

TITLE:	<i>City of Ottawa – Commemorative Naming Policy for Municipal Parks, Streets and Facilities</i>		
ORIGINATING DEPARTMENT:	<i>Corporate Services Department</i>		
ORIGINATING BRANCH:	<i>Secretariat Services Branch</i>		
AUTHORITY:	<i>City Council – Approval Date: 24 July 2002</i>		
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POLICY STATEMENT

The City of Ottawa is committed to providing a fair, consistent and efficient process, while respecting the important need for public consultation and legislative approvals, with respect to commemorative naming of municipal streets, parks, and parts of parks, facilities, and parts of facilities after a person, persons, family name.

PURPOSE

The main objectives of this policy are:

- To ensure a clear, efficient and timely naming process;
- To ensure the application of key criteria to determine the validity of a commemorative name;
- To ensure the application of a concrete consultation process and community participation;
- To ensure the compilation of a comprehensive Commemorative Names Reserve list for parks and facilities;
- To ensure one central repository for all commemorative naming requests for streets, parks, parts of parks, facilities, or parts of facilities.
- To ensure proper approval process and the importance of the role played by legislative bodies i.e. Committee and Council approval.

APPLICATION

This policy applies to all City employees, including full-time, part-time, and temporary employees, summer students and co-op placements, and persons acting on behalf of the City (e.g. consultants, contractors), as well as Members of Council and the public with respect to commemorative naming of municipal streets, parks, parts of parks, facilities and parts of facilities after a person, persons, family name.

Any member of the public or City Council may submit a nomination for commemorative naming of a municipal park, facility or street. For commemoration purposes, the term municipal park shall include other components, such as sporting fields contained within a larger park.

CORPORATE POLICY

POLICY DESCRIPTION / IMPLEMENTATION

CRITERIA

Where the naming of a street, municipal park, parts of a park, facility, or parts of a facility, is being requested, at least one of the following criteria shall apply:

- The nominated individual shall have demonstrated excellence, courage or exceptional service to the citizens of the City of Ottawa, the Province of Ontario and/or Canada;
- The nominated individual shall have an extraordinary community service record;
- The nominated individual shall have worked to foster equality and reduce discrimination;
- Where the nominated individual is a current City employee, the individual shall have made an outstanding contribution to the City of Ottawa outside of his/her capacity and duties as a City employee or they may be recognized for their exceptional service once they are no longer a City employee;
- 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;
- The nominated name has historical significance.

COMMEMORATIVE NAMING APPLICATION FORM

A commemorative naming information sheet, application form and required affidavits are available in both French and English through the contact noted at the end of this policy document.

PROCESSES

The commemorative naming process for municipal streets, parks, parts of parks, facilities, and parts of facilities, will involve a different course of action depending on the circumstances surrounding the request/requirement for naming. The following outline four possible circumstances under this policy with respect to commemorative naming:

A. *COMMEMORATIVE NAMING PROCESS*
(EXTERNAL APPLICATION RECEIVED – VENUE AND WARD SPECIFIC)

Receipt of a Nomination/Application: All requests for commemorative naming are to be submitted in writing by completing the Commemorative Naming Application Form and supporting documentation.

Processing of the Nomination/Application: Processing the application involves confirmation of criteria, reference checks (if applicable), discussion with the applicant and the applicable City departments, initial meeting of the Commemorative Naming Committee (CNC), public consultation for a 60 day period, compiling consultation results and a reconvening meeting of the CNC for final decision.

Decision, Committee and Council Approval and Notification: Meeting of the CNC is reconvened to review the public consultation results and departmental comments. When a name is recommended for approval, an *in camera* report to the appropriate Standing Committee and Council is prepared containing the CNC's recommendation.

Implementation of Approved Nomination: Upon Committee and Council approval, implementation of the approved commemorative name is undertaken. This involves final notification to the nominee, preparation of an official letter signed by the Mayor and Ward Councillor, and an official unveiling ceremony for the nominee and family with the presentation of a plaque to be erected at the site, indicating the name as well as its significance for commemoration.

B. *COMMEMORATIVE NAMING PROCESS*
(NEW PARK DEVELOPMENT OR NEW FACILITY CONSTRUCTION)

Development Services, Planning and Infrastructure Approvals, and People Services, Innovation, Development and Partnerships, will notify the City Clerk when a new park is to be constructed, information regarding the specific park and the applicable time frame for construction and City ownership, and, if applicable, information with respect to proposed names for the park.

Corporate Services, Real Property and Asset Management, or the applicable operating department, will notify the City Clerk when a new City facility is to be constructed, information regarding the specific facility and the applicable time frame for construction, and, if applicable, information with respect to proposed names for the facility.

The City Clerk or designate may convene a meeting of the Commemorative Naming Committee as required to discuss and name all new parks and/or facilities which have been identified as requiring a name, or to discuss a recommended commemorative name.

The Committee shall review the approved list of names eligible for consideration to determine if there is an appropriate name for the identified park or facility, or undertake necessary steps to solicit proposed names. If a commemorative name is selected for the park or facility from the Commemorative Names Reserve List, or a name is recommended through another means, the public consultation process will commence for 60 days. The Commemorative Naming Committee will reconvene to review public comment and develop a final recommendation. The recommendation will be submitted for approval to the Corporate Services and Economic Development Committee and Council for commemorative naming of facilities and the Health, Recreation and Social Services Committee and Council for commemorative naming of parks.

Commemorative names recommended for a new facility or park will undergo the same criteria evaluation, investigation and process as outlined under this policy.

C. COMMEMORATIVE NAMING PROCESS
(COMMEMORATIVE STREET NAMING)

Commemorative street names shall remain the responsibility of the Development Services Department. Where a request for a commemorative street name has been made, initial contact with Development Services is made. The name will be vetted through the investigation and criteria evaluation process of this policy. Once endorsed it will be forwarded to the Development Services Department for processing in accordance with the pending Street Naming Policy. A meeting of the CNC will not be required for the naming of a street.

D. COMMEMORATIVE NAMING PROCESS
(COMMEMORATIVE NAMES RESERVE LIST)

Similar to the “A” process outlined above, a name may be submitted that is not site or venue specific. In this regard, the application will undergo the same process with respect to criteria evaluation and investigation. Staff will discuss possible options with the nominator and the suitability. If a site or/and geographic location is not determined through these discussions, the name is placed on the Commemorative Names Reserve List (for parks and facilities) maintained by the City Clerk, and the Street Names Reserve List maintained by Development Services.

When a park or facility requires naming, a meeting of the CNC may be called to review the approved list of names eligible for consideration to determine if there is an appropriate name for the identified park or facility, or to consider a recommended name.

Public consultation is conducted for the 60 day period, at which time the CNC will re-convene to review the public comments and develop a final recommendation. A report will be forwarded to the appropriate Standing Committee and Council recommending the commemorative name.

Upon Committee and Council approval, implementation of the approved commemorative name is undertaken. This involves final notification to the nominee, preparation of an official letter signed by the Mayor and Ward Councillor, and an official unveiling ceremony for the nominee and family with the presentation of a plaque to be erected at the site, indicating the name as well as its significance for commemoration.

PUBLIC CONSULTATION

Public consultation shall be undertaken in accordance with the size and scope of the park or facility being named. Consultation may consist of formal written notification of the proposed name to ward-affected community associations, applicable interest groups and City of Ottawa Advisory Committees (where appropriate) for comment. Ward meetings may be held upon request by the Ward Councillor, and advertisements may be placed in applicable community newspapers, and dailies, where appropriate, and on the City's Web site. The public consultation period shall last two months, or 60 calendar days.

Public consultation is required as the issue of commemorative naming of parks and facilities directly affects citizens and provides identity to the communities in which they live. Through public consultation at the community and city-wide level, residents will be able to ensure they maintain a strong connection to their communities and will be able to gain a better understanding of the individual who has been nominated for commemoration.

Statistical information on comments received under consultation will be provided to individuals other than the Commemorative Naming Committee, upon request. However, specifics and written comments received will only be available to the Committee and City Council.

City staff will provide the final decision on a proposal to individuals who submit a comment under the public consultation component, and provide a copy of the Commemorative Naming policy and information sheet, when necessary.

COMMEMORATIVE NAMING COMMITTEE

The Commemorative Naming Committee is composed of the following representatives:

- The City Clerk (or designate)
- The General Manager of People Services (or designate)
- The General Manager of Corporate Services (or designate)
- The General Manager of Development Services (or designate)
- The Mayor (or designate)
- The Councillor in whose ward the park or facility is located

In the event that a park or facility crosses ward boundaries and is located in more than one ward, all affected ward Councillors shall be considered part of the Commemorative Naming Committee.

Meetings will be held in-camera, in accordance with Section 12 (1)(b) of the Procedure By-law, “personal matters about an identifiable individual, including staff”.

COMMEMORATIVE NAMES RESERVE LIST MAINTENANCE AND USE

The Office of the City Clerk shall maintain the Commemorative Names Reserve list for parks and facilities.

In accordance with Council direction, historical names will be given precedence. Otherwise, there shall be no prioritization system of commemorative names on the list. Nominators are free to designate the name for use in a specific ward, street, park, or type of facility at the time of nomination if they chose.

The List shall be made available on request to any interested party, although the results of the investigations of the naming requests shall remain confidential.

A commemorative name may be used for a park, street and facility only once. If the nominator wishes that a nominated commemorative name be associated with a particular park, street or facility, it shall be noted on the Commemorative Names Reserve List.

Secretariat Services Branch will maintain all applications for commemorative street naming with respect to criteria and investigation. However, working in cooperation, Development Services will incorporate commemorative street names on the Development Services Street Names Reserve List. Where warranted, the Commemorative Names Reserve List shall be consulted for the purposes of street naming, although a meeting of the Commemorative Naming Committee shall not be required for street naming.

CORPORATE POLICY

RENAMING

The renaming process shall be identical to the commemorative naming process and also require City Council as the final authority for approving the proposed park or facility name. The renaming process differs in that it entails the discarding of an old name, which most likely has become an important part of community identity. Thus the need for public input is even greater.

DEFINITIONS

For the purpose of this policy, the following definitions apply.

Commemorative - shall refer to 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.

Commemorative Names Reserve List – shall refer to a central Corporate list maintained by the City Clerk of all commemorative names submitted and approved for parks and facilities, however, not yet used. With respect to streets, a Street Names Reserve List is maintained by Development Services, and incorporates approved commemorative names for use on streets.

Renaming – shall refer to the act of discarding of an old or current name, which most likely has become an important part of community identity. The old or current name is not restricted to a commemorative name, but is inclusive and refers to names originating from a street, community, geographical area, etc.

RESPONSIBILITIES

CITY MANAGER, GENERAL MANAGERS AND DIRECTORS

It is the responsibility of the City Manager, General Managers and Directors to:

- Understand and support this policy, and ensure that the policy is communicated to employees and the public.
- The Directors of Planning and Infrastructure Approvals, Development Services, and Innovation, Development and Partnerships, People Services, and the appropriate staff, will notify the City Clerk when a new park is to be constructed, information regarding the specific park and the applicable time frame for construction and City ownership, and, if applicable, information with respect to proposed names for the park.
- The Director of Real Property and Asset Management, Corporate Services, or the applicable operating department, will notify the City Clerk when a new City facility is to be constructed, information regarding the specific facility and the applicable time frame for construction, and, if applicable, information with respect to proposed names for the facility.

CORPORATE POLICY

MANAGERS AND IMMEDIATE SUPERVISORS

Managers and immediate Supervisors are responsible for:

- Understanding and supporting this policy, and ensuring that the policy is communicated to employees and the public.
- Working cooperatively with the City Clerk, or his designate, with respect to the provision of information and necessary approvals regarding municipal parks, streets and facilities.

EMPLOYEES

Employees responding to a public inquiry regarding commemorative naming are responsible for:

- Referencing the subject Policy and processes, where applicable;
- If applicable, directing the inquiry to the City Clerk or the contact noted at the end of this policy document.

CONTRAVENTIONS

Failure to comply with this policy will result in inconsistent information provided to the public and Members of Council, and increase the possibility of improper commemorative naming of municipal parks, facilities and streets without appropriate research, community involvement and endorsement.

REFERENCES

Commemorative Naming Policy for Municipal Parks, Streets and Facilities – Report dated 2 July 2002 to Committee and Council – ACS2002-CRS-SEC-0057 Corporate Services and Economic Development Committee 16 July 2002, City Council 24 July 2002
Commemorative Naming Information Sheet, Application Form and Affidavits

LEGISLATED & ADMINISTRATIVE AUTHORITIES

City of Ottawa Council Minute – 24 July 2002
Corporate Services and Economic Development Committee Report No. 32
Commemorative Naming Committee

CONTACT

Enquiries regarding commemorative naming should be directed to:

Jamie Lalonde
Sr. Administrative Assistant
City Clerk and Solicitor's Branch
City Manager's Office
City of Ottawa
Tel: (613) 580-2424 Ext. 28717
namingottawa@ottawa.ca