



Town of
East Gwillimbury

THE NAMING OF STREETS AND OTHER MUNICIPAL ASSETS

In May 2011, the Town approved policies relating to the naming or renaming of facilities, buildings, properties, parks, open space, streets and other municipal assets. This document provides information pertaining to these policies as well as the process and application form for submitting names for the consideration of Council.

THIS PACKAGE INCLUDES:

FACILITIES AND PARKS NAMING POLICY
ADMINISTRATIVE PROCEDURES FACILITIES AND PARKS NAMING
SUBMISSION FORM



FACILITIES AND PARKS NAMING POLICY

PURPOSE

To provide the Town of East Gwillimbury with a fair, consistent and efficient process for the naming and renaming of any municipal facilities, buildings, properties, parks or open spaces while respecting the need for public solicitation. The final decision for naming municipal assets including naming opportunities as a result of donations, gifts and sponsorships, will rest with Town Council.

POLICY

Objectives:

- To ensure a clear and efficient naming process
- To ensure the application of key criteria to determine the validity of a commemorative name
- To ensure community participation
- To ensure proper approval process
- To ensure compliance with the *Municipal Act, 2001*, as amended, and any other legislation or Town by-laws that may be applicable

Application Process:

- Completed application forms may be submitted at any time by any member of Administration, Town Council or the public who choose to recommend a nomination for commemorative naming of any municipal facilities, buildings, properties, parks or open spaces.
- From time to time, the Town may also solicit names using the application form when the Town determines it is necessary to name all or part of a new asset or rename an existing asset.
- The Town may also solicit proposals or informal declarations of interest from sponsors and advertisers through public advertisements or direct solicitation.
- Town Council is the final authority for naming and renaming decisions.



Suggested Names:

➤ Name submissions will fall into one of the following categories:

1. Natural Features – reflecting prominent natural features of the general area in which the entity resides (i.e. River Road Park)
2. Geographic Location – reflecting prominent geographic location within the Town (i.e. Mount Albert Community Centre)
3. Historic Place Name – reflecting a prominent historic location within the Town (i.e. Anchor Park)
4. Outstanding Resident/Group – name of East Gwillimbury resident or community group, past or present who contributed to the Town and/or the well-being of its residents. Submissions may include: a/ original landowners or pioneers; or b/ individuals who have contributed to the quality of life in the municipality through heroic actions, sports, recreation, culture and community involvement. (i.e. Ross Family Complex)
5. Outstanding Canadian – individuals who have received national and/or international recognition for significant contributions to Canadian society.

Required Consent:

Names relating to individuals or family names will require the consent of the family member or estate; and a written history outlining the contribution made or the historical significance of the individual/name.

ADMINISTRATIVE PROCEDURES FACILITIES AND PARKS NAMING

PROCEDURE FOR PROCESSING APPLICATIONS

1. Completed applications for naming Facilities, Buildings, Property, Parks or open spaces will be received by Customer Care and distributed to Parks & Leisure Services for consideration and potential future use.
2. Applications that could apply to more than one entity – facility / park / street will be distributed to both Parks & Leisure Services and the Planning Branch.
3. Applications will be maintained on file until a naming or renaming opportunity arises.

NAMING PROCEDURE

1. Applications are reviewed by the Parks & Leisure Services Branch and/or a Town committee
2. Applications are categorized into the following groups:
 - Natural features
 - Geographic location
 - Historic place name
 - Outstanding Resident/Group
 - Outstanding Canadian
3. Names are screened to ensure they are:
 - unique and not duplicated
 - easy to spell and pronounce
4. The branch/committee selects the short list of names and a recommendation
5. The recommendation is presented to Council for endorsement in a memorandum or report, with a resolution if appropriate.

RESPONSIBILITIES

- An online application will be made available on the Town's website.
- A paper version of the application will be made available via Customer Care or may be requested via phone or email.
- All applications shall be submitted to Customer Care for distribution to the appropriate department.
- Town Council is the final authority for naming and renaming decisions.

CROSS-REFERENCE

- Facilities and Parks Naming Policy
- Street Naming and Renaming Policy



SUBMISSION FORM

MUNICIPAL PARK, FACILITY OR STREET RECOGNITION/COMMEMORATIVE NAMING

Individual/Organization Submitting Name: _____

Mailing Address: _____

Telephone: () _____

E-mail: _____

Location of Park/Facility/Street: _____

Suggested Name: _____

Rationale for Suggested Name: _____

Where submitting a name of an Outstanding Resident or Canadian (individual or family name, living or deceased) please attach:

1. written documentation confirming the consent of a family member or estate if the individual is deceased:
2. written history of the contribution made or the historical significance of the name.

Where the suggested name is not an individual or family name, please attach a written rationale for the suggested name:

1. location,
2. historical significance, or
3. geographical or natural/environmental feature.

Applications from an Organization must include an official letter of support from that Organization.

For information regarding Town Sponsorship and Advertising opportunities please contact the Director, Park and Leisure Services.

Please return completed Applications to:

*Customer Care
Town of East Gwillimbury, 19000 Leslie Street
Sharon ON L0G 1V0 Fax 905-478-2808; Phone: 905-478-4282*