

**Municipality of Chatham-Kent**  
**Commemorative Naming Policy**

**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 Municipality of Chatham-Kent
- Provide direction on how to apply for approval to name or rename municipal property, buildings or features
- To ensure the application of a defined consultation process to encourage community participation
- To ensure a clear, efficient and timely naming process
- To ensure the application of key criteria to determine the validity of a commemorative name

Names formally assigned to municipal buildings and features in the Municipality of Chatham-Kent will vest through 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 five 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 naming of an existing municipal property, building or feature that has not received a formal name or only an informal name, to recognize significant contributions that organizations or individuals have made to the public and the well-being of the Municipality of Chatham-Kent
- The renaming of an existing municipal property, building or feature that currently has a formal name.
- Providing recognition of gifts generously donated to the Municipality of Chatham-Kent

(c) Non-Application

This policy is not intended to address:

- Naming situations related to sponsorship that fall under the Naming Rights Policy – Sponsorship
- Individual memorial dedications such as commemorative benches, trees or plaques
- Naming or renaming of municipal roadways
- Core facilities (municipal centres, fire halls, EMS stations, police stations and public libraries)

## 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.

Municipal Property and Buildings means all buildings, structures, and property owned by the Municipality of Chatham-Kent, including but not limited to, dedicated parkland, open space, public buildings, park features, and building features.

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 Municipality of Chatham-Kent.

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 Municipality of Chatham-Kent.

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, gardens, playgrounds, washrooms, skateboard part facilities etc.

Public Buildings includes but is not limited to, all Municipally owned public buildings such as recreation and community centres, administration buildings, and operations yards under the jurisdiction of the Municipality of Chatham-Kent.

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

## 3. Submission Process

### (a) Opening a new municipal property, building or feature

Upon the creation of a new municipal asset that administration has deemed appropriate for commemorative naming, the Clerk's Office shall advertise the naming opportunity on the municipal website and applications will be received for a period of 30 days.

All applicants shall complete and submit The Naming Application Form (Appendix A) to request for the naming of municipal property and buildings to the Municipal Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. The written request shall also provide the following supportive information:

- 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 municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- 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;

**(b) Reopening of a municipal property, building or feature following refurbishment**

Upon the reopening of a municipal asset that has undergone refurbishment that administration has deemed appropriate for commemorative naming Clerk's Office shall advertise the naming opportunity on the municipal website and applications will be received for a period of 30 days.

All applicants shall complete and submit The Naming Application Form (Appendix A) to request for the naming of municipal property and buildings to the Municipal Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. The written request shall also provide the following supportive information:

- 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 municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- 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;

**(c) Naming of an existing municipal property, building or feature that has no name or only an informal name**

Residents of Chatham-Kent may, at any time, complete the Naming Application Form (Appendix A) to request the naming of an existing municipal property, building or feature

that has no name or only an informal name. The written request shall also provide the following supportive information:

- 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 municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- 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;

**(d) Renaming of an existing municipal property building or feature that has a formal name**

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 applicants shall complete and submit The Re-Naming Application Form (Appendix B) to request for the naming of municipal property and buildings to the Municipal Clerk, providing sufficient information as to how the proposed name satisfies the criteria of this policy. The written request shall also provide the following supportive information:

- 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 municipality;
- Documentation including letters from organizations and individuals providing substantial support for the request;
- 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;

**Cost of Renaming**

The cost associated with the renaming initiative will be the responsibility of:

- The municipality when the renaming has been initiated by the municipality

- The individual or community group/organization when the renaming has been initiated by the individual or community group/organization

### Public Consultation

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

### **(e) Recognition for significant financial contribution**

The Municipality of Chatham-Kent 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 Municipality, in accordance with this and other applicable municipal policies. In this instance, the general guidelines listed under Section 5(a) shall apply.

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

## **4. Selection Process**

The Clerk will forward naming or renaming applications 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
- Conduct a background investigation which may include a criminal reference check
- Circulate the application to the appropriate internal stakeholders for comment on the suitability of the application
- Internal stakeholders include, but is not limited to:
  - Mayor
  - Ward Councillors (of the Ward where the asset is located)
  - Chief Administrative Officer (or designate)
  - Municipal Clerk (or designate)
  - Director of Planning Services (or designate)
  - Director of Drainage, Asset and Waste Management (or designate)
  - Director of Community Attraction and Leisure Services (or designate)
  - Director of Economic Development (or designate)
  - Director of Legal Services (or designate)

Following the completion of the application review process, Council will discuss the recommended name(s) in closed session. Following the closed session meeting, the

Director shall submit an open session report with the appropriate recommendation to Chatham-Kent Council 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 municipality

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

## **5. 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 Chatham-Kent.
- Names should maintain a long-standing local area identification with residents of Chatham-Kent
- Names shall be consistent with any other applicable Chatham-Kent 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, creed or sexual orientation
  - Duplication
  - Tobacco or alcohol products
  - Names considered inappropriate for a municipal facility or inconsistent with the Core Values or Strategic Plan of the Municipality of Chatham-Kent

In addition to the above noted restrictions and guidelines, the Municipality of Chatham-Kent 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 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 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 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 previous landowner)
- Individuals or organizations having made a significant contribution to the community/municipality 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 public board, committee, or commission
  - Services 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: environmental, agriculture, arts, cooperatives, 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 were 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 to be names 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.