

<b>Title:</b>	<b>City Facilities Naming/Renaming Policy</b>
<b>Number:</b>	GOV-09-01
<b>Approved By:</b>	Commissioner, Safety and Facilities
<b>Administered By:</b>	Facilities Management Services
<b>Effective Date:</b>	April 20, 2009
<b>Revision Date(s):</b>	April 2024

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## **1.0 Purpose/Background**

City facilities are an important fabric of the community. The names of City facilities may reflect a given property's characteristics; indicate the unique location, geography, or community where the property is located; commemorate individuals, communities, organizations, events, and ideas of significance to Oshawa, Ontario or Canada; and/or recognize Indigenous Peoples' past, present, and future presence on the land.

The source of the Policy is derived from City Council Minutes, 1988 06 20 and the Oshawa Strategic Plan.

## **2.0 Policy Statement**

This Policy establishes the criteria and process to name or rename a City Facility.

## **3.0 Scope/Application**

This policy is for the sole purpose of commemoration and recognition and is not intended to convey any sponsorship or advertising rights to the named individual, community, organization, event or idea. Naming Rights assigned pursuant to the City of Oshawa's Sponsorship, Advertising, and Donations Policy (CS-15-69), and/or any other sponsorship, licensing agreements or contracts between the City of Oshawa and the named party are excluded from this policy.

This policy does not replace, supersede or alter the City of Oshawa's Sponsorship, Advertising, and Donations Policy (CS-15-69), and/or any other sponsorship, licensing agreements or contracts between the City of Oshawa and the named party. Memorial and commemorative requests through programs such as Street Naming, or Commemorative Trees and Benches are also excluded from this policy.

## 4.0 Definitions

For the purposes of this policy,

“City” refers to the Corporation of the City of Oshawa.

“City Facilities” or “City Property” refers to:

- a) City-owned parks
- b) Naturalized areas
- c) City-owned buildings
- d) Outdoor recreation fields and courts
- e) Trails

“Contribution” means a gift or payment made for the sole purpose of acquiring or upgrading the facility.

“First Responders” refers to Oshawa Fire Services, Durham Police Service, and Durham Paramedic Services.

## 5.0 Responsibilities

5.1 Facilities Management Services shall:

- Review all submissions/comments received from Legal Services for compliance with the Policy and provide a recommendation.
- Review and manager the Policy.

5.2 Legislative Services shall:

- Receive all submission/comments from the public and direct them to the appropriate Facilities Management Services for consideration and forward a recommendation report to Council.

5.3 City Council shall:

- Have final approval

## 6.0 Practice/Procedures

### 6.1 Criteria

6.1.1 City of Oshawa parks, natural areas, buildings, and outdoor recreation facilities shall be named or re-named in accordance with the following criteria:

- The name of the street on which the park, natural area, building or outdoor recreation facility is located;

- The name of the community area in which the park, natural area, building or outdoor recreation facility will serve;
- Topographical or unique characteristics of the site;

6.1.2 In certain circumstances, consideration may be given to naming a park, natural area, building or outdoor recreation facility after a person or group. The following criteria will apply:

- There has been significant contributions by the individual or group to the public life and well-being of residents in Oshawa;
- The contribution made to the acquisition of the parkland in question and/or its subsequent development;
- There is a direct relationship or association that existed between the place of residence of the person or group and the subject park, natural area, building or outdoor recreation facility;
- Where a park, natural area, building or outdoor recreation facility is named after a sports celebrity, the facility being named shall be of a type associated with the celebrity;
- Where the name of an individual is so used, approval shall be obtained from the individual, the individual's next of kin or estate, for naming rights;
- The person or persons submitting such name for consideration shall provide background information outlining the reasons supporting the request in writing through the Clerk's office

6.1.3 Names of City Facilities shall not:

- Be or be perceived to be discriminatory or derogatory of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, marital status, family status or disability;
- Result in inappropriate abbreviations or acronyms;
- Duplicate another named City Property;
- Unduly detract from the character, integrity of the community or aesthetic quality of the property or unreasonable interference with its enjoyment or use;
- Duplicate names already the subject of a sponsorship or licensing agreement for naming rights;

- Place the City in conflict with any agreements established in the acquisition or management of the City Property;
- Make a direct or indirect reference to recent events or recently deceased individuals, except where the event or the individual had a legacy of significant contributions to the City. Names of recent events or recently deceased individuals may be considered after two years.
- Impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver service.

## **6.2 Naming Process**

- Names for parks, natural areas, buildings and outdoor recreation facilities may be recommended by the Safety and Facilities Services Committee using the aforementioned criteria as a guideline with the Safety and Facilities Services Committee to ratify such selections.
- A request may be initiated by the public for a proposed name or re-naming of a City Facility via a formal letter addressed to the City Clerk's office, or a Council Direction.
- Proposed names in an Indigenous language or a name recognizing an Indigenous individual, organization, event or concept will require consultation with Indigenous communities and adherence to appropriate practices or protocols.
- City staff will conduct research to ensure proposed names adhere to the criteria outlined in this Policy and submit to Council for deliberation and discussion.
- Following discussion by elected representatives regarding the proposed name, notice will be provided to the public and a 30 day window will be given for residents to comment on the proposed name.
- The City Clerk's office will receive all submissions/comments from the public and direct them to the appropriate department for consideration and forward a recommendation report to Council.
- Discussions by elected representatives regarding the consideration of names for parks, natural areas, buildings and facilities shall be held in public, unless permitted in closed session pursuant to the Municipal Act, 2001. City Council shall have final approval.

## **6.3 Re-naming a City Facility**

6.3.1 Renaming a City Facility will only be considered under the following conditions:

- A specific request by the person or persons next of kin connected to the existing name;
- A specific request by the organization or group connected to the existing name;
- A request for reconsideration of a City Council selected name which is not documented as being specifically requested by a person, persons family, group or organization and has no historical significance;
- The organization or group connected to the existing name is no longer in operation and has no historical significance;
- The existing name, connected individuals, organizations, groups or historical significance requires reconsideration due to reasons that may question the values and integrity of the corporation.

## **7.0 Monitoring/Review**

Facility Management Services monitors compliance and awareness of this policy. This Policy is reviewed by the Director, Facilities Management Services or designate at least every three years to ensure its effectiveness and compliance with legislation and current business processes or as required based on legislative changes. The Director, Facilities Management Services is authorized to make minor or housekeeping amendments to this Policy, as required. For further information regarding this Policy, please contact Facilities Management Services at 905-436-3311.

## **8.0 References**

City of Oshawa's Sponsorship, Advertising, and Donations Policy (CS-15-69)  
New City of Oshawa Street Naming Policy (ED-24-01)