



Report
Staff Report
The Corporation of the City of Brampton
10/22/2025

Date: 2025-09-25

Subject: Updated Asset Naming Policy (RM 50/2023)

Contact: David Monaghan, Supervisor, Traffic Planning

Report number: Public Works & Engineering-2025-785

RECOMMENDATIONS:

1. That the report from David Monaghan, Supervisor, Traffic Planning to the Committee of Council Meeting of October 22, 2025, re: **Updated Asset Naming Policy (RM 50/2023)** be received; and
2. That Council approve the revised Asset Naming Policy in Attachment 1.

OVERVIEW:

- The City's Asset Naming Policy has been reallocated from Planning, Building and Growth Management to Public Works and Engineering to oversee this process.
- As the policy was outdated, staff initiated a working group, the Asset Naming Coordination Committee (ANCC), from various areas throughout the City to review and update the Policy and all related Standard Operating Procedures (SOPs).
- The revised Asset Naming Policy has an enterprise approach to asset naming with consistent language on naming criteria and the process to solicit / collect commemorative names from the public.
- Updated SOPs for the naming of various City assets have been developed by the respective operating areas.

BACKGROUND:

The naming of municipal assets is essential for clear and straightforward identification of locations and for supporting navigation throughout the City of Brampton. Additionally, it provides a meaningful way to recognize and celebrate individuals or events that have

made exceptional contributions, demonstrated exemplary service, or had a significant impact on the community.

City Council is responsible for approving asset names, guided by established criteria and with careful consideration of public input.

The City of Brampton also views Asset Sponsorship and Naming Rights as valuable tools for generating alternative revenue to help offset the costs of delivering municipal services. This proposed Asset Naming Policy should be reviewed alongside the City's Sponsorship and Naming Rights Policy, which is concurrently under consideration by Committee of Council.

CURRENT SITUATION:

The Asset Naming Coordination Committee (ANCC) plays a central role in ensuring consistency, transparency, and compliance across City departments in the naming of municipal assets, including commemorative names. It will coordinate naming processes across business units, will maintain the Asset Naming Policy and monitor adherence to established standards and procedures.

The ANCC serves as the primary liaison for external stakeholders involved in commemorative naming. These stakeholders may include individuals being honoured, their families, and relevant community or organizational representatives. The committee also oversees the development of formal agreements in consultation with the City's Legal Services and facilitates a 30-day public commenting period following Council approval of any new name.

The ANCC is composed of representatives from various City departments, including:

- Organizational Performance & Policy
- Strategic Communications, Tourism, & Events
- Equity Office
- Road Operations, Maintenance & Fleet
- Parks Maintenance & Forestry
- Recreation
- Stormwater Programs
- Cultural Services
- Legislative Services
- Fire and Emergency Services

Each unit ensures proposed names meet historical, legal, human rights and operational standards, while also being clear, consistent, inclusive and aligned with the organization's reputation and values.

The ANCC is also responsible for ongoing monitoring and performance review of the naming policy. This review occurs every three years. Non-compliance may result in reputational damage, inconsistent naming practices, and operational inefficiencies.

Procedures for Naming Requests:

The policy establishes comprehensive guidelines for the naming of City Assets across various business units, detailing explicit criteria for commemorative designations pertaining to individuals, groups, significant events, and natural features relevant to Brampton.

It specifies the categories of assets eligible for commemorative naming, which include streets, parks, park amenities, recreation centres, indoor and outdoor sports facilities, and stormwater management ponds. Council retains discretion to designate additional asset types as appropriate, however assets already subject to naming rights agreements and community subdivisions are excluded from consideration.

The requirements for commemorative naming mandate that proposed names are unique, clearly distinguishable from existing names, and compliant with human rights principles and community standards. Terminology deemed derogatory or offensive is expressly prohibited. Furthermore, names should be contextually relevant, reflecting the asset's purpose or its cultural, historical, or geographic significance.

When naming assets after individuals or groups, substantial evidence of noteworthy contributions or service to the community must be provided. For living honourees, consent and a background check are required; for deceased persons, consent must be obtained from immediate family members and representatives of the deceased's estate.

Provisions for ceremonial street naming allow for symbolic overlays on legal street names without altering their official designation. Such names must satisfy established criteria and include a formal public unveiling event.

The procedure permits both the public and Council members to propose the names of individuals, all of which are reviewed by the ANCC to ensure compliance. If approved, recommendations are then forwarded to Council for approval, after which a 30-day public consultation period is provided prior to final confirmation.

Public and Council Submissions

The City allows multiple channels for asset naming submissions:

- **Public Submissions:** Members of the public may submit naming requests using an online form available on the City's website or through a delegation to Council.
- **Council Submissions:** Council members can submit proposals directly to the ANCC or request staff assistance in identifying appropriate names. These may include requests to assign names with specific cultural or historical significance, such as Indigenous heritage.

Review and Approval Process:

All naming proposals are reviewed for compliance with both the overarching policy and the relevant Standard Operating Procedures (SOPs) associated with the asset's business unit. For example, in addition to requirements outlined in the policy, any proposal to add a new name to the Street Name list would also need to meet the requirements outlined in the PWE Street Naming SOP which include:

- For private roadways to be eligible for a street name, it must not lead directly into parking lots and require more than 30 units or intersecting roads to qualify for naming.
- Duplicate street names are prohibited, while similar names sharing the same initial three letters are restricted to a maximum of 30. This policy was implemented following a directive from Emergency Services, as their systems display no more than 30 street names at once. The presence of numerous similar street names can hinder search efforts and delay response times due to increased scrolling. Peel Police have affirmed that this limit remains in effect (exceptions may be considered under special circumstances subject to review by the Street Naming Committee).
- Street names should be easy to pronounce and spell, avoiding complex, confusing, or unconventional words and spellings.
- Names should not exceed 18 characters (including spaces), with specific limits for name, suffix, and directional abbreviations.
- One directional suffix may be used per street name (e.g., North Baker Street).
- Where possible, two-word street names should be condensed to one word.
- Street names and signage for public spaces must be compatible with the City's Way Finding and Signage Program.

Validated proposals are included in the ANCC's quarterly report to Council. Once approved by Council, names are subject to a 30-day public commenting period. Final decisions, including approvals and denials, are published on the City's website. Staff provide a written rationale in the report for any naming proposal that is not approved.

Renaming of Assets:

Renaming assets that have been commemoratively named is discouraged, with exceptions made only in cases where the existing name is found to be discriminatory under the Ontario Human Rights Code. Prior to presenting a renaming recommendation to Council, staff must evaluate and report the full financial and administrative impact of the proposed change.

Street renaming is excluded from consideration due to the complexity and potential costs involved. The costs associated with the renaming of a roadway would depend on the character of the roadway, length of roadway to be renamed and the number of residents and/or businesses that would be impacted. Furthermore, the process of renaming an existing street is multifaceted. It requires public consultations, surveys of

affected residents and businesses, amendments to existing by-laws, possible updates to utility address and billing databases, and revisions to mapping and city addressing systems, among other considerations.

For other asset types, if a renaming proposal is approved by Council, the City will notify all residents and relevant stakeholders within a 120-metre radius. A 30-day public commenting period will follow before any renaming is finalized.

This summary outlines the current structure and procedural workflow for municipal asset naming, emphasizing transparency, public engagement and policy compliance.

CORPORATE IMPLICATIONS:

Financial Implications:

There is no financial impact resulting from the adoption of the recommendations in this report.

Legal Implications – Legal Services will review and approve as to form any agreements, consents and other documents required in connection with this policy.

Communications Implications – Staff will work with Strategic Communications to ensure advance awareness for all naming assets, including public feedback and stakeholder engagement.

STRATEGIC FOCUS AREA:

Government & Leadership Focusing on service excellence by facilitating the continued legacy of naming city assets after individuals, groups, significant events, and natural features that have influenced the City of Brampton's image by shaping its history, diversity and citizenry.

CONCLUSION:

To establish a consistent and standardized framework for evaluating and naming City assets, one that continues the legacy of honouring outstanding individuals, significant events, and notable natural features that reflect positively on the City, it is recommended that Council approve the proposed Asset Naming Policy in the form attached as Attachment 1.

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Attachments:

- Attachment 1 – Asset Naming Policy (PWE 100)