



Purpose:

The purpose of the Asset Naming Policy is to provide for a fair, consistent, and efficient process while including the important need for public consultation and legislative approvals with respect to naming, renaming of municipal assets.

Definitions:

Commemorative – shall refer to the official naming of a municipal asset, after a person, persons or family name.

Municipal Asset – refers to any municipal roads, parks, trails, open spaces, buildings, memorial areas or any municipal facilities, property, and objects owned directly or indirectly by the Township or in which the Township has retained naming rights.

Zorra Names Registry – a central repository of all Council approved names for assets and shall include the historical or background information for each name.

Policy:

Under the provisions of the *Municipal Act, 2001, S.O. 2001, c.25*, the municipality has the authority to name or change the name of a private/and or local road or a municipal asset.

This policy establishes the processes and criteria for naming, renaming, or dedicating Municipal Assets such as roads, parks, trails, open spaces, buildings, memorial areas and other municipal facilities and shall include the methods by which the public may provide recommendations and comments.

The main objectives of this policy are:

- To provide direction on how to apply for approval to name, re-name or dedicate municipal assets,
- To ensure the application of a defined consultation/application process to encourage community participation,
- To ensure a clear, efficient and timely naming process,
- To ensure the application of key criteria,
- To ensure the compilation of a comprehensive Names Registry to act as one central repository for all approved names for assets,
- To ensure a proper approval process and the importance of the role of Council,
- To provide a direction on how to utilize the approved names included on the Names Registry,
- To provide direction on how to name a municipal asset.



The policy applies to any organization, partnership or individual requesting the naming of a municipal asset.

The policy is not intended to address:

- Individual memorial dedications such as commemorative benches, trees, or plaques.
- Naming rights/Sponsorship opportunities,
- The naming of Township-owned facilities leased to commercial tenants; or naming of core facilities (Township Office, fire halls, public libraries, etc.)

General Provisions

- 1.0. The naming, renaming and dedication of Municipal Assets shall be the responsibility of the Zorra Naming Working Group, with Council having final approval. Council may, at any time, direct that an asset be renamed, or a specific name be used for a specific asset. On occasion, the Council of the Township of Zorra may wish to acknowledge the activities and significant contributions, either financial or otherwise, of an organization, a person(s) or family, to the community through the naming of a municipal asset.
- 2.0. The Zorra Naming Working Group is comprised of the following individuals:
 - a) Clerk
 - b) Director of Public Works
 - c) Fire Chief
 - d) Planner
 - e) Chief Building Official
- 3.0. The intent of naming is for permanent recognition. The renaming of assets is strongly discouraged as it significantly impacts numerous individuals, Township departments, emergency services and the community.
- 4.0. The form of signage shall be consistent with Township signage and branding guidelines.
- 5.0. The Township of Zorra makes all final decisions concerning what is placed on Township assets.
- 6.0. The cost associated with a naming/renaming (including but not limited to signage, ceremonial costs, legal costs, etc.) will be the responsibility of the Township when the naming/re-naming has been initiated by the Township and will be the responsibility of the service club/developer or corporate entity when the naming/renaming has been initiated by the service club/developer or corporate entity or is part of a land use planning development.



Zorra Names Registry

- 7.0. The Zorra Names Registry is a list of all approved names that were submitted by residents and shall include the significance of each name approved.
- 8.0. The Director of Corporate Services/Clerk (The Director) shall be responsible for the administration of the Zorra Names Registry (see Schedule A – Procedures for the Municipal Asset Naming Policy). The Director shall ensure that the individual or next of kin (if possible) have approved the use of the names in the registry. The list of names in the registry shall include categories such as Veterans, Prominent Citizens, Geographical, Historical Elements, etc. The names registry and all additions or amendments shall be approved by the Director.
- 9.0. The public will have the opportunity to provide name suggestions by completing the Zorra Names Registry Application. (Schedule B) The name will only be considered if historical or background information is included, without this information the Director shall not consider the request. If necessary, the Director may reach out to the applicant requesting additional information be included. Proposed names will be posted on the Township website for public comments. Following public consultation, the Director will have final approval. Any approved applications will be included in subsequent agenda packages as information only.

Naming Process

- 10.0. Where the naming of an asset is required by the Township, the Zorra Naming Working Group is to select a name from the Zorra Name Registry for the asset and bring it as a recommendation to Council for their final approval. If there are no applicable names on the Zorra Name Registry, the Working Group can select a name outside of the registry, ensuring it meets the criteria for naming as listed below.
- 11.0. Where an outside party (service club/developer/organization) is to be involved in the asset naming process they will bring their name suggestions to the Zorra Naming Working Group for their approval. Outside organizations are encouraged to select names from the Zorra Name Registry but are not required to.

Criteria for Naming

- 12.0. When a Municipal asset is named, re-named, or dedicated, the following principles shall be applied:
 - Names shall be unique; name duplication and similar sounding or spelled names shall be avoided.



- Names should give a sense of place, continuity, belonging and celebrate the distinguishing characteristics and uniqueness of Zorra Township.
- Names should maintain a longstanding local area identification with the residents of Zorra and the rationale associated with the use of a particular name shall be understandable.
- Names should promote pride in the Township of Zorra, acknowledge local heritage, history, and recognize unique features and geography (such as names that relate to local history, places, and events, native wildlife, flora, fauna and natural features or unique characteristics of a neighbourhood or area).
- Names should promote significant geographical, neighbourhood and historical elements.
- Names shall not be discriminatory, derogatory, or political in nature; names conveying a secondary negative or offensive connotation, any sexual overtones, inappropriate humour, slang or double meanings shall be avoided.
- The re-use of former names shall be discouraged to avoid confusion with property records management and emergency services.
- Names shall assist with emergency response situations by being consistent with road names and geographical locations.
- Names with hyphens, apostrophes or dashes shall be discouraged but may be considered on an individual basis.
- Names may, on an exceptional basis, honour the significant contributions of an individual or family and shall include written documentation of approval by the individual and/or next of kin to be honored (if available/possible).
- Names shall recognize, on an exceptional basis, significant contributions that organizations, partnerships, or individuals have made to public life and the well-being of the people of Zorra Township with or without financial contributions.
- Naming in honour of elected or appointed public officials, Township administrative officials or staff shall occur post service.

Miscellaneous

- 13.0. In some cases, the Township may choose to initiate a form of public engagement (public meeting, online, survey, etc.) to receive public feedback on potential names.
- 14.0. For internal assets (i.e. a room in the Zorra Municipal Centre), the naming will be at the CAO's discretion.

Departments Affected:

Council and Administration.



Policy: Asset Naming Policy

No: 400-03

Section: Clerks

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Accessible Formats:

If you require this document to be in an accessible format, please contact the Director of Corporate Services at clerk@zorra.ca or 519-485-2490 ext. 7228.



Schedule A

Procedures for the Municipal Asset Naming Policy

Zorra Names Registry

The Township Director of Corporate Services/Clerk, (the Director) or designate will be the designated contact between the community, developers, other municipalities, and those requesting information regarding asset naming.

Upon receipt of an application for a name to be added to the Zorra Names Registry, the Director will do an initial review to ensure all proposed names meet the asset naming criteria, the 9-1-1 criteria, and other tasks as required. Proposed names will be sent to Oxford County Planning, Director of Public works as well as the Zorra Township Fire Chief for review to ensure similarities and duplications with any existing asset names do not exist.

Following the initial review of all proposed names for the Zorra Names Registry, the names will be posted on the Township website for 14 days to allow for public comments. The final decision will be made by the Director. All approved applications will be included in subsequent Council agenda packages as information only.

Asset Naming

When an asset naming opportunity arises, the Zorra Naming Working Group will discuss which names from the Zorra Names Registry are appropriate for the asset in question. If no name on the Registry is suitable, the Working Group may select a name outside of the Registry, given it meets the criteria for naming and is appropriate for the specific asset in question (i.e. road, park, etc.).

Following the Working Group's decision, the Director will bring a report to Council with their recommendations for Council's review and final approval.



Zorra Names Registry Application



