

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor and Council Members	
FROM: TITLE:	Brent Larmer By-law Enforcement/Policy Coordinator	
DATE OF MEETING:	October 23, 2017	
TITLE / SUBJECT:	Town of Cobourg Municipal Naming Policy	
REPORT DATE:	October 17, 2017	File #:

1.0 STRATEGIC PLAN

This report addresses one (1) Council Strategic Plan Objective.

Town of Cobourg Municipal Council's Strategic Planning Mission Statement:

The Corporation of the Town of Cobourg is committed to open and accountable governance and to the provision of accessible services in a fiscally responsible manner.

Strategic Plan Objective 5: Improving efficiencies and effectiveness in municipal operations.

2.0 PUBLIC ENGAGEMENT

The draft Municipal Naming Policy is a document that provides provisions and guidelines for the naming of Municipal Assets. This draft policy will be distributed to the Parks and Recreation Advisory Committee and the Cobourg Heritage Committee for comment and review with recommendation to Council.

The Parks and Recreation Advisory Committee and Cobourg Heritage Advisory Committee (CHC) operates in accordance with the Advisory Committee and Local Board Policy and Procedures for municipal boards and committees in the Town of Cobourg and follows the Terms of Reference which outlines their mandate and purpose as approved by Council Advisory Committee and Local Board Terms of Reference By-law.

Both of these Advisory Committees receives public delegations and communications/ correspondence from citizens for matters referred to them by Council or in accordance with their respective mandate and terms of reference and in accordance with the Town of Cobourg Procedural By-law.

3.0 RECOMMENDATION

THAT Council receive the first draft of the Municipal Naming Policy for information purposes; and

FURTHER THAT Council refer the draft Municipal Naming Policy to the Parks and Recreation Advisory Committee and the Cobourg Heritage Advisory Committee for comment, review and a recommendation.

4.0 ORIGIN

On February 27, 2017 Council passed a motion directing Staff to review the Parks Naming Policy through public consultation and develop a list of potential names for future Town of Cobourg Parks. The motion provided the opportunity to consolidate the Parks Naming Policy with the Municipal Street Naming Policy into one stand-alone policy which will provide a consistent approach when naming and/or renaming municipal assets.

5.0 BACKGROUND

The Town of Cobourg is committed to providing a fair, consistent and efficient process with respect to naming, renaming or dedication of municipal assets such as municipal parks, streets, and facilities. The purpose of this policy is to establish a systematic and consistent approach for the official naming or renaming of municipal parks, streets, recreational areas and facilities within the Town of Cobourg.

6.0 ANALYSIS

The naming of a municipal street, park or facility, is an important step to enable citizens to locate municipal properties quickly and effectively. Naming municipal properties is the process to assign an official name to a municipally owned property. The name of a municipal property contributes to creating a culture and sense of identity for the Town and community and promotes public awareness of the municipal property and its services.

Municipal staff undertook a review of the Street Naming Policy and Parks Naming Policy including a review of related policies in other jurisdictions and consulted with Town of Cobourg divisions responsible for administering the contents of the Municipal Naming Policy.

This draft policy recommends Cobourg Council adopt a single stand-alone policy for naming municipal streets, parks and facilities: the Town of Cobourg Municipal Naming Policy. The current separated policies can be confusing to the public and hard to interpret without understanding the process when naming a municipal street, park or facility. Combined policies will provide clarity to Council. Staff and the general public on the criteria and approval process for naming of municipal streets, parks and facilities as well as streaming service delivery, across the Town.

Currently there is no consistent and efficient method or process for naming municipal streets, parks or facilities in the Town of Cobourg. As outlined within the provisions of the policy, the Parks and Recreation Advisory Committee will review any municipal park or facility naming applications/requests, while the Cobourg Heritage Committee when deemed necessary, will review any municipal street naming applications/requests as directed by the Planning Department. These procedures are outlined in the provisions of the attached policy for clarity.

Street Naming

The Street Naming sections of the policy set out the criteria and approval process to assign a legal municipal name to a street. The process for naming of new municipal streets shall occur as part of the final subdivision/ development approval process and prior to the Town of Cobourg acquiring title to the lands as a road allowance. The process for re-naming an existing municipal street is also outlined within the policy. The updated policy includes many of the current criteria and approvals already contained in the current policy. Some key changes have been made to address policy gaps and streamline the process for naming a municipal street.

Park and Facility Naming

The Municipal Naming Policy sets out the criteria and approval process to assign an official name to a new municipally owned park or facility and to rename a municipally owned park or facility, such as naming them after an individual, event or organization. The updated policy includes many of the current criteria and approvals already contained in the current policy. Some key changes have been made to address policy gaps and streamline the process for naming a municipal park or facility. The draft policy sets out the criteria and approval process to name a new municipally owned property. This is a gap in the current policy that needs to be addressed in order that the process is clear, transparent and consistent across municipal divisions. The draft policy also incorporates the inclusion of the Parks and Recreation Advisory Committee to review and provide recommendations to Council for submissions and requests regarding municipal park and facility naming.

Commemorative Naming

This draft policy also provides a section on commemorative naming. The policy outlines the criteria for considering naming of a municipal street, park or facility in a commemorative manner, the approval process for obtaining consent, and the manner in which to rename a municipal street, park or facility in the event that a name does not support the best interests of the community.

Attached as 'Schedule A' to this policy is a Municipal Naming Application form in which the Town can use to engage the public in the event that the Town requests submissions to the naming of a municipal street, park, or facility.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

There is no direct financial impact associated with the recommendations in this report.

8.0 CONCLUSION

THAT Council receive the first draft of the Municipal Naming Policy for information purposes; and

FURTHER THAT Council refer the draft Municipal Naming Policy to the Parks and Recreation Advisory Committee and the Cobourg Heritage Advisory Committee for comment, review and recommendation.

Approved By:

Department:



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: **Municipal Naming Policy
- Administration**

Section # 6-2
Policy # LEG-ADM1

Purpose:

The Town of Cobourg is committed to providing a fair, consistent and efficient process with respect to naming, renaming or dedication of municipal assets such as parks, streets, and facilities. The purpose of this policy is to establish a systematic and consistent approach for the official naming or renaming of municipal parks, streets, recreational areas and facilities within the Town of Cobourg.

Policy:

1. PROVISIONS

- 1.1 The naming, renaming and dedication of municipal streets, municipally-owned parks and facilities shall be the responsibility of the Municipal Council of the Town of Cobourg. Council may, at any time, direct that a specific name be used for a specific Municipal street, facility or park, or other element of the Town of Cobourg.

2. OBJECTIVES

- 2.1 The Town of Cobourg shall have the authority to name any municipally owned property and the name shall be based upon a criteria established by this policy. The main objectives of this policy shall include:
- To continue the current practice of naming municipal property, buildings and parks after significant geographical, neighbourhood and historical elements.
 - To recognize, on an exceptional basis, significant contributions that organizations or individuals have made to public life and the well-being of the residents of Cobourg.
 - To provide direction on how to apply for approval to name, rename or dedicate a municipal street, park, or facility.
 - To ensure the application of a defined consultation process to encourage community/public participation through public engagement.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: **Municipal Naming Policy**
- Administration

Section # 6-2
Policy # LEG-ADM1

-
- ensure proper approval process and the importance of the role of Municipal Council and Advisory Committee's approval and support;
 - ensure a clear, efficient and timely naming process;
 - ensure the application of key criteria to determine the validity of a name;
 - ensure that all municipal streets, municipally-owned parks and facilities are easily identifiable;
 - ensure that the given names of municipal streets, municipally-owned parks and facilities are consistent with the values and character of the area or neighbourhood served;
 - encourage the dedication of lands, facilities or donations by individuals, business, developers and/or groups.

3. NAMING PRINCIPLES

3.1 When a municipal street, facility, or park is named, renamed or dedicated, the following principles shall be applied when a name is being considered:

- names should give a sense of place, continuity, belonging and celebrate the distinguishing characteristics and uniqueness of the Town of Cobourg;
- names should promote civic pride in the Town of Cobourg, acknowledge local cultural heritage, history and recognize unique features and geography (such as names that relate to local history, places, and events, native wildlife and natural features or unique characteristics of a neighbourhood or area.)
- the rationale associated with the use of particular names shall be understandable to the majority of Town of Cobourg residents.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: **Municipal Naming Policy**
- Administration

Section # 6-2
Policy # LEG-ADM1

-
- names may recognize the contributions of organizations such as a partnerships with or without financial contributions.

3.2 Priority shall be given to naming, renaming or dedicating a municipal street, facility, or park after:

- the area or street in which the property or building is located to provide a geographical association to help the public to locate a park, bridge, neighbourhood or building more easily;
- an historical name related to the Town of Cobourg's cultural heritage and/or history;
- an organization or individual to recognize particular activities and significant contributions to the community, and/or outstanding contributions and/or sponsorships made toward the development and/or enhancement of a property or building.

5. PROCESSES

5.1 The naming of municipal parks, streets, and facilities and other municipal assets may involve a different process which will depend on the circumstances surrounding the request/requirement for naming.

A. Naming a Municipal Street

- The process for naming of new municipal streets shall occur as part of the final subdivision/development approval process and prior to the Town of Cobourg acquiring title to the lands as a road allowance. The process for re-naming an existing municipal street shall begin once the Town of Cobourg has received a written request which includes the background and rationale for considering the street name change, as per the criteria established by this policy.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: **Municipal Naming Policy**
- Administration

Section # 6-2
Policy # LEG-ADM1

-
- The Cobourg Planning Department receives a written request by the proponent or developer for a name(s) which includes the proposed municipal street name(s) and an explanation of the significance of the name. In the absence of a submission for consideration of a name by the developer or proponent, Planning Department staff will provide the Coordinator of Planning and Development Services with the names available for use as recommended by municipal staff for the specific municipal street(s).

The proposed street name(s) will then be included in the Planning Departments report to Council as part of the subdivision/development final approval process or municipal street re-naming process as the case may be.

- Conditions of property donation and/or property improvements or development as agreed upon by the donor/developer and the Town shall be honoured regarding the naming of the municipal street(s) subject to this policy and final approval by Council resolution.
- Processing of an application for a municipal street name request involves confirmation criteria including; submission of relevant background justification by the developer or proponent, discussion with the developer or proponent, discussion with and review by Cobourg municipal staff, including emergency services, and the Cobourg Heritage Advisory Committee where deemed necessary, and consultation with the Council Coordinator of Planning and Development Services. The Planning Department shall inform the developer or

the proponent if the name is known to conflict with existing street names or is otherwise unacceptable to any of the parties consulted and shall provide a reason why the name is not acceptable.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: **Municipal Naming Policy
- Administration**

Section # 6-2
Policy # LEG-ADM1

-
- Commemorative municipal street name(s) shall be the responsibility of the Planning Department and the Town of Cobourg. Where a request for a commemorative street name has been made, the name shall be evaluated through the criteria and evaluation process of this policy and the processing may include consultation with additional stakeholders as deemed necessary.

B. Naming of a Municipal Park or Facility

- The process for naming of municipal parks or facilities should begin when the Town of Cobourg acquires titles to lands or within twelve (12) months after the Town has acquired titles to lands and once the lands have developed into a park or facility.
- Proposed park and facility names are either:
 1. Specific to a particular park or facility site (as in the case of the development of a new park or the renaming of an existing park); or
 2. Generic park or facility names not related to a specific site.
- Where proposed names are site specific, staff shall undertake to weigh the significance of the proposed name against the policy guidelines for park or facility naming, as well as against those names contained in the parks name listing as maintained by the Park and Recreation Division.
- All requests for naming municipal parks or facilities are to be submitted in writing and by completing the Naming Application Form as attached to this policy as Schedule "A" to Cobourg Parks and Recreation Division and providing sufficient information as to how the proposed name satisfies the criteria pursuant to the policy. Adequate historical or descriptive information shall be provided to validate the proposed name, in order for Parks and Recreation Division Staff to have a clear understanding and appreciation for the request.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: **Municipal Naming Policy**
- Administration

Section # 6-2
Policy # LEG-ADM1

-
- In the absence of a submission for consideration of a name for a municipal park or facility, Parks and Recreation Division Staff will provide the Coordinator of Parks and Recreation Services the names as recommended by Municipal Staff for the specific park or facility.
 - Where proposed names are site specific, staff shall undertake to weigh the significance of the proposed name against the policy guidelines for municipal park or facility naming, as well as against those considered in the parks name listing inventory as maintained and updated by the Parks and Recreation Division.
 - Processing the application involves confirmation of criteria, discussion with the applicable town departments/external stakeholders, including emergency services, and the Parks and Recreation Advisory Committee in consultation with the Coordinator of Parks and Recreation Services.
 - Each application/nomination will be reviewed and evaluated initially by Cobourg Parks and Recreation Division Staff, and each application/nomination that meets the policy requirements will be submitted to the Parks and Recreation Advisory Committee for review.
 - The Parks and Recreation Advisory Committee shall review all applications and nominations for municipal park or facility names as forwarded by the Parks and Recreation Division. The Committee shall recommend a name to be forwarded to Council for approval by a committee motion based on the criteria as outlined within this policy.
 - When a name is recommended for approval, a report shall be drafted by municipal the Parks and Recreation Division Staff outlining the process that was conducted and the applications received containing the Parks and Recreation Advisory Committee recommendation for the municipal park or facility name.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: **Municipal Naming Policy**
- **Administration**

Section # 6-2
Policy # LEG-ADM1

-
- Once the recommendation is submitted, Council may approve the name through a formal resolution which will confirm the official naming of a municipal park or facility within the Town of Cobourg. The applicant that submitted the official nomination for the name will be notified of Council's decision.

4. **COMMEMORATIVE NAMING**

- 4.1 Where the commemorative naming of a municipal street, facility, or park, is being requested, only one of the following criteria shall apply:
- the nominated individual shall have demonstrated excellence, courage or exceptional service to the citizens of the Town of Cobourg, the Province of Ontario, and/or Canada, including past Mayor's and veterans of military conflicts;
 - a direct relationship or association that existed between the place of residence and the community efforts undertaken by an individual and the property, building or element to be named;
 - an individual may be recognized for a significant financial contribution to a park or facility, where that contribution significantly benefits the community that the park or facility serves, in accordance with the Municipal Sponsorship Policy.
- 4.2 Where the name of an individual/organization is used, approval shall be obtained from the individual (his/her family) or the organization for such naming.
- 4.3 The names of municipal parks, streets, and facilities, as well as major elements of such municipal assets named commemoratively should not be changed unless it is found that the individual's personal character is or was such that the continuous use of their name for a park, street, or facility would not be in the best interest of the community.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: **Municipal Naming Policy
- Administration**

Section # 6-2
Policy # LEG-ADM1

4.4 The following criteria shall be used in determining the appropriateness of the municipal street naming designation:

- a) Person who served as a Mayor in the Town of Cobourg;
- b) Fallen World War 1, World War 2 and Boer War veterans (as endorsed by the Cobourg Legion);
- c) Fallen Canadian Armed Forces Service Personnel;
- d) A person, developer, group, or feature particularly identified with the land or a nearby facility; and
- e) Local names of cultural or historical significance, to the community (as endorsed by the Cobourg Heritage Committee).

6. EXEMPTIONS

This Policy is not intended to address:

- Individual memorial dedications such as commemorative benches, trees or plaques.
- Naming Rights/Sponsorships opportunities addressed under the Town of Cobourg Sponsorship Policy. or
- The naming of Town owned facilities leased to commercial tenants.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

Policy Title: **Municipal Naming Policy
- Administration**

Section # 6-2
Policy # LEG-ADM1

7. PUBLIC ENGAGEMENT

All public engagement regarding the naming, renaming and dedication of municipal streets, municipally-owned parks and facilities shall be conducted pursuant to the Town of Cobourg Community Engagement Policy for the Town of Cobourg, as determined by the Parks and Recreation Division, Planning Department and in consultation with the Communications Officer.

Definitions:

“**Commemorative**” shall include the official naming of a municipal street, park, part of a park, facility, or part of a facility, to commemorate or perpetuate the memory of a person, persons, family name, or organization.

“**Parks, recreational areas and facilities**” shall include all property assets under the Town of Cobourg’s ownership and control including buildings, structures, open spaces, public parks, natural areas, wetlands, environmental habitat and land.

“**Road Allowance**” and “**Street**” shall include a highway owned, maintained and/or reserved by a government authority for use by the public for transportation purposes.

Scope

This policy shall apply to all municipal parks and recreational facilities and all municipal road allowances within the boundaries of the Town of Cobourg.

Administration

This policy shall be implemented and administered by the Planning Department (municipal street naming) and the Parks and Recreation Division (Municipal Park and facility naming) in consultation with other municipal staff, external stakeholders and the Parks and Recreation Advisory Committee where applicable, who will forward all recommendations to the Municipal Clerk for Council approval.



CORPORATION OF THE TOWN OF COBOURG

Division: Corporate Services

Effective Date:

Department: Legislative Services

Approval Level: Council

**Policy Title: Municipal Naming Policy
- Administration**

Section #

6-2

Policy #

LEG-ADM1

Cross Reference

Policy#

Procedure #

Resolution #	Revision Description:	Signature/Municipal Clerk:	Council Approval Date:
		<hr/>	

APPENDIX "A"



COBOURG

APPLICATION
MUNICIPAL NAMING POLICY

Application # _____

Naming Application Form

A. APPLICANT INFORMATION:

NAME (Individual or Organization): _____

ADDRESS: _____

PHONE #: _____ EMAIL: _____

B. INFORMATION REGARDING PROPOSED NAME

PROPOSED NAME: _____

Note, if the name submitted on this form relates to the commemorative naming of an individual who is alive, please provide the contact information for the individual below.

NAME: _____

ADDRESS: _____

PHONE #: _____ EMAIL: _____

NAMING CRITERIA:

Applicable Criteria (select all applicable criteria) Policy Section 3.1

- Name gives a sense of place, continuity and belonging and celebrate the distinguishing characteristics and uniqueness of the Town of Cobourg
- Name promotes civic pride in the Town of Cobourg, acknowledge local heritage, history and recognize unique features and geography (such as names that relate to local history, places, and events, native wildlife and natural features or unique characteristics of a neighbourhood or area.)

*Personal Information on this form is collected under the authority of the *Municipal Freedom of Information and Protection of Privacy Act*, R.S.O. 1990 c. M56, as amended. Inquiries about the collection of personal information should be directed to the Municipal Clerk.

- The rationale associated with the use of particular names shall be understandable to the majority of Town of Cobourg residents.
- Names may recognize the contributions of organizations such as a partnerships with or without financial contributions.
- The nominated individual shall have demonstrated excellence courage or exceptional service to the citizens of the Town of Cobourg, the Province of Ontario, and/or Canada, including veterans of military conflicts.
- A direct relationship or association that existed between the place of residence of the community efforts undertaken by the individual and the property, building or element to be named.

C. RATIONALE

Please describe the rationale for the Nomination and attach any background information related to the criteria chosen above, which substantiates all claims made (include newspaper articles, certificates, awards, letter of reference, support or commendation, service records, pictures, etc).

Please note that all information provided in the rational section and or other information attached to this application form will form part of the Naming Application Form and will therefore be released to the public provided in a public agendas and minutes, committee discussions, meetings and reports which may go forward to Council.

D. NAME TO BE USED FOR:

- Park
- Facility/Building
- Street
- Any of the Above
- Other (Please describe): _____

APPENDIX "A"

E. RENAMING: *(Please note, before a renaming application is accepted, the nominator must have written permission from the family or next of kin – If this application results in a request to displace an existing commemorative name [person, persons, or family.]*

Does the location currently have a name: YES

NO

If yes, provide current name, details and rationale for the proposed renaming of this location:

F. ADDITIONAL INFORMATION:

Nominator's Signature: _____ Date: _____

For Office Use Only

Received by _____ Date Received _____

Authorizing Signature: _____

*Personal Information on this form is collected under the authority of the *Municipal Freedom of Information and Protection of Privacy Act*, R.S.O. 1990 c. M56, as amended. Inquiries about the collection of personal information should be directed to the Municipal Clerk.