

Category: Public Works and Engineering

Asset Naming Policy

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1. Background

The naming of municipal assets plays an important role in simple and unambiguous identification of location and navigation within the City of Brampton. It also serves as a method of commemorative recognition to honour events and outstanding achievements, distinctive service, or significant community contributions of individuals and groups.

Council approves the naming of municipal assets based on specific criteria and in consideration of the importance of public suggestion and comment, and the requirements of emergency services.

The City of Brampton recognizes and supports Sponsorship and Naming Rights as an alternative revenue generation strategy to offset costs associated with the provision of municipal services.

2. Purpose

The purpose of this Policy is to provide a coherent framework that governs the naming of City Assets spanning multiple diverse business units at the Corporation and provide criteria for the naming of City Assets.

3. Application and Scope

- 3.1 Table 1 non-exhaustively lists types City Assets that are deemed valid for commemorative naming.
- 3.2 Council reserves the right to add other asset types not listed in Table 1 with the advice and recommendation of City staff.
- 3.3 Asset types listed in Table 1 may have additional requirements for valid commemorative names specific to those assets, especially for streets. These additional requirements are captured in their corresponding appendices to this Policy.
- 3.4 Exceptions
 - 3.4.1 Naming of communities, neighbourhoods, and subdivisions.
 - 3.4.2 Assets that have been approved by Council under the Sponsorship and Naming Rights policy for the sale of naming rights are not eligible for commemorative naming, unless Council removes those assets from the list of assets eligible for the sale of naming rights.
 - 3.4.3 The asset naming program described in this policy stands separately from the Tree & Bench Dedication Programs.

Table 1 – List of Valid Assets for Commemorative Naming	
Asset Owner (Business Unit)	Asset Type
Road Operations, Maintenance, & Fleet	<ul style="list-style-type: none"> • Streets
Parks Maintenance & Forestry	<ul style="list-style-type: none"> • Parks • Park features (e.g., playgrounds) • Splashpads • Outdoor sports facilities (i.e., cricket pitches, baseball diamonds, tennis courts, etc.)
Recreation	<ul style="list-style-type: none"> • Recreation Centres (e.g., Paul Palleschi Recreation Centre) • Indoor sports facilities (i.e., arenas, pools, gymnasiums, etc.)
Environment & Development Engineering	<ul style="list-style-type: none"> • Stormwater management ponds

4. Outcomes

- 4.1 A standardized approach and consistent evaluation framework for commemorative naming of City Assets.
- 4.2 A continued legacy of naming City Assets after outstanding individuals, groups, events, and natural features which reflect a positive image for the City, and reflect the history, contributions, accomplishments and diversity of the City, its communities, and citizenry.
- 4.3 The compilation of a centralized Commemorative Names reserve list for future asset naming opportunities.
- 4.4 Continued public participation in the process of naming their surroundings.

5. Commemorative Naming – General Requirements

- 5.1 An Administrative Name shall be applied to a City Asset unless a Commemorative Name is recommended and approved by Council. This section does not apply to City Assets that are identified in the list of assets eligible for sale of Naming Rights or have been named pursuant to a Naming Rights opportunity.
- 5.2 Staff will determine if a Naming Rights opportunity exists before recommending to Council Commemorative Names.
- 5.3 A City Asset that is targeted for a Commemorative Name must be readily available for public use.
- 5.4 Technical Requirements
 - 5.4.1 There shall be no duplication of Commemorative Names among City Assets with the exception of Administrative Names.
 - 5.4.2 Similar sounding Commemorative Names shall be avoided due to possible confusion for community or emergency services.
- 5.5 Commemorative Names that violate the following criteria shall not be recommended to or approved by Council:
 - 5.5.1 Discriminatory under the provisions of the *Ontario Human Rights Code*.
 - 5.5.2 Derogatory in nature.
 - 5.5.3 May convey a secondary negative or offensive connotation.
 - 5.5.4 Sexual overtones or inappropriate humour.
 - 5.5.5 Slang or double meanings.
 - 5.5.6 May cause deep or widespread offense in relation to broadly prevailing community standards.
 - 5.5.7 May impugn the City's reputation or that of any current or past elected officials.
- 5.6 Subjects that may be used for commemorative naming include, but are not limited to:
 - 5.6.1 Events
 - 5.6.2 Places
 - 5.6.3 Themes
 - 5.6.4 Geographic Features

- 5.7 People and groups of people are valid subjects of commemoration and are subject to requirements indicated in section 6.
- 5.8 The use of names after businesses, industries, or institutions as Commemorative Names is discouraged due to the risk that the names could be construed as City-endorsed advertising that prejudices other businesses, industries, and institutions in the surrounding area.
- 5.8.1 Should a Commemorative Name after a business, industry, or institution be advanced, the following requirements must be met:
- a) Council approval in consultation with Economic Development and Sponsorship.
 - b) Written agreement from the firm's leadership that there is concurrence with the proposed name, including the detailed rationale for the name.
 - c) Confirmation from an authorized legal representative from the firm that the name will not infringe upon any copyright, regulations, or other legal obligations.
- 5.9 The City will prefer commemorative naming proposals that staff determine will align with at least one following criteria:
- 5.9.1 Have a direct relationship with the Asset.
 - 5.9.2 Reflect the location of the Asset (i.e. unique community or neighbourhood identifiers).
 - 5.9.3 Portray a strong positive image of the City in recognizing the geographic, historical, cultural, indigenous or social significance of the area, municipality, region, province, or country.
 - 5.9.4 Reflect unique geographical or physical characteristics of the Asset site or area.
 - 5.9.5 Are in keeping with a specific theme (i.e., historical, cultural, or other significant feature of the City), and highlights and promotes activities and industries that are or were prevalent in Brampton.
 - 5.9.6 Recognize historic groups of people or recognized associations.
 - 5.9.7 Recognize the contributions of organizations to a particular Asset such as partnership with or without financial contributions.
 - 5.9.8 Reflect the diversity of various communities, diaspora, and citizenry contributing to the ethnic, social, and economic well-being of the City or honour significant contributions made by individuals, groups, or organizations to the community.

- 5.10 All commemorative naming requests from members of the public must be accompanied by a written submission demonstrating how the named subject fulfills at least one of the criteria in section 5.9, if the named subject is not a person or group of persons.

6. Commemorative Naming – People and Groups of People

- 6.1 Use of people's names or names of groups of people require at least one of the following criteria be satisfied:
- 6.1.1 Made a significant contribution to the municipality or to a group or association within the community, which has improved the quality of life for Brampton residents. This includes retired Members of Council and Staff that have made positive, lasting, and acknowledged contributions to the City.
 - 6.1.2 Contributed to the conveyance of lands, buildings, or its subsequent development or renovation (beyond legislative requirements).
 - 6.1.3 Demonstrated excellence, courage, or exceptional service to the citizens of Brampton, to the Province of Ontario, to Canada, or to the world.
 - 6.1.4 Put themselves in harm's way through community service, military service, Brampton Fire & Emergency service, or Peel Regional Police and Peel Regional Paramedic services (primarily in Brampton).
 - 6.1.5 Worked to foster inclusion, equality, and reduce discrimination.
 - 6.1.6 Promoted Brampton to the world.
 - 6.1.7 Demonstrated themselves to be a recognized national or international figure, commonly acknowledged to have high standing and repute.
- 6.2 If a living person's name is to be used, all of the following documents and evidence must be provided and be satisfactory to the City:
- 6.2.1 Written consent obtained from the named individual.
 - 6.2.2 Named individual is retired or inactive in their field to minimize the potential for controversy that may arise from their future activities.
 - 6.2.3 Passed a police background check.
- 6.3 If a deceased person's name is to be used, the following documents and evidence must be provided and be satisfactory to the City:
- 6.3.1 Written consent obtained from the legal representative (estate trustee) of the named individual's estate and from the named individual's family or next of kin.

- 6.4 All commemorative naming requests from members of the public must be accompanied by a written submission demonstrating how the named individual fulfills at least one of the criteria in section 6.1.

7. Ceremonial Street Naming

The City's commemorative naming program also includes ceremonial street naming, which act as an overlay to an existing legal street name. These provide an alternative means of prominent commemoration while mitigating financial and administrative implications to the corporation.

- 7.1 Ceremonial Street Names must abide by the same requirements as Commemorative Names as indicated in sections 5.4 to 5.10, along with section 6.
- 7.2 A Ceremonial Street Name does not substitute the legal name of a street.
- 7.3 The prominence of signage indicating a Ceremonial Street Name must not match or exceed that of the legal street name for wayfinding and emergency response purposes.
- 7.4 Instances of ceremonial street naming may include an unveiling event overseen by Events, Protocol, & Tourism.

8. Procedural Requirements

- 8.1 Members of the public may submit naming requests through the City's the [online form](#) hosted on the City's website.
 - 8.1.1 Alternatively, members of the public may submit their request via delegation to Council, which will be referred to staff for further processing by City staff.
 - 8.1.2 Asset naming proposals as advanced by Council will be processed under the provisions of this policy and regular procedures.
- 8.2 Council may direct staff to search for a suitable name for a particular asset with additional requirements (e.g., assigning a name with Indigenous heritage to a park).
 - 8.2.1 Staff may elect to use a name already available for assignment that meets Council's direction or solicit proposals from the community or third-party consultants.
 - 8.2.2 Names must comply with requirements listed in sections 5.2 to 5.10, and section 6.
 - 8.2.3 Recommended names for targeted assets will be included in the ANCC's quarterly report to Council for final approval.

- 8.3 Naming proposals will be examined for compliance with requirements set out in both this Policy and each business unit's technical requirements as outlined in the respective appendices of this Policy.
- 8.4 Staff decisions on naming proposal screenings will be conveyed to Council via staff reports issued quarterly by the ANCC.
 - 8.4.1 Council decisions of asset naming proposals from ANCC quarterly reports are to be reported on the City's website periodically.
 - 8.4.2 Staff will provide a rationale for any commemorative naming proposal denied within the ANCC quarterly staff report to Council.
- 8.5 Upon Council approval of a proposed name, the public is invited to comment on the name for a period of 30 days.

9. Renaming Requests

- 9.1 Assets that are assigned a Commemorative Name are expected to be permanent and not be renamed unless demonstrated, to the satisfaction of City staff, that the name no longer satisfies the requirements of this policy.
- 9.2 Staff will assess the full cost and administrative impact of renaming an Asset prior to advising Council.
 - 9.2.1 Due to onerous financial and administrative costs, streets are excluded from renaming.
- 9.3 Upon Council approval of a proposed Asset renaming, the City will notify all residents and ratepayer associations within a 120-metre radius of the Asset of the proposed name change and allow for 30 days of public comment.
 - 9.3.1 Full commitment to renaming the Asset may proceed with Council approval after public comment is considered.

10. Roles and Responsibilities

- 10.1 Members of Council
 - 10.1.1 Approve names for City Assets from quarterly reports submitted by the ANCC.
 - 10.1.2 Provide input on naming suggestions for City Assets.

10.2 Asset Naming Coordination Committee (ANCC)

10.2.1 Coordinate among business units with their respective asset naming processes and ensure consistent application of those processes.

10.2.2 Act as the principal maintainers of this Policy.

10.2.3 Corresponding with external parties who are directly involved in commemorative naming instances, which may include, but are not limited to:

- a) Living persons who are subjects of commemorative naming.
- b) Surviving family members or legal representatives or estate trustees of subjects of commemorative naming who are deceased.
- c) Representatives of private organizations tied to subjects of commemorative naming.

10.2.4 Coordinating the development of agreements between parties listed in section 10.2.3 in consultation with Litigation and Municipal Law.

10.2.5 Facilitate 30-day public commenting period after Council approves an asset name as submitted in quarterly staff reports.

10.2.6 The ANCC is composed of business units, including, but not limited to:

- a) Organizational Performance & Policy
- b) Strategic Communications, Tourism, & Events
- c) Equity Office
- d) Road Operations, Maintenance, & Fleet
- e) Parks Maintenance & Forestry
- f) Recreation
- g) Environment & Development Engineering
- h) Cultural Services

10.3 Human Resources

10.3.1 Ensures that all proposed commemorative names are compatible with the *Ontario Human Rights Code*, by way of the Senior Advisor, Human Rights.

10.4 Equity Office

10.4.1 Assesses the equity background of proposed Commemorative Names.

10.5 Asset Owner

10.5.1 Maintain SOPs that document the technical and procedural requirements corresponding to their business unit's assets as identified in Table 1.

10.6 Communication Services

10.6.1 Provide speaking notes and photography assistance for commemorative naming ceremonies.

10.7 Events, Protocol, & Tourism

10.7.1 Arrangement and performance of special ceremonies if required.

10.8 Litigation and Municipal Law

10.8.1 Assist in developing formal agreements between the City and third parties as necessary.

10.8.2 Provide template agreement and assist in confirming authority of third parties to provide consent and execute agreement with City.

11. Monitoring and Compliance

11.1 The ANCC will ensure compliance with the Policy and assess its performance during each periodic review.

11.2 This Policy will be reviewed once every 3 years.

11.3 Consequences of non-compliance

11.3.1 Failure to follow this Policy may result in:

- a) Damage to the City's reputation if commemorative names are not sufficiently vetted.
- b) Inconsistent standards of assigning commemorative names.
- c) Inefficient and arbitrary execution of asset naming activities.

12. Definitions

12.1 **Administrative Name** – An asset name based on a locational reference to a community or street name (e.g., Winterfold Park existing adjacent to a street named Winterfold Drive). These names tend to act as default names for an asset if they are not solely relying on a municipal street address.

12.2 **Asset Owner** – The business unit that is responsible for overseeing naming procedures associated with corresponding assets as identified in Table 1.

12.3 **City Assets** – Any City property valid for commemorative naming as identified in Table 1 or deemed valid by Council under section 3.2.

- 12.4 **Commemorative Name** – An asset name which intends to honour the memory of subjects in section 5.7 and 5.8 of this Policy.
- 12.5 **Ceremonial Street Name** – A secondary asset name that already has a legal administrative or commemorative name. These names are symbolic, usually to honour an individual, event, area, or an organization, but they do not replace the legal name of the street.
- 12.6 **Naming Rights** – Contractual agreements for a defined period where a third party provides goods, services, or financial contribution in return for access to the commercial or marketing potential associated with rights for the inclusion and public display of the third party’s name as part of the name of a City Asset or subcomponent of a City Asset.

13. References and Resources

This Policy should be read and applied in conjunction with the following references and resources as updated from time to time. Please note that some of the following documents may not be publicly available.

13.1 External references

- [Ontario Human Rights Code](#)

13.2 References to related bylaws, Council policies, and administrative directives

- [Sponsorship and Naming Rights \(ECD-100\)](#)

13.3 References to related corporate-wide procedures, forms, and resources

- [Commemorative Street, Park, or Facility Naming Request Form](#)
- [Naming City Assets](#)
- Ceremonial Street Naming SOP
- [Tree and Bench Dedication Programs](#)

14. Revision History

Date	Description
2019/03/06	<p>Approved – by Council Resolution CW101-2019 & C067-2019 on March 6 2019 – Replaces the following rescinded policies:</p> <ul style="list-style-type: none"> • Street Naming Policy, 2005; • Parks and Open Space Naming Policy, 2017 <p>Also replaces Municipal Naming and Corporate Signage Programs (CW019-2004).</p>
2021/09/30	Revisions requested by Council to reflect diversity of the City and align with current naming procedures
2024/09/30	Next Scheduled Review

Appendix 1: Street Naming – Additional Requirements

Adapted from Appendix 1 of the Street Naming SOP.

Only select clauses were taken from this SOP's appendix that pertains strictly to requirements for a name to be valid.

1. Region of Peel Street Names Committee Review and Approval

- 1.1. All new or changed street names are subject to the Region of Peel Street Names Committee review/approval and master index checks.

2. Private Roadway Requirements:

- 2.1. For private roadways in a development to qualify for the assignment of a street name the following criteria must be met:
 - 2.1.1. The access cannot lead directly into a parking lot
 - 2.1.2. The development must have more than 30 units and/or multiple private roadways that intersect with each other.

3. Street Name Duplication:

- 3.1. Where a name is currently in use that same name cannot be duplicated for another street.
- 3.2. Street names that start with the same first 3 letters will be considered providing the Total number of street names with the same first 3 letters does not exceed 30.

4. Ease of Pronunciation:

- 4.1. Street names must be easy to pronounce to avoid difficulties in emergency situations. In particular:
- 4.2. The use of complex words is discouraged (i.e. Philanthropic Crescent).
- 4.3. Street names that are spelled differently but sound alike are to be avoided (i.e. Brainard Lane and Barnard Lane).
- 4.4. Street names that could be pronounced in several different ways shall also be avoided (i.e. Herb Street- could be pronounced with the "H" dropped (Erb) or with the "H" remaining (Herb)).

5. Ease of Spelling

- 5.1. Street names with unconventional spellings should be avoided to facilitate easy recognition, pronunciation, and to avoid confusion. For example: names that could be spelled in several different ways should be avoided (i.e. Arbor Lane or Arbour Lane) and names having elements such as hyphens, apostrophes, or dashes. (i.e. Great-Lakes Street) are discouraged and will be only considered on a case-by-case basis provided all the other criterion listed herein are met.

6. Street Name Characteristics

- 6.1. Street names should not exceed 18 characters in length (including spaces). This helps to ensure the above-mentioned criteria are met as well as not to interfere with standard street signage across the city and Region to accommodate such names. The sequence that Street names should follow is:
 - 6.1.1. Street Name, maximum of 14 characters.
 - 6.1.2. Street Suffix, maximum 5 characters (when abbreviated).
 - 6.1.3. Street Directional Suffixes, maximum 2 characters, (when abbreviated).

7. Prefixes

- 7.1. Street name suffixes are words that follow a street name usually indicating the type of configuration of the Street and on occasion, street direction.
- 7.2. The following directional suffixes may also be used as part of street names:
 - 7.2.1. NORTH (N)**
 - 7.2.2. SOUTH (S)**
 - 7.2.3. EAST (E)**
 - 7.2.4. WEST (W)**
- 7.3. A maximum of one directional suffix may be used per street name (e.g., North East Baker Street would be acceptable).

8. Two-Word Names

- 8.1. Proposed street names that consist of two words, wherever possible, should be changed to one word.

9. Street Names and Signage Regarding Public Spaces

- 9.1. Developments or development areas that include, or are proximate to public spaces, City buildings, corridors, or gateways, the proponent of the street

name is required to contact the Community Services to ensure that street names and signage is compatible with the City's Way Finding and Signage Program.

Appendix 2: Parks Maintenance & Forestry Assets – Additional Requirements

The following is adaptation from section 6 of the Parks Naming SOP outlining naming “conventions” that Fire applies in assessing whether a proposed commemorative name is valid.

The criteria listed below shall be used to refine candidate names to minimize potential confusion by Emergency Services respondents. It respects and builds upon the *Region of Peel’s Street Names Committee Policies*.

1. Unacceptable Beginnings of Any Word (in Names):

In accordance with the Region’s Street Naming Policy, there are a number of sets of three characters that are not to be used to start names because of overuse. In addition to those character sets, other specific words will be avoided at the beginning of any word in new names for various reasons, such as overuse (e.g., Chinguacousy), multiple spellings for the same sound (e.g., Beech / Beach), etc.

2. Multiple Words:

It is appropriate, and at times necessary for clarity, to use more than just one word (such as including a person’s first name) when naming municipal assets. It is preferred that the number of words used be limited to two (excluding the suffix), whenever possible.

- e.g., “John Doe Park” would be preferred over “John William Doe Park”.

3. Suffixes:

Asset names should end with suffixes appropriate to the primary asset type, such as “Valley”, “Woods”, “Park”, etc.

Some suffixes which are typically used as street suffixes (such as Gardens, Gate, Grove, Heights, Terrace, and Way) should not be used for other City infrastructure

4. Length of Asset Name:

Names of parks and other non-street assets must be easily and uniquely identifiable using only the first 30 characters of the name (including spaces and the suffix). It must also be possible to place the entire name on Brampton's standard park identification signage at the standard lettering height as defined in the *Outdoor Master Wayfinding Program* without further modification of the sign.

5. Use of Initials within a Name

Although the use of initials is discouraged, when initials are used, the periods shall be omitted from database systems¹, but may appear on site signage.

- *E.g., Names in the database would appear as ... Donald M Gordon Chinguacousy Park; JP Hutton Park*

Initials that can be mistaken for words when spoken shall be avoided.

- *E.g., B/Bee/Bea; C/See/Sea; JC/Jaycee; K/Kay; KC/Casey; O/O'Oh; T/Tea/Tee; etc.*