Hamilton.

Park Features means all substantial structures or recreational aspects of a park which includes but is not limited to such things as sport fields, ball diamonds, hard surface courts, tennis courts, lawn bowling greens, bocce courts, gardens, playgrounds, washrooms, skateboard park facilities etc.

Public Buildings, includes but is not limited to, all City-owned public buildings such as recreation and community centres, administration buildings, and operations yards under the jurisdiction of the City of Hamilton. This term does not include any buildings belonging to the Hamilton Emergency Services (Fire or EMS), the Hamilton Police Services, or the Hamilton Public Library Board.

Significant Financial Gifts means a minimum monetary donation of 35% of the total capital cost or appraised value, whichever is greater, of the amenity being considered for naming.

3. Submission Process

All applicants shall submit a written request for the naming or renaming of municipal property and buildings to the City Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. Specifically, the written request shall provide the following information:

1. Background information and/or biographical information (if named after an

organization or an individual) demonstrating that the proposed name is of significance to the community and/or the City;

2. Documentation including letters from organizations and individuals providing substantial support for the request;
3. Documentation verifying that the person/organization being honoured is in agreement with the naming proposal (if they are living), or by their legal representative should they be deceased;
4. If the naming request is as a result of a significant financial gift, a statement of intent outlining the details of, and any conditions applicable to the financial contribution shall be submitted;
5. Where a private individual or organization is seeking the renaming of a municipal property or building, they are required to submit a public support petition (details below in section 6).

Selection Process

The City Clerk will forward the application to the appropriate Director of the Division responsible for the facility requested to be named or renamed. Each application for naming/renaming shall undergo a process wherein staff will:

- Review the application for conformity to this policy
- Circulate the application to the appropriate internal stakeholders for comment on the suitability of the application

Following the completion of the application review process, the Director shall submit a report with the appropriate recommendation to the Facility Naming Sub-Committee for consideration.

The report shall include the following:

- A recommendation
- Rationale for the recommendation
- Confirmation of the individual/organization's endorsement and a description of the community process undertaken; if any;
- Associated financial implications (including any capital or operating impacts resulting from the recommendation)
- Any other information required by the standard report format used by the City

All names selected for municipal property and buildings must be approved by Council to be officially recognized.

4. Naming Criteria and Guidelines

(a) General Guidelines

All proposed names for any municipal property or buildings shall conform to the majority of the following guidelines:

- Names should give a sense of place, continuity, belonging, and celebrate the uniqueness and distinguishing characteristics of Hamilton

- Names should maintain a long-standing local area identification with residents of Hamilton
- Names shall be consistent with any other applicable City of Hamilton policies and standards
- Names which reflect or imply a reference to any of the following will not be eligible:
- Elected officials currently in office
 - Political affiliation
 - Derogatory or offensive terms or references
 - Discrimination against race, gender, ethnicity, or creed
 - Duplication
 - Tobacco or alcohol products
 - Names considered inappropriate for a civic facility or inconsistent with the Mission Statement or stated Vision of the City

In addition to the above noted restrictions and guidelines, the City of Hamilton further maintains a priority listing in selecting the names for municipal property, buildings, and features (referenced below). This priority listing does not apply to naming requests acknowledging significant financial gifts.

(b) Priority Listing

The three accepted categories of names are listed below in priority order and are explained for further clarification:

(i) *Geographic*

Names having a geographical affiliation which may include, but are not limited to the following references:

- A neighbourhood, community, or subdivision reference
- An adjacent street reference
- A noteworthy physical, environmental or scenic quality
- Unique site characteristics or scenic qualities
- Proximity to a recognizable facility or area
- Topographical or ecological characteristics

(ii) *Historic*

Names having an historical affiliation which may include, but are not limited to the following references:

- A local or national historical event
- A heritage event

(iii) *Prominent Individuals and/or Organizations*

Names affiliated with individuals or organizations which may include, but are not limited to:

- Individuals or families having an historical connection to a site (such as a previous landowner)
- Individuals or organizations having made a significant contribution to the community / City in one or more of the following areas:
 - Service as an elected official to the municipal, provincial or federal government for at least 2 terms
 - Service as a member of a public board, committee, or commission
 - Service in a voluntary capacity in community organizations such as service clubs, cultural groups, unions, ethnic organizations, community associations, professional organizations etc.
 - Service in a voluntary or philanthropic capacity or having made a significant contribution in the following areas: environment, agriculture, arts, co-operatives, education, business or industry, journalism, medicine, politics, religion, science, public service, recreation or sports on a local, national, or international scale

In those cases where names are affiliated with individuals or organizations, the following criteria must be met:

- The contributions of the individual or group must be well documented and broadly acknowledged within the community (staff will contact the relevant professional, religious, fraternal, philanthropic, social, recreational, or other organization to verify this information)
- To the extent where possible, a direct relationship should exist between the individual/organization and the property, building, or feature being considered
- In the case of an elected official or civil servant, they must be retired from public service or deceased to be eligible.
- Where a park or facility is to be named after an individual or group, permission and agreement must be obtained from the individual or their legal representative involved prior to consideration and review by the department. In the case of a deceased individual, recognition shall only be considered with the approval of the legal representative, prior to consideration and review by the department
- The reputation of the individual or organization must be honourable, as the term implies, to be considered for naming.

(c) Military Personnel

Names of former Military Personnel must meet the criteria noted in 4(b) Priority Listing to be considered for naming of municipal property or buildings.

If military personnel do not meet the criteria noted in 4(b), alternate options for commemoration are available through other City programs.

5. Donor Recognition - Significant Financial Gifts

The City of Hamilton will consider naming a public building or property, or features of a

building or property, as a means of providing recognition for significant financial gifts to the City, in accordance with this and other applicable city policies. In this instance, the general guidelines listed under Section 4(a) shall apply. The priority listing outlined in Section 4(b) does not apply in this instance.

The term "Significant Financial Gifts" implies a minimum monetary donation of 35% of the total real or capital cost, or appraised value, whichever is greater, of the amenity being considered for naming.

6. Renaming of Existing Municipal Property, Buildings, and Features

Recognizing that established names contribute significantly to community identity and pride, proposals to rename existing municipal property, buildings, and features must be predicated by exceptional circumstances. Accordingly, existing names will not be changed without consideration of:

- The historical significance of the existing name (especially where it was named according to the Priority Listing)
- The impact on the individual or organization associated with the existing name
- The cost and impact of changing existing signage, rebuilding community recognition and updating records (data bases, letterhead, promotional materials etc.)

All renaming requests must be submitted in the same format as listed in Section 3:

Submission Process

Where a name change is recommended, a communication strategy will be initiated by advertising the proposed name change on the City's web site for a period of 30 days during which time, public comments will be received and considered.

Additionally, the cost associated with the renaming initiative will be the responsibility of:

- The City when the renaming has been initiated by the City, and
- The individual or community group/organization when the renaming has been initiated by the individual or community group/organization.

Public Support Petition

All private individuals or organizations seeking the renaming of any municipal property, buildings or features will be required to submit a petition of community support for the naming initiative. Where a renaming initiative is initiated by the City of Hamilton, a public support petition is not required.

The petition must be in a format acceptable to the City of Hamilton (refer to Schedule A) and must include the name, address, telephone number, and signature of all supporters. The petition must be signed by a minimum of two-thirds of the owners of property immediately surrounding the proposed site as outlined below. Where there is joint ownership of the property, only one signature per property is permissible.

For the purpose of this section, and for greater clarity, the following requirements define what is meant by "property immediately.

Surrounding the proposed site" as referenced above.

- For municipal property features and municipal building features - a minimum of two-thirds of the owners of property or affiliated organizations etc. support the name

change within a ½ kilometer radius of the subject feature;

- For municipal property, parks, open spaces, and municipal buildings - a minimum of two-thirds of the owners of property or affiliated organizations support the name change within a 2 kilometre radius of the subject property, park, open space or public building;

Signed petitions must be submitted with the application.

7. Process for Removal of Current Name of Municipal Property, Building or Feature

Facility Naming Sub-committee may vote to remove the current name of a municipal building or property through a motion. If the motion is carried, the name of the municipal building or property will revert to the previous name or other appropriate name that satisfies the Priority Listing as outlined in this Policy.

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