

Municipal Naming Policy Amendments

November 13, 2018

Presented by:

Tracy Tsui

Planner

Infrastructure and Development Services



Two Processes

1. Process for Adding Names

- Potential Significant Names List

2. Process for Naming a Significant Feature

- Municipally-Owned Buildings
- Significant Infrastructure
- Arterial Roads
- Neighbourhood Roadways
- Parks

Purpose for Amendments

- To improve time and staff resource efficiency by reducing redundant processes.
- To enable public input and proper vetting.
- To ensure decisions are transparent and in keeping with the policy.
- To establish clear roles for Administration and Council.

Amendments

1. Who will approve the names list?
2. Who will coordinate a naming process?

Who to Approve Names List?

Current	Learnings	Amendment	Implications
Council.	Council is “double-approving” names.	The Naming Committee. Council will be notified of updated SNLs through council advisories.	Efficient use of time. Less administrative staffing hours. Less bureaucratic. Council will still make the final decision for the naming of City assets.

Who to Coordinate Naming Process?

Current	Learnings	Amendment	Implications
The Planning Branch.	<p>The policy is unclear as to which City department is responsible for implementing the naming process.</p> <p>Past naming proposals has been coordinated by the Planning Branch, however, this process has demonstrated limited time and resources in order to effectively coordinate.</p>	<p>The City department whose operational mandate the development or area falls under. They will be called the “Sponsor”.</p> <p>Examples:</p> <ul style="list-style-type: none">• Soccer Field = Recreation & Parks• Transit Facility = Transit Department	<p>Effective review of the naming process.</p> <p>The Sponsor will be responsible for creating an implementation plan:</p> <ul style="list-style-type: none">• Changes to signages.• Providing or requesting appropriate funds.• Etc.

Adding Names to the List

Existing Process	Proposed Process
<ol style="list-style-type: none">1. Public submits name.2. The Naming Committee reviews submitted names in accordance with the policy's naming criteria.3. The Naming Committee prepares the recommended SNL and informs the Planning Branch.4. The Planning Branch prepares agenda report to be discussed at Council.5. Motion is discussed in-camera at Council.6. Council approves the SNL.	<ol style="list-style-type: none">1. Public submits name.2. The Naming Committee reviews submitted names in accordance with the policy's naming criteria.3. The Naming Committee approves updates to the SNL and informs the Planning Branch.4. The Planning Branch prepares a Council Advisory to inform Council the updated SNL.

Council Naming a Significant Feature

Existing Process	Proposed Process
<ol style="list-style-type: none">1. Request to Council (or by Council) asking to name a significant feature.2. The Planning Branch is assigned the file to coordinate in accordance with the policy.3. Planning requests that the Naming Committee provide a recommendation with a few alternative options.4. Planning informs and consults with the impacted department of the proposed names.5. The impacted department works with user groups to gather their input (optional).6. Planning recommends a name, with alternatives for Council to consider.7. The Planning Branch prepares an agenda report for Council to discuss in-camera.8. Council makes a decision.	<ol style="list-style-type: none">1. Request comes in to Council (or by Council) asking to name a significant feature.2. The file is assigned to the Sponsor (impacted department) to coordinate in accordance with the policy.3. The Sponsor requests that the Naming Committee provide a recommendation with a few alternative options.4. The Sponsor works with user groups to gather their input (optional).5. The Sponsor prepares an agenda report for Council, with a recommendation and options, to discuss in-camera.6. Council makes a decision.

Recommendations

- That the agenda report to GPFC be received as information.
- That the GPFC recommend to Council that amendments to the City Council Policy C-CC-05, *Municipal Naming*, be approved.