

Municipal Naming Policy

POLICY #	PUB-001	VERSION	
ADOPTED	April 9, 2018	UPDATED	
DRAFTED BY	Tanya Abramovitch	TITLE	

POLICY STATEMENT

City properties forms an integral part of the fabric of a city, its culture and identity. The name of a City Property reflects the unique location, geography, or community of where the property is located and/or recognizes the exceptional contributions of individuals or groups to the neighbourhood, the City, Quebec, Canada, or the world.

PURPOSE

The purpose of this policy is to:

- Establish a systematic and consistent approach for the official naming of Public Spaces, Facilities and streets;
- Provide guidelines and criteria that reflect the City’s heritage, values, and character of the area or neighbourhood;
- Recognize significant contributions that organizations or individuals have made to public life and the well-being of the people of Côte Saint-Luc;
- Provide direction on how to apply for approval to name, re-name or dedicate City Property.

SCOPE

This policy applies to the City Council and municipal staff with respect to naming City Property.

The policy is not intended to address:

- Individual memorial dedications such as commemorative benches, trees, or plaques;
- Naming Rights/Sponsorship opportunities.

DEFINITIONS

Term: Public Spaces

Definition: Outdoor spaces in the public right of way, owned by the City, and including the following: parks, lanes, paths, gardens, fields, playgrounds, plazas, green spaces, forests, parkettes, sidewalks, roadside setbacks and similar spaces.

Term: Public Facilities

Definition: Municipally-owned buildings and their major elements, including but not limited to: City Hall, the Library, arenas, Confederation Annex, the Public Works building, the Recreation Building, the Gym, the Aquatic and Community Centre, the Public Safety Station, all park chalets, in addition to the spaces surrounding and any rooms or halls contained within them.

Term: City Property

Definition: Refers to all Public Spaces, Public Facilities, and streets, including major elements thereof.

RESPONSIBILITIES

The naming, renaming, and dedication of City Property shall be the responsibility of the City Council. Council may, at any time, direct that a specific name be used for a specific Public Space, Facility, street or a part thereof.

CRITERIA

The criteria for naming Public Spaces, Public Facilities, or Streets are as follows:

- a. In honour of a person who has directly impacted the lives of Côte Saint-Luc residents, through:
 - i. Outstanding service to the community;
 - ii. Extensive volunteer work in the City;
 - iii. Leadership in a religious or community institution or organization.

In the aforementioned cases, the person must have been active in the community for a period of at least fifteen (15) years.

- b. In honour of a person who has served as the Mayor or on the Council. In this case, the person can no longer be in office, and must have served a minimum of two (2) terms.
- c. In honour of a person who has served on staff. In this case, the person can no longer be an employee of the City. The person must have worked in the City for a minimum of fifteen (15) years, had an outstanding impact on the organization or the City itself, and been retired from office.
- d. In honour of a person who has served in levels of government other than municipal. In this case, the person can no longer be in office.
- e. In honour of an exceptional person of historical and/or cultural importance to the City or its citizens.
- f. In honour of a group or groups of people who have an impact on the City and/or its development.
- g. In honour of a significant geographic place, historical event, battle, anniversary, or monument.
- h. In accordance with the sponsorship criteria as set out in the “City of Côte Saint-Luc Sponsorship, Naming Rights and Donation Guidelines.”
- i. After local flora, fauna, or natural phenomena.
- j. Public Spaces may be named after adjacent streets, and streets may be named after adjacent Public Facilities.

GENERAL PROVISIONS

- a. Only one Public Space, Public Facility, or street should be named after a single person.
- b. Once a Public Space, Public Facility or street is named after an individual, it should not be renamed unless it is found that the individual’s personal character is or was

such that the continued use of their name for City Property would not be in the best interest of the community, or would taint the City and its reputation.

- c. When naming City Property after a person, the full name of that person is employed.
- d. Names shall not be or be perceived as being discriminatory or derogatory of race, colour, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors.
- e. The rationale associated with the use of particular names shall be understandable to the majority of Côte Saint-Luc residents.
- f. The City of Côte Saint-Luc makes all final decisions concerning what is placed or occurs on City Property and in its buildings.

PROCEDURES

The following are procedures that must take place in order to name or rename City Property:

The Process

- a. The decision to bring a suggestion forward for naming or renaming City Property must be brought to the Council for deliberation through an Agenda Information Request Form (AIRF) created by the City Manager for an In-Committee meeting. If named after a person, the requestor must fill out the form entitled ‘Nomination for Naming a Public Space, Public Facility, or Street,’ with the relevant criteria outlined in the section above.
- b. In all cases, at least three names must be considered for the naming of a piece of City Property. Names besides the one proposed above may come from a Names Bank.
- c. The naming of anywhere in the Public Domain should be decided upon by consensus.
- d. When a decision is rendered, it is announced publicly by resolution.

- e. A sign must be created for the City Property according to design norms set out by the Department of Public Affairs and Communication.
- f. An official public ceremony must take place *in situ* to officially name the Public Space, Public Facility or street. The Mayor presides over the ceremony.

Honourific Naming

- a. Anyone from the public (“Nominating Person”) wishing to put forward the name of a person after which to name a Public Space, Facility, or street (“Nominee”) must present to the City Manager’s Office the filled out form entitled ‘Nomination for Naming a Public Space, Public Facility, or Street.’”
- b. The Council is under no obligation to name any part of City Property after a Nominee if it does not see fit to do so. The Nominee’s name may be added to the Names Bank as described below, at Council’s sole discretion.
- c. The Council selects the appropriate Public Space, Facility, or street if it chooses to name one after a Nominee.
- d. The Nominating Person is informed formally in writing of the acceptance or refusal of the nomination.
- e. If accepted, the steps outlined in ‘The Process’ section of the procedures is followed, with the addition of an invitation of the family or friends of the Nominee being invited to the public ceremony.

NAMES BANK

The Council may create a Names Bank.

Names that are approved by Council shall be placed in a Names Bank, along with all records related to the history of the approved name. Where an approved name is not assigned to a specific asset immediately, it shall remain in the Names Bank for future use.

RELATED CITY GUIDELINES

This policy is meant to compliment the “City of Côte Saint-Luc Sponsorship, Naming Rights and Donation Guidelines” from August 21, 2007.