

The Corporation of the City of Cornwall
Regular Meeting of Council
Report

Department: Corporate Services
Division: Clerk's Division
Report Number: 2020-367-Corporate Services
Prepared By: Manon L. Levesque, City Clerk
Meeting Date: November 23, 2020
Subject: Municipal Naming Policy

Purpose

To implement a new Naming Policy for municipal assets.

Recommendation

That Council approve:

- a. the Municipal Naming Policy as presented
- b. the conversion of the former Parks, Facilities and Street Naming Policy Committee to the Municipal Naming Working Group
- c. the establishment of the Municipal Naming Working Group with the current Members of Council and of Administration

Financial Implications

There are no financial implications associated with implementing this new Naming Policy.

Background / Discussion

On September 9, 2019, Council directed the current Municipal Naming Committee to review the Parks, Facilities and Street Naming Policy and bring back a report on how to handle requests on renaming civic facilities.

The Municipal Naming Working Group is comprised of:

Councillor Claude McIntosh

Councillor Glen Grant

Councillor Elaine MacDonald

Geoff Clarke, General Manager, Corporate Services

Manon L. Levesque, City Clerk

Mark A. Boileau, General Manager, Planning, Development and Recreation

James Fawthrop, Manager, Recreation and Facilities

Mike Fawthrop, Division Manager, Infrastructure

The Naming Policy Working Group met to review similar policies from other municipalities and agreed to various matters and themes throughout a new Municipal Naming Policy.

The Municipal Naming Working Group met again to review the draft Municipal Naming Policy and agreed on changes to the draft. The Working Group is recommending that the draft Policy be approved as presented.



Municipal Naming Policy

Department: Corporate Services - Clerk's Division

Effective Date:

Council Approval:

1. Policy Statement

The City of Cornwall is committed to providing a fair, consistent and efficient process while respecting the important need for public consultation and legislative approvals with respect to naming, renaming or dedication of Municipal assets such as new streets that are not part of a new subdivision, parks and facilities, as well as the major elements of such municipal assets. On occasion, Cornwall City Council may wish to acknowledge the activities and significant contributions of a person, persons, or family, to the community through the naming of a municipal asset.

2. Definitions

For the purpose of this Policy, the following definitions shall apply:

Commemorative

"Commemorative" shall refer to the official naming of a municipal park or facility after a person, persons, or family name.

Elements

"Elements" means components of a facility or park, including but not limited to trails, pools, arenas, parking garages, courtyards, gardens, lawns, recreation fields, halls, galleries, lounges, lobbies and meeting rooms.

Memorials

"Memorials" means a discreet memorial such as a tree or a bench in a park or public space, dedicated to a person or group which may include a plaque that does not include flowers, floral arrangements, images, signs, tokens, tributes, religious offerings, ashes, etc.

Municipal asset

“Municipal asset” refers to new streets that are not part of a new subdivision, municipally owned parks and facilities as well as the major elements of such municipal assets including major elements thereof.

Municipal Facility

“Municipal facility” refers to City-owned buildings and their major elements including but not limited to pools, arenas, parking garages, plazas, courtyards, halls, galleries, lounges, lobbies and meeting rooms.

Municipal Names Registry

“Municipal Names Registry” is a central repository of all approved names for parks and facilities including names submitted that qualify, but may not be chosen by the Municipal Naming Working Group for a particular asset, but that could be considered for future assets. It shall also include records related to the history of the names selected for assets, when previously recorded for use.

Naming Rights

“Naming Rights” refers to the granting by the owner of the right to name a piece of property or portions of a property, typically in exchange for financial consideration.

Parks

“Parks” shall include parkland, open spaces, valley lands, environmentally protected areas; references to parks shall include major elements including but not limited to trails, gardens, lawns, recreation fields, courtyards, plazas.

Sponsorship

“Sponsorship” means a marketing-oriented, contracted arrangement that involves the payment of a fee or payment in-kind by a company in return for the right to a public association with an activity, item, person or property for mutual commercial benefit. Sponsorships may be in the form of financial assistance, non- cash goods or a contribution of skills or resources.

3. Purpose / Application

This policy establishes the processes and criteria for naming, renaming or dedicating municipal assets such as new streets that are not part of a new subdivision, parks and facilities as well as the major elements of such municipal assets, including the methods by which the public may provide suggestions and comments. This policy does apply to the naming of streets that are part of a new subdivision.

The main objectives of this policy are:

- a. Naming municipal assets such as new streets that are not part of a new subdivision, parks and facilities as well as the major elements of such municipal assets after significant geographical, neighbourhood and historical elements.
- b. To recognize, on an exceptional basis, significant contributions that organizations or individuals have made to public life and the well-being of the people of Cornwall.
- c. To provide direction on how to apply for approval to name, re-name or dedicate a municipal asset.
- d. To ensure the application of a defined consultation process to encourage community participation.
- e. To ensure a clear, efficient, and timely naming process.
- f. To ensure the application of key criteria to determine the validity of a commemorative name.
- g. To ensure the compilation of a comprehensive Names Registry to act as one central repository for all approved names for municipal assets such as new streets that are not part of a new subdivision, parks and facilities as well as the major elements of such municipal assets.
- h. To ensure a proper approval process and the importance of the role of the Municipal Naming Working Group and Council approval are acknowledged.
- i. To provide for the Municipal Naming Working Group that is responsible for developing recommendations with respect to naming of specific municipal assets for Council's consideration.

The policy applies to all City employees and persons acting on behalf of the City, as well as members of Council and the public with respect to naming of municipal assets.

The policy is not intended to address:

- a. Individual memorial dedications such as commemorative benches, trees, or plaques
- b. Naming rights and sponsorship opportunities
- c. The naming of streets that are part of a new subdivision

- d. The naming of core facilities (City Hall, fire halls, police stations, public library, etc.)
- e. The naming of City-owned facilities leased to commercial tenants

4. Specific Policy Requirements

4.1 General Provisions

The naming, renaming and dedication of Municipal assets shall be the responsibility of the Council of The Corporation of the City of Cornwall. Council may, at any time, direct that a specific name be used for a specific facility or park or element thereof.

The intent of naming is for permanent recognition. The renaming of municipal assets such as new streets that are not part of a new subdivision, parks and facilities as well as the major elements of such municipal assets is strongly discouraged as it significantly impacts numerous individuals, City Departments, and the community.

4.2 Naming Principles

When a Municipal asset is named, renamed, or dedicated, the following principles shall be applied:

- a. Names shall be unique; name duplication and similar sounding or spelled names shall be avoided.
- b. Names should give a sense of place, continuity, belonging and celebrate the distinguishing characteristics and uniqueness of Cornwall.
- c. Names should maintain a long-standing local area identification with the residents of Cornwall.
- d. Names should promote pride in the City of Cornwall, acknowledge local heritage, history, and recognize unique features and geography such as names that relate to local history, places, and events, native wildlife, flora, fauna and natural features or unique characteristics of a neighbourhood or area.
- e. The rationale associated with the use of a particular name shall be understandable to the majority of Cornwall residents.
- f. Names shall not be discriminatory, derogatory, or political in nature; names conveying a secondary negative or offensive connotation, any sexual overtones, inappropriate humour, slang or double meanings shall be avoided.

- g. Names with hyphens, apostrophes or dashes shall be discouraged but may be considered on an individual basis.
- h. Names may, on an exceptional basis, honour the significant contributions of an individual or family.
- i. Names may recognize the contributions of organizations such as a partnership with or without financial contributions.
- j. The cost associated with a naming or renaming (including but not limited to signage, ceremonial costs, legal costs, etc.) will be the responsibility of:
 - the City when the naming or re-naming has been initiated by the City
 - the Corporate entity when the naming or re-naming has been initiated by a Corporate entity
 - the person or family when the naming or re-naming has been initiated by a person or family
- k. The City of Cornwall makes all final decisions concerning what is placed or occurs on City property and in its buildings.
- l. Naming in honour of elected or appointed public officials, City administrative officials or staff shall be discouraged.
- m. Municipal assets are not intended to provide the facilities and function of memorial purposes normally found at cemeteries.
- n. Council shall retain the right not to name certain facilities of broad community importance such as, but not limited to, City Hall, fire halls, police stations and public libraries.

4.3 Prioritization

Priority shall be given to naming, re-naming, or dedicating Municipal assets after:

- a. 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 or building more easily
- b. the most dominant constant feature either within or nearby the selected site such as an associated significant ecological or natural resource feature
- c. an historical name related to Cornwall's heritage and historical folklore
- d. an event or person of international, national, or provincial significance
- e. an organization or individual (with the exception of public officials or City staff) to recognize:

- activities and significant contributions to the community
- outstanding contributions or sponsorships made toward the development or enhancement of a property or building

4.4 Specific Criteria for Commemorative Naming

Where the commemorative naming of a Municipal asset is being requested, at least one of the following criteria shall apply:

- a. The nominated individual shall have demonstrated excellence, courage, or exceptional service to the citizens of the City of Cornwall, the Province of Ontario and/or Canada, including veterans of military conflicts.
- b. The nominated individual shall have an extraordinary community service record.
- c. The nominated individual shall have worked to foster equality and reduce discrimination.
- d. A direct relationship or association that existed between the place of residence of or community efforts undertaken by the individual and the property, building or element to be named.
- e. An individual may be recognized for a significant financial contribution to an asset, where that contribution significantly benefits the community that the asset serves.
- f. The nominated name has historical significance.

4.5 Character

When naming an asset after a person who has made significant contributions to public life and the well-being of the people of Cornwall, character shall be evaluated on the individual's stable moral qualities based on the following virtues:

Humility

People with humility are open minded. They solicit and consider the views others. They learn from others. They can reflect critically on their failures, and, as such, they become better leaders.

Integrity

People with integrity can build good relationship with their collaborators, with their superiors, or with their allies or partners.

Collaboration

People who collaborate achieve the worthwhile goals that require more than individual effort and skills. They use the diversity of knowledge, experience, perceptions, judgements, and skills available through collaboration to make better decisions and to better execute decisions. When people respect the views of others, they build good relationships with others.

Justice

People with a sense of justice are able to understand the issues of social inequality and the challenges associated with being fair or evenhanded. When leaders act fairly, they empower employees, collaborators, customers, governments, and regulators react positively.

Courage

People with courage stand up to the poor decisions made by others. Having courage also means perseverance and tenacity required to work through difficult issues.

Temperance

People with temperance do not take uncalculated risks, rush to judgement, fail to gather relevant facts, and have a sense of proportion. They do not change their minds and alter their decisions.

Accountability

People who are accountable commit to, or own, the decisions they make and can secure the commitment of others. They demonstrate initiative. They take responsibility for poor outcomes and do not blame others.

Humanity

People who show humanity are able to relate to people, to see situations from the perspectives of other people or to take account the impact of their decisions on others. With humility, a person will act in socially responsible ways.

Transcendence

With transcendence, the goals of a person are broad. These people see the bigger picture. They do not get overwhelmed with petty rivalries, personal feelings, and past failures.

Drive

With drive and the passion, dynamism, and vigour associated with drive, a person exerts the mental and physical effort it takes to become successful, to motivate others to excel and to create value in others.

Judgment

With judgement, the overriding virtue, people make good decisions, even when they need to move quickly in ambiguous situations and when they are faced with the many paradoxes that confront all leaders from time to time.

Where the name of an individual or organization is so used, approval shall be obtained from the individual (their family) or the organization for such naming.

4.6 Single Use

A commemorative name should only be used once.

4.7 No Memorials

This policy is not open to commemorate an individual's death which may include flowers, floral arrangements, images, signs, tokens, religious offerings, etc. These applications will be directed to the Commemorative Tree Program.

4.8 Municipal Names Registry

All approved names from the Municipal Names Registry for use associated with municipal assets will be listed publicly on the City's website: Cornwall.ca.

5. Procedures

Naming municipally owned assets such as parks and facilities as well as the major elements of such municipal assets, including major elements thereof shall follow the following procedures.

- a. All requests for naming a municipal asset are to be submitted in writing by completing the Naming Application Form available as Appendix "A" to this Policy, and all supporting documentation as follows:
 - Background information concerning the rationale for consideration of the request.
 - Biographical information if the proposed name is based on an individual or organization.
 - Documentation, including letters from organizations, sponsors and individuals providing substantial support for the request.
 - Written endorsement from the closest relative or next of kin if the proposed name is based on an individual who is deceased unless the individual is a national or international figure.

- In the case of a name change, the application should also include a signed endorsement from not less than seventy five percent (75%) of property owners (one per landowner), representing a clear majority of stakeholders identifying the name, address and signatures of the persons who own property that front on or is adjacent to the subject street.
- b. The City Clerk will review all names submitted for conformity with the criteria.
- c. If all requirements have been met, the City Clerk will circulate the name submitted to City Departments for comment.
- d. If all requirements have been met, the City Clerk will coordinate a meeting with the Municipal Naming Working Group.
- e. The Municipal Naming Working Group will review names submitted for conformity with the criteria and consider comments received from City Departments.
- f. If the Municipal Naming Working Group determines that the application has met the requirements of the Policy at this stage of the process, the City Clerk will facilitate notice and public consultation with respect to the proposed name.
- g. The City Clerk will then coordinate a meeting with the Municipal Naming Working Group to review comments from external stakeholders and the public with respect to the proposed name.
- h. The Municipal Naming Working Group will rate the application based on the naming principles, prioritization and specific criteria giving special consideration to character when the request is to name a municipal asset after a person.
- i. The Municipal Naming Working Group will provide its recommendations with respect to the proposed naming of municipal assets.
- j. If the Municipal Naming Working Group determines that the application has not met the requirements of this Policy, the City Clerk will advise the applicant and the process will be considered to have been completed.
- k. If the Municipal Naming Working Group determines that the application has met the requirements of this Policy, the City Clerk will prepare reports for Council's consideration with respect to the proposed naming of municipal assets.

- l. All discussions of commemorative naming of parks, facilities or assets will be considered initially at a closed Meeting of Council for the purpose of discussing any personal information and gaining approval, in principle, of the majority of Council. Final decisions will be made by Council at an open Meeting of Council.
- m. The City Clerk will advise applicants of any Council decisions with respect to a proposed name.
- n. The City Clerk will maintain the Municipal Names Registry in conjunction with the Planning Division and Héritage-Patrimoine Cornwall.

5.1 Public Consultation

Public notice and public consultation shall be undertaken in accordance with the size and scope of the Municipal asset being named, and in consultation with the Municipal Naming Working Group. The public consultation period shall last a minimum of 30 calendar days.

Written submissions received during the public consultation phase must be verifiable.

- a. A submission must include the name of the person or persons making it, their address and telephone number (email address is optional).
- b. A submission may be submitted by affected citizens who currently reside in the City of Cornwall and who are at least 18 years of age.
- c. Submissions must be legible, typewritten or printed in ink (no pencil).
- d. Submissions must be appropriate and respectful in tone and must not contain any improper or offensive language or information.
- e. Submissions will be considered a public document and that information contained in it may be subject to the scrutiny of the City and other members of the general public.

5.2 Renaming

The names of municipal assets named commemoratively should not be changed unless it is found that the individual's personal character is or was such that the continued use of their name for an asset would not be in the best interest of the community.

Should a municipal asset be renamed, the process shall be identical to the naming process.

5.3 Exception

In keeping with its powers set out in the Municipal Act, 2001, Council may assign a commemorative name by resolution, notwithstanding the provisions included in the Municipal Naming Policy.

5.4 Limitations

The policy is not intended to address:

- a. Individual memorial dedications such as commemorative benches, trees or plaques
- b. Naming rights / Sponsorship opportunities (addressed under a separate policy)
- c. The naming of city owned facilities leased to commercial tenants
- d. The naming of Core facilities (City Hall, fire halls, police stations and public libraries)

5.5 Municipal Naming Working Group

The Municipal Naming Working Group shall include the following representatives:

- General Manager, Corporate Services
- City Clerk
- General Manager and/or Division Manager, Infrastructure and Municipal Works
- General Manager and/or Division Manager, Department of Planning, Development and Recreation
- Three Councillors

Municipal Naming Application

1. Nominator's Information

Name (Individual or Organization)

Mailing Address

Telephone Number

Email Address

2. Information Concerning the Proposed Name

Proposed Name

If the name suggested relates to the commemoration of an individual who is alive, please provide the individual's contact information in the section below.

Name

Mailing Address

Telephone Number

Email Address

3. Municipal Asset

Which municipal asset do you wish the name to be used for?

4. Application Criteria (select all applicable criteria and virtues)

- ☐ The nominated individual shall have demonstrated excellence, courage, or exceptional service to the citizens of the City of Cornwall, the Province of Ontario and/or Canada, including veterans of military conflicts.
- ☐ The nominated individual shall have an extraordinary community service record.
- ☐ The nominated individual shall have worked to foster equality and reduce discrimination.

- A direct relationship or association that existed between the place of residence of or community efforts undertaken by the individual and the property, building or element to be named.
- An individual may be recognized for a significant financial contribution to an asset, where that contribution significantly benefits the community that the asset serves.
- The nominated name has historical significance.

When naming an asset after a person who has made significant contributions to public life and the well-being of the people of Cornwall, character shall be evaluated on the individual's stable moral qualities based on the following virtues:

- **Humility**
People with humility are open minded. They solicit and consider the views others. They learn from others. They can reflect critically on their failures, and, as such, they become better leaders.
- **Integrity**
People with integrity can build good relationship with their collaborators, with their superiors, or with their allies or partners.
- **Collaboration**
People who collaborate achieve the worthwhile goals that require more than individual effort and skills. They use the diversity of knowledge, experience, perceptions, judgements, and skills available through collaboration to make better decisions and to better execute decisions. When people respect the views of others, they build good relationships with others.
- **Justice**
People with a sense of justice are able to understand the issues of social inequality and the challenges associated with being fair or evenhanded. When leaders act fairly, they empower employees, collaborators, customers, governments, and regulators react positively.
- **Courage**
People with courage stand up to the poor decisions made by others. Having courage also means perseverance and tenacity required to work through difficult issues.
- **Temperance**
People with temperance do not take uncalculated risks, rush to judgement, fail to gather relevant facts, and have a sense of proportion. They do not change their minds and alter their decisions.

☐ **Accountability**

People who are accountable commit to, or own, the decisions they make and can secure the commitment of others. They demonstrate initiative. They take responsibility for poor outcomes and do not blame others.

☐ **Humanity**

People who show humanity are able to relate to people, to see situations from the perspectives of other people or to take account the impact of their decisions on others. With humility, a person will act in socially responsible ways.

☐ **Transcendence**

With transcendence, the goals of a person are broad. These people see the bigger picture. They do not get overwhelmed with petty rivalries, personal feelings, and past failures.

☐ **Drive**

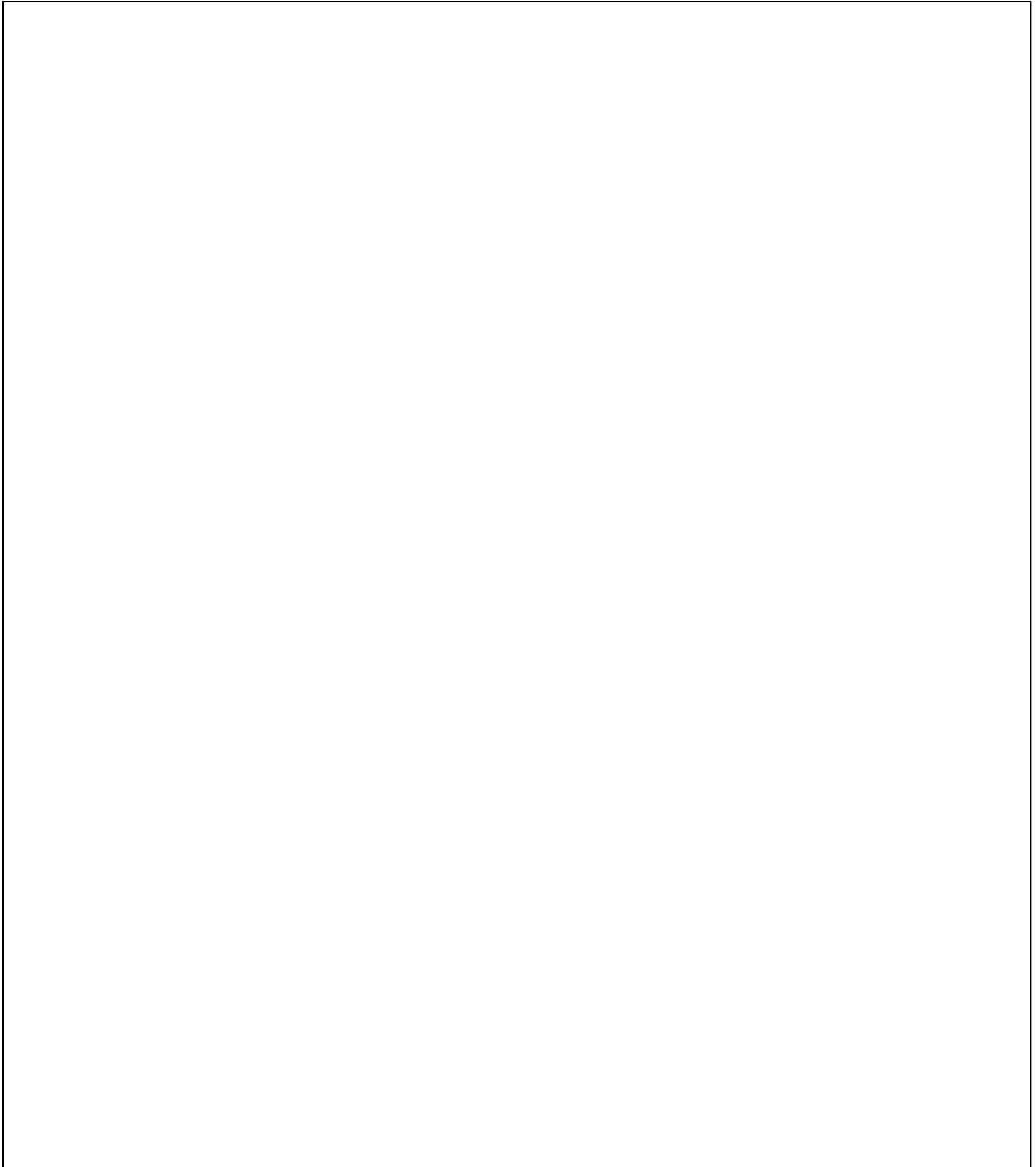
With drive and the passion, dynamism, and vigour associated with drive, a person exerts the mental and physical effort it takes to become successful, to motivate others to excel and to create value in others.

☐ **Judgment**

With judgement, the overriding virtue, people make good decisions, even when they need to move quickly in ambiguous situations and when they are faced with the many paradoxes that confront all leaders from time to time.

5. Rationale

Please describe the rationale for the nomination and attach background information related to criterion and virtues chosen which substantiates all claims made (include copies of newspaper articles, certificates, awards, letter of support or commendation, service records, pictures, etc.).



- ❖ Please note all information provided will form part of the Municipal Naming Application Form and will therefore be released to the public in any public notices, public Agenda and Minutes, Municipal Naming Working Group discussions and meetings and Reports which may be presented to Council.

6. Additional Information (add information as needed)

Nominator's Signature

Date

- ❖ Personal information about the Nominator contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purposes of responding to your request. Questions about this collection should be directed to the City Clerk, 360 Pitt Street, Cornwall, Ontario, K6J 3P9, 613-932-6252, Clerk@Cornwall.ca.

Affidavit

(to be completed by Nominee)

I,

of the City of

in the Province of Ontario, make oath and say that to the best of my knowledge:

1. I have never been convicted of an offence as set out in a Federal Statute where a Pardon was not obtained.
2. I do not have any outstanding convictions or infractions as set out in the *Provincial Offences Act* and/or any City of Cornwall Municipal By-laws.
3. I make this Affidavit in support of the Application Form for the Commemorative Naming Policy, City of Cornwall, and for no improper purpose.

Sworn before me at the)
City of Cornwall,)
in the Province)
of Ontario, this)
day of , 20 .) _____

A Commissioner, etc.

Affidavit

(to be completed by next of kin on behalf of nominee who is deceased)

I,

of the City of

in the Province of Ontario, make oath and say that to the best of my knowledge:

(name of Nominee)

1. Was never convicted of an offence as set out in a Federal Statute where a Pardon was not obtained.
2. Does not have any outstanding convictions or infractions as set out in the *Provincial Offences Act* and/or any City of Cornwall Municipal By-laws.
3. I make this Affidavit in support of the Application Form for the Commemorative Naming Policy, City of Cornwall, and for no improper purpose.

Sworn before me at the)
City of Cornwall,)
in the Province)
of Ontario, this)
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A Commissioner, etc.

Report Approval Details

Document Title:	Municipal Naming Policy - 2020-367-Corporate Services.docx
Attachments:	
Final Approval Date:	Nov 18, 2020

This report and all of its attachments were approved and signed as outlined below:

Manon L. Levesque - Nov 18, 2020 - 11:19 AM

Geoffrey Clarke - Nov 18, 2020 - 4:23 PM

Maureen Adams - Nov 18, 2020 - 5:05 PM