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To: Mayor and Council

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RE: Naming-Renaming or Dedicating of Municipal Property, Buildings and Park Elements Policy

Report No.: CDS 2021-7

RECOMMENDED ACTION

That Council adopt the Naming/Re-Naming or Dedicating of Municipal Property, Buildings and Park Elements Policy.

BACKGROUND

The purpose of this report is in response to a motion approved at the January 11th, 2021 Council meeting, whereby Council directed administration to prepare a naming policy:

19-2021

Moved By Councillor Kimberly DeYong

Seconded By Councillor Laura Lucier

‘That Council directs Administration to prepare a Naming Policy to be brought back sometime during the second half of this year’.

At present, there is no policy or guidelines in place which regulate the naming/re-naming or dedicating of municipal property, buildings or park elements for the Town of Kingsville.

The creation of a single policy in force throughout the Town of Kingsville will provide benefits of administrative efficiencies, improved customer service, less confusion for the public and most importantly, a set of uniform guidelines by which municipal property, buildings and park elements are named.

Furthermore, the policy enacts an objective to promote community identity, and the Town’s cultural and natural heritage as reflected in the naming of municipal property, buildings and park elements.

DISCUSSION

The Town honours and promotes its heritage and identity, therefore, the purpose of the Naming/Re-Naming or Dedicating of Municipal Property, Buildings and Parks Elements Policy provides general guidelines and establishes a consistent process that further protects the reputation and integrity of the Town and its assets.

The intent of the policy is to establish consistent criteria and practice for the naming of municipal property, buildings and park elements after significant geographical, neighbourhood and historical elements, and providing direction on how to apply for approval. The policy also includes recognition of significant contributions that organizations and/or individuals have made to the public life and well-being of the residents of Kingsville.

For the purpose of the policy, **Municipal Property and Buildings** refers to all real property including unimproved lands, buildings and structures owned by the Town including but not limited to dedicated parkland, open space, recreational facilities, and operational and administrative facilities.

Park Elements refers to substantial structures or recreational aspects of a park such as trails, ball diamonds, gardens, playgrounds, washrooms and water elements.

Naming principles are characterized to promote pride in the Town, acknowledge local heritage, history, and recognize unique features and geography. Proposed names are to meet one of the following criteria:

- Commemorate local history, places, events, culture;
- Strengthen neighbourhood identity to reflect the character of the area;
- Recognize native wildlife, flora, fauna, natural features; or,
- Recognize communities that contribute to the public life of the Town.

Priority in order of preference will be given to the naming practice of property and buildings after the following:

- Area or planning district in which the property or building is located to provide a geographical association to assist in locating a park or building easily;
- Most dominant 'constant feature either within or nearby' the selected site (ecological or natural resource feature);
- Historical name related to Kingsville's heritage and/or historical folklore;
- An event or person of international, national or provincial significance;
- An organization or individual, recognizing particular activities and significant contributions to the community toward the development and enhancement of a property or building.

In addition, preference shall be given to naming elements within parks and buildings after an organization or an individual that complies with particular criteria including but not limited to contributions they have made to the public life and well-being of Kingsville and sponsorship contributions made toward the acquisition, creation or redevelopment of the property, building or feature.

The following outlines the types of situations that are applicable to naming:

- **An Opening or Re-opening of a Building**
Opening or re-opening of a building as a result of a capital building campaign that includes a plan for contribution recognition upon receipt of public donations through appreciation from the Town by listing name(s) on a plaque board or on a particular feature of the building or park.
- **A Civic Recognition**
Recognizing a group or an individual's outstanding accomplishments, involvement or work in the local community or in a provincial or national forum.
- **International, National or Provincial Events/Competitions**
A building or an amenity within it in recognition of it being a venue for international, national or provincial events/competition and may also consider recognizing an individual, group or corporation who donates significantly toward meeting the cost of hosting the event/competition.
- **New Park Development**
Adopting the area, subdivision or planning district name in which the new park is located to provide a geographical association.
- **Corporate Sponsorship**
Applies to business relationships between the Town and businesses which contribute either financially or in-kind to Town programs, services, or facilities in return for recognition, public acknowledgement or other promotional considerations.

Subsequently, the following situations are not covered by this policy of individual naming dedications made to a person to celebrate a special occasion such as:

- A birth;
- A marriage;
- An anniversary;
- An accomplishment;
- A major landmark event, person(s) such as a retirement or happenings.

The proposed policy requires Council approval to formally accept and initiate the naming of municipal property, buildings and park elements.

Applicants shall submit a written request for a civic naming to the Manager of Municipal Facilities and Properties who will review for conformity with the policy and circulate to the Senior Management Team for comment on the suitability of the application.

Administration will bring forward recommendations to Council for final deliberation and decision.

The policy does not require public consultation, unless it was directed by Council in respect to a request for naming.

The approval of the proposed policy for the Naming/Re-naming, Dedicating of Municipal Property, Buildings and Park Elements will provide a consistent, open, and streamlined approach for application across the Town that ensures proper circulation and involvement of Town departments, external agencies and the public.

The Naming/Re-naming or Dedicating of Municipal Property, Buildings and Parks Elements Policy is attached in Appendix A of this report.

LINK TO STRATEGIC PLAN

Improve recreational and cultural facilities and opportunities within the Town of Kingsville.

Link to Council 2021-2022 Priorities

☒ Customer Service: Training, Technology, Staff, Review Standards/Level of service

FINANCIAL CONSIDERATIONS

The endorsement of the policy will not result in any additional financial obligations to the Town of Kingsville.

The production and installation of signage will be accounted for as part of park development budgeting. Should renaming occur or where additional complementary elements, such as memorials, accompany naming or renaming efforts, funding will be sought through the Capital Budget process or through budget amendments reports.

CONSULTATIONS

Senior Management Team
Infrastructure and Engineering Services
Legislative Services
Manager of Planning Services
Chief Administrative Officer

Dan Wolicki

Dan Wolicki

Manager of Municipal Facilities and Properties