

# Municipal Naming Policy Amendments

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# Two Processes

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## 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

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- 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

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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.	<p>The Naming Committee.</p> <p>Council will be notified of updated SNLs through council advisories.</p>	<p>Efficient use of time.</p> <p>Less administrative staffing hours.</p> <p>Less bureaucratic.</p> <p>Council will still make the final decision for the naming of City assets.</p>

# 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"> <li>• Soccer Field = Recreation &amp; Parks</li> <li>• Transit Facility = Transit Department</li> </ul>	<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"> <li>• Changes to signages.</li> <li>• Providing or requesting appropriate funds.</li> <li>• Etc.</li> </ul>

# Adding Names to the List

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

# Council Naming a Significant Feature

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



# Recommendations

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- 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.