

City of Mississauga

Corporate Policy & Procedure



Policy Title: Facility Naming

Policy Number: 05-02-02

Section:	Property and Facilities	Subsection:	Facility Planning
Effective Date:	March 28, 2018	Last Review Date:	March, 2018
Approved by: Council	Owner Division/Contact: Parks and Forestry and Culture Divisions, Community Services Department		

Policy Statement

City Facilities are named by Council, based on specific criteria and, where applicable, in consideration of any public comment.

Purpose

This policy establishes the process and criteria for Facility naming.

Scope

This policy applies to all City Facilities, as defined for the purposes of this policy.

Related Policies

City Plaques – Public Relations - Plaques
 Official City Openings/Events – Public Relations – Events
 Civic Protocol – Public Relations – Events

Definitions

For the purposes of this policy:

“City” means the Corporation of the City of Mississauga.

“Dedication” means attributing part of a Facility (e.g. a room in a building or garden in a park), in accordance with the criteria in this policy.

“Facility” means all City property and facilities that are owned, leased, licensed or occupied/operated by the City, including:

- Any public buildings or building portion (e.g. rooms/indoor venues, indoor recreation fields)
- Parkland and open space, including
 - multi-use trails

- outdoor recreation fields
- gardens
- other significant parks features, and
- structures within a park (e.g. bridges and pavilions)

Where Facility boundaries are not easily identified, such as at a garden or overlook within a property, applicable City staff will determine the most appropriate boundary to encompass the name.

“Naming” means the process for assigning an official name to a new Facility, in accordance with the criteria in this policy. Naming applies to the entire Facility.

“Renaming” means changing the name of an entire, existing Facility, in accordance with the criteria in this policy.

Submitting Requests to the City of Mississauga

Proposals from the public for Naming, Renaming or Dedication of a Facility should be forwarded to the Manager, Park Planning, Parks & Forestry Division, Community Services Department.

Accountability

Commissioners

Commissioners are responsible for preparing corporate reports to Council outlining the recommended name for their respective Facility. All reports are signed and presented to Council by the Commissioner, Community Services, in accordance with this policy.

Departmental Directors

All departmental directors are responsible for:

- Ensuring all applicable managers/supervisors are aware of this policy and of any subsequent revisions, and
- Ensuring compliance with this policy

Managers/Supervisors

Managers/supervisors of staff who are responsible for the Facility naming/dedication process, including business planning, are accountable for:

- Ensuring staff in their respective work units are aware of this policy and the Related Policies, as well as any subsequent revisions
- Ensuring applicable staff are trained on this policy and any subsequent revisions, with respect to their specific job function, and
- Ensuring staff comply with this policy

Divisional/Departmental Responsibilities

Staff in the division/department responsible for the Facility are accountable for:

- Confirming that Facility Naming/Renaming or Dedication is an appropriate tribute if honouring an individual
- Researching proposed name
- Obtaining written approval and consent of the named party or their representative if naming a Facility after an individual, event or organization
- Consulting with other divisions (e.g. Park Planning – Parks and Forestry Division, Heritage Planning – Culture Division, Active Transportation Office –Transportation and Infrastructure Planning Division) as required
- Confirming the boundaries of the Facility to be named or renamed
- Determining with the applicable ward councillor the preferred name to be recommended
- Advising the applicable director and the Commissioner of Community Services of the name to be recommended, and
- Drafting a corporate report, to be signed by the Commissioner, Community Services, recommending the name, including a funding request for any associated expenses such as plaques and signage that are not already included in a capital budget and, if applicable, a location map

Initial Naming of a Facility

Proposed Names

Anyone may propose a name for a Facility.

If the proposed name is in honour of an individual, the request must be accompanied by a written biography, including a description of the individual's contribution to Mississauga or the Facility and an explanation of why the honour should be given.

Heritage Properties

Heritage properties will be named in accordance with this policy and the following additional requirements:

- If the property is listed or designated as a heritage property, Heritage Planning staff will consult with the Heritage Advisory Committee as required to confirm the preferred name from a heritage perspective (e.g. original owner or builder; prominent owner; original property name)
- When a property is designated under the *Ontario Heritage Act*, any sponsorship naming opportunity will acknowledge the heritage of the property

Selection Criteria

All suggested names will be considered, unless the name:

- Duplicates another existing name
- Will cause confusion due to similarity to another existing name

- Is meaningful only to a limited number of people, and/or
- Detracts from the image of the City in light of generally prevailing community standards

Unless a sponsorship or donation agreement specifically states what the Facility will be named, preference is given to names which:

- Have a direct relationship with the Facility - i.e. reflect the geographical location of the Facility
- Recognize the historical significance of the area - i.e. reflect the history of the area
- Honour the original inhabitants of the Facility by using the family name or the name used by the original inhabitants to describe the Facility
- Reflect unique characteristics of the site, such as ecological or scenic qualities
- Are in keeping with a specific theme
- Recognize the donation or sponsorship contribution of an individual or organization to the particular Facility when an agreement is not in place, or
- Honour, a minimum of one year posthumously, an individual who has, for example, made significant positive contributions to their local community, the City of Mississauga, the Province of Ontario or Canada

Note: Any member of Council may direct staff to investigate the appropriateness of a Naming or Dedication in honour of a living individual. Based on staff's recommendation, Council may waive the requirement that recognition be posthumous. However, a Facility may not be named in honour of an elected official at any government level, school trustee, etc. unless the official has retired from public service.

Naming Process

The Commissioner of Community Services will consult with the respective ward councillor and, where the property is listed or designated under the *Ontario Heritage Act*, the Heritage Advisory Committee. The Mayor will then be notified of the recommended name.

The Commissioner of Community Services recommends one name to the General Committee (the "Committee"). The Committee's decision is deferred for 30 days to allow time for public comment.

The Community Services Department notifies all residents and ratepayer associations within a 400-foot (122 metre) radius of the Facility of the proposed name. The notice includes the date and time of the meeting at which the Committee will consider the name and advises that interested parties can arrange with Legislative Services, Corporate Services Department, to address the Committee.

At the meeting scheduled to ratify the name, the Commissioner, Community Services presents a corporate report to the Committee outlining the recommended name and a summary of any public comment. The Committee considers both the staff recommendation and the public comment and may accept the recommended name, propose an alternate or defer a decision until further public comment has been solicited through appropriate media or a public meeting.

If an alternate name is proposed, the process is repeated, beginning with notification to residents and ratepayer associations.

Once a name has been approved, the Community Services staff person responsible for the naming process forwards the name to all applicable City divisions.

Renaming a Facility

Generally, changing the name of an existing Facility will not be considered. However, if it is deemed appropriate to change the name of a Facility, a name will be selected using the same criteria and process used for Naming.

Dedication

Dedications are limited to part of a Facility, such as a room within a community centre or specific garden or feature within a park. Generally, a Dedication is an honour reserved for those actions or achievements that meet the policy criteria.

Where applicable, a written biography of the individual, including a description of the individual's contribution to Mississauga or the Facility, and an explanation of why the honour should be given, will be required. The selection criteria are the same as that for Naming.

The Commissioner of Community Services will consult with the respective ward councillor and the Mayor will then be notified of the recommended name. At the meeting scheduled to ratify the name, the Commissioner, Community Services presents a corporate report to the Committee outlining the recommended name. The Committee considers the staff recommendation and may accept the recommended name, propose an alternate or defer a decision until public comment has been solicited through appropriate media or a public meeting, if deemed appropriate.

Note: Where a Dedication is deemed unsuitable, the request may be referred to Communications, Corporate Services Department for consideration of recognition under the City's Civic Recognition Program policy.

Revision History

Reference	Description
GC-0394-2006 – 2006 06 21	
GC-0178-2018 – 2018 03 28	