
Title: Naming and Re-Naming Policy for City Parks and Facilities

Department/Division: Community Services

Purpose

1. This policy is intended to provide clear and consistent criteria as well as process for naming City Parks or Facilities as well as considerations and process where an existing park or facility name is subject to review and consideration for renaming.

Scope

2. This policy applies to the naming and re-naming of City Parks and City Facilities.
3. This policy will establish the criteria for consultation with respect to naming.
4. This policy does not apply to naming of streets or bridges.
5. The policy does not apply to naming relating to financial sponsorship or major donations.

Definitions

6. For the purposes of this policy,
"City" means the Corporation of the City of Owen Sound;
"City Park" means all parkland, open spaces, trails, bridges in parks, hazard lands associated with recreation corridors and areas, and includes but is not limited to, playgrounds, splash pads, outdoor ice rinks, athletic fields and accessory structures, pools, picnic areas, beaches, outdoor shelters, campgrounds, toboggan hills, marinas, and concessions accessory thereto: owned by the City of Owen Sound;

“City Facility” means all real property including buildings and structures not located within parks including major recreational facilities, operations and administrative buildings owned by the City of Owen Sound;

“Honourific” means a person or organization to be recognized with respect through naming a Park or Facility.

“Non Erasure” means to not erase history.

“Principal Legacy” means the enduring consequence of the honourific in the City, Province or Country.

Policy

7. The following guidelines apply to all considerations for naming:
 - i. All naming shall portray a positive image of the City and be consistent with the values of the City of Owen Sound Strategic Plan.
 - ii. All naming should be considered permanent and re-naming should only be considered in exceptional circumstances.
 - iii. Naming should avoid duplication of names that would result in confusion or impair the ability of First Responders to respond to emergencies.
 - iv. The City Clerk shall maintain a register of Parks and Facility names to ensure duplication is avoided.
 - v. City Council shall have the final decision with respect to naming of City Parks and Facilities.
 - vi. City Council shall follow the procedure attached to this Policy with respect to the process, public notice, consultation in advance of any decision with respect to Naming or Re-Naming.

City Park and Facility Naming Guideline

8. The following guidelines established for naming City Parks and Facilities are listed in descending order of preference.
9. A name that identifies the location or unique characteristic of the community. These may include but not be limited to the following:

- i. A neighbourhood or planning area reference (i.e. Sydenham Heights);
 - ii. A street reference;
 - iii. A noteworthy physical or environmental or scenic quality (i.e. Bayview Park);
 - iv. Proximity to a recognizable facility or area (i.e. High Park).
10. A name that recognizes a historical event which has Citywide, regional or national impact or significance (i.e Olympic Torch Square).
11. A name that recognizes an individual, family or object having a historical connections to a site (i.e. Harrison Park).
12. An honourific naming: The name of an individual or organization that has made a significant contribution to the community, to the City, the Province or Nation.

The following conditions apply to considering an honourific naming:

- i. The reputation of the individual or organization must be accurately and completely documented and broadly acknowledged as benefitting the community, City, Province or Nation;

The primary contribution of the individual or group shall be well documented and the record of such shall be retained as a permanent document;

The application shall include sufficient information to ensure the principal legacy is well documented and supports the request for naming.
- ii. Where possible, a direct relationship should exist between the individual or group and the feature, park or facility being considered for naming, sport personalities should be recognized with their area of athletic endeavor. (i.e. Harry Lumley Bayshore Community Centre).
- iii. In the case of an elected official or civil servant, they must be retired from public service to be eligible.
- iv. Names of individuals can be used posthumously, however, permission is required from the persons immediate family or executors.

City Park and Facility Re-Naming Guideline

13. The re-naming of City Parks and Facilities will only be considered in exceptional circumstances.
14. Re-naming will be considered only when it can be demonstrated that it is not in the City's best interest to continue to use the name.
15. It is incumbent on Council or the person or organization applying for the re-naming to provide sufficient information to consider the request.
16. City Council shall have the final decision with respect to naming of City Parks and Facilities.
17. City Council shall follow the procedure attached to this Policy with respect to the process, public notice, consultation in advance of any decision with respect to Naming or Re-Naming.
18. The following considerations and principles apply to any consideration of re-naming:

- i. Renaming on account of values should be an exceptional event.**

- There are many reasons to honour tradition;
- Historical names can be a source of knowledge and often carry wisdom not immediately apparent to a current generation; no generation stands alone at the end of history with perfect moral hindsight;
- It is a virtue to appreciate the complexity of those lives and historic events that have given shape to the world in which we live;
- The presumption against renaming is strongest when a park or facility has been named for someone who made a major contribution to the City, the Province or the Nation.

- ii. Sometimes renaming on the basis of values is warranted.**

Three distinct timeframes should be considered:

- a. The era in which honourific lived and worked;
- b. The time of a naming decision;
- c. The present.

Each timeframe offers relevant information. Considering the three timeframes noted, consideration should be given to the following:

- Does the principal legacy of an individual or organization conflict with the vision and values of the City today?
- Human lives are large and contain multitudes, individuals may have both virtues and vices;
- Interpretations of principal legacies are subject to change over time and may vary in the eye of the beholder;
- Consider the long lasting or enduring impact of an honourific;
- Altering the interpretation of a principal legacy associated with an honourific is not done easily;
- The principal legacy is only one consideration and should be considered with the other principles for re-naming;
- Was the principal legacy significantly considered in the time the honourific lived and was it considered at the time of the naming;
Re-naming is more likely to be warranted when there was not an appropriate consideration of principal legacy that was well documented at the time the person lived and the naming was done;
- Does a Park or facility whose honourific that has a principal legacy that his deemed to be in conflict with the values of the City play a substantial role in forming the sense of community of the City;
If a Park or Facility has a long-standing name that has created bonds and connections among generations of community members, these bonds can be a reason to keep a name;

iii. A decision to re-name a park or facility comes with an obligation of non-erasure.

- When a name is altered, the City has a responsibility to ensure that the removal does not have the effect of erasing history;
- It is incumbent on the City to ensure if a renaming is done that affirmative steps are taken to avoid erasure such as exhibits, installations, plaques, signs and public area or other such creative means considered appropriate by the community and Council.

Process

Process – Naming a City Park or City Facility

1. A completed application form is completed and submitted to the attention of the City Clerk.

(A fillable form is available on the City website or available in hard copy at City Hall)

2. Staff will review the application for completeness ensuring that the information required to consider the request, with respect to an honourific naming, has been provided.

3. a) Council receives a request on the form provided from an individual or organization to name a City Park or Facility.

b) Council requests by resolution that staff initiate or not initiate the process to name a City Park or Facility.

c) Council itself requests by resolution that staff initiate a naming process.

4. Staff report

Staff will prepare a report to the Community Services Committee with respect to the proposed naming together with the information provided in the application.

5. Public Notice

A minimum of 10 days in advance of making a decision with respect to a naming, public notice will be given on the City website (Notices) and via a Media Advisory.

6. Public input will be assembled and presented to Community Services Committee in a staff report with a final recommendation.

7. Community Services Committee to recommend to Council.

8. The decision of Council is final.

9. Any decision to name a park or facility is enacted by Bylaw.

Process – Re-Naming a City Park or City Facility

1. A completed application form is completed and submitted to the attention of the City Clerk.
2. Staff will review the application for completeness ensuring that the information required to consider the request has been provided.

(A fillable form is available on the City website or available in hard copy at City Hall)

3. a) Council receives a request on the form provided from an individual or organization to re-name a City Park or Facility.
b) Council requests by resolution that staff initiate or not initiate the process to re-name a City Park or Facility.
c) Council itself requests by resolution that staff initiate the re-naming process.
4. Staff report

Staff will prepare a report to the Community Services Committee with respect to the proposed re-naming together with the information provided in the application. The staff report will include information to address the composition of a working group as follows:

Community Services Committee will by resolution appoint a working group composed of:

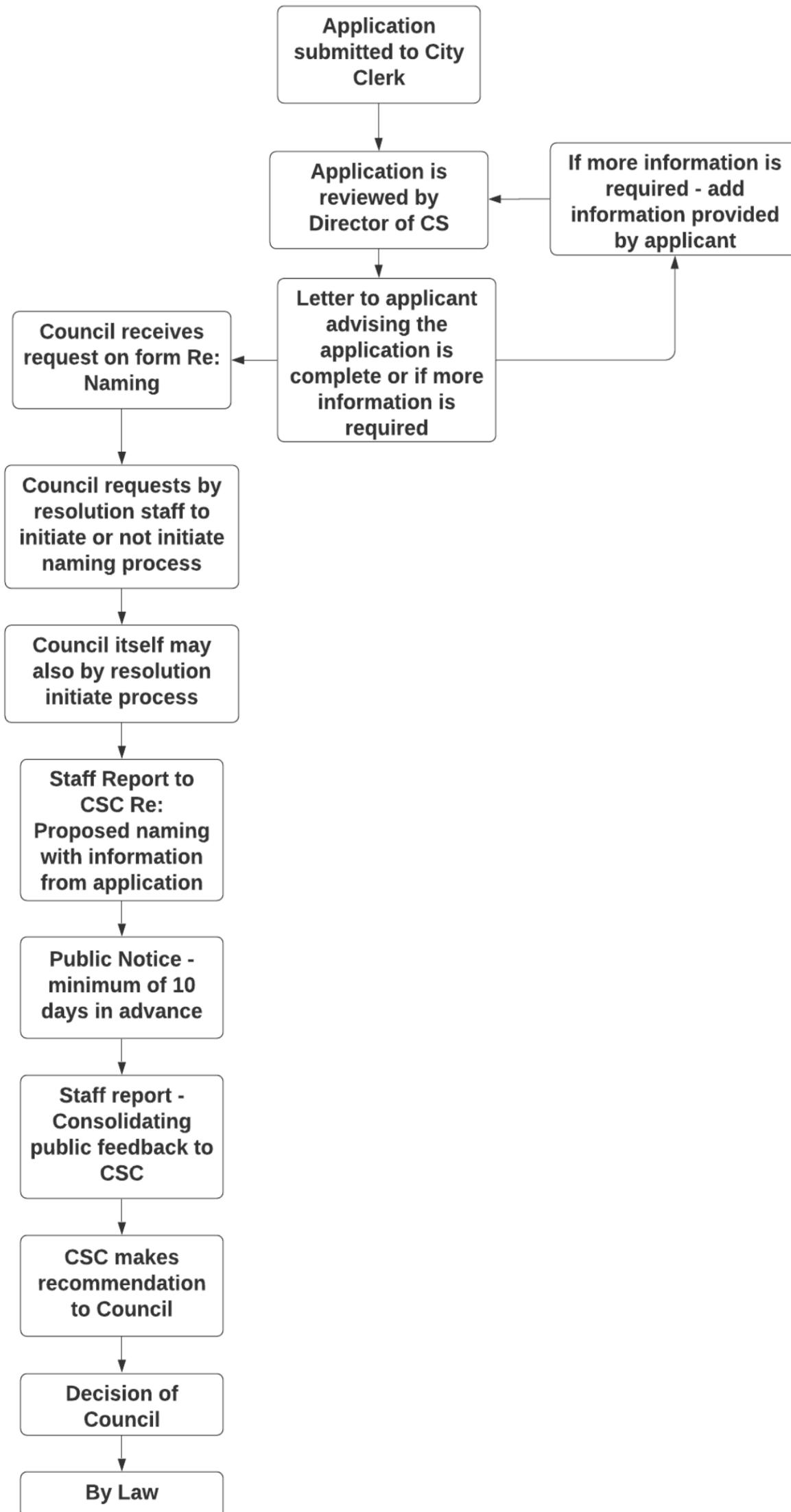
- a. 3 members of City Council;
 - b. City Clerk
 - c. City Manager or designate
 - d. Other staff deemed appropriate given the nature of the request (i.e. Manager of Human Resources)
5. The Working Group can obtain legal advice or expert opinion from a subject matter expert that may be able to provide assistance with the consideration of the matter.
 6. The Working Group may request additional information or documentation from the group or organization making the initial application for re-naming if necessary.

7. The Working Group makes a recommendation to Community Services Committee. The Community Services Committee Meeting Minutes will then be considered at Council.
8. The decision of Council is final.
9. Decision is enacted by Bylaw.

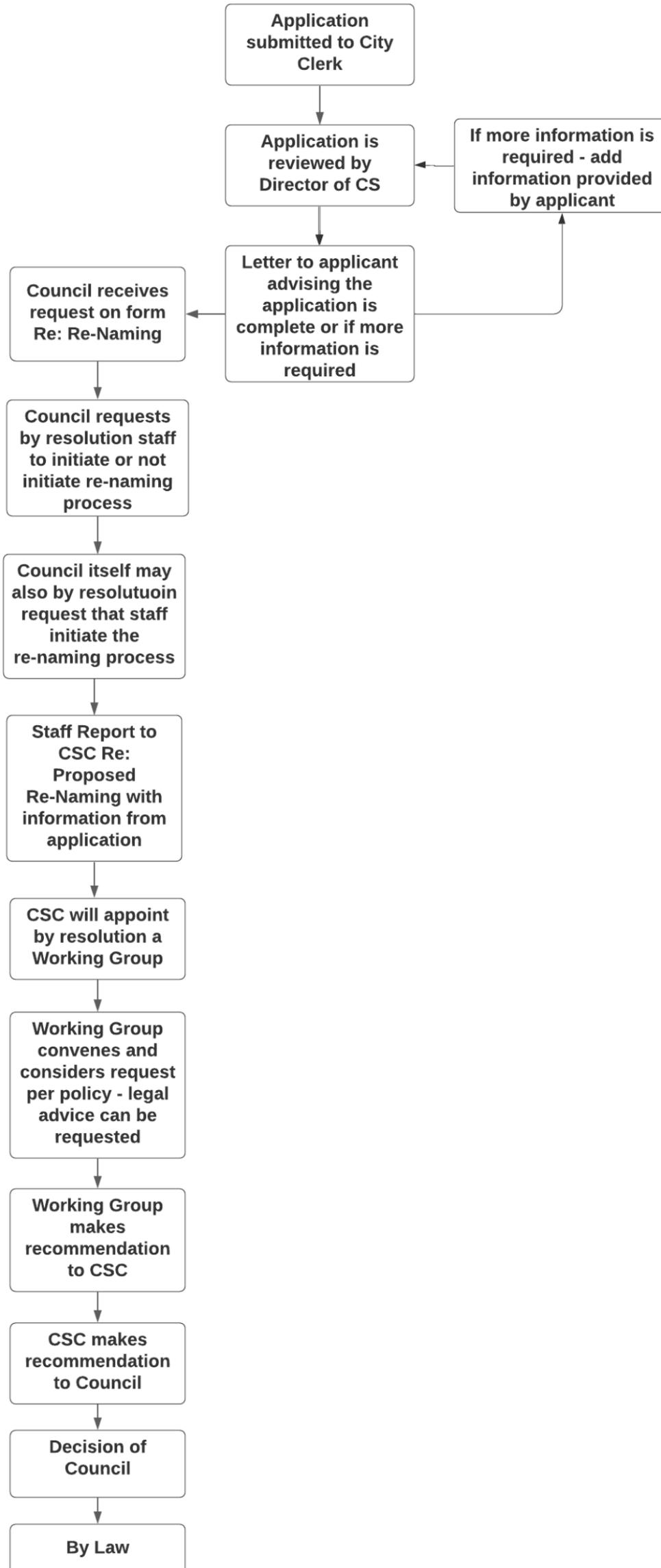
Attachments:

- Schedule A: Process Flow Chart – Naming a City Park or Facility
- Schedule B: Process Flow Chart – Re-Naming a City Park or Facility
- Schedule C: Application Form – Naming a City Park or Facility
- Schedule D: Application Form – Re-Naming a City Park or Facility

Process Flow Chart – Naming a City Park or Facility



Process Flow Chart –Re-Naming a City Park or Facility



D. SIGNATURE OF APPLICANT

Date

Signature

E. CITY USE

Date Received

Date Application Deemed Complete

Signature

Resubmission Date

F. APPLICATION INFORMATION

Return Application to:

City of Owen Sound
c/o Briana Bloomfield
808 2nd Avenue East
Owen Sound, ON N4K 2H4
Tel: 519-376-4440 ext. 1247; Fax: 519-376-6028
E-mail: bbloomfield@owensound.ca

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