

Appendix 3

CITY OF TORONTO HONOURIFIC AND STREET NAMING POLICY

1. STATEMENT

- 1.1 The City of Toronto honours and promotes the heritage and identity of the City in a number of ways, including through the naming or renaming of civic properties and streets, which is the subject of this policy.

2. OBJECTIVE AND PURPOSE

- 2.1 The purpose of this policy is to establish a naming protocol that:
 - provides guidelines and a consistent process for the naming of civic properties and streets;
 - protects the reputation and integrity of the City of Toronto and its assets;
 - ensures alignment with the City's core values and principles; and
 - advances Council priorities.

3. SCOPE

- 3.1 This policy does not apply to individual or to corporate naming rights which are covered by a separate policy.
- 3.2 Gifts or donations to such initiatives as the Commemorative Tree and Bench Program are not covered by this policy. Such philanthropic contributions are governed by the City's Donations Policy.
- 3.3 For purposes of corporate consistency, this policy shall apply to all City divisions and those agencies, boards and commissions (ABCs) which are by law subject to the policies of City Council. All other ABCs are requested to adopt policies which are consistent with this policy.
- 3.4 This policy does not apply retroactively. Naming arrangements that pre-date this policy are not subject to its terms.

3.5 Subject to existing arrangements and this policy, any property or street may be considered for naming. Naming proposals will be reviewed on a case-by-case basis.

4. DEFINITIONS

4.1 For the purposes of this policy, the following definitions apply:

- ❑ “Corporate Naming Rights” shall mean a mutually beneficial business arrangement wherein an organization provides goods, services or financial support to the City in return for access to the commercial and/or marketing potential associated with the public display of the organization's name on a City property for a finite period. Examples include the City-owned Sony Centre for the Performing Arts and the Scotiabank Nuit Blanche arts event.
- ❑ "Duplicate" as used in this policy refers to the name of a street, including its type designation and other qualifiers.
- ❑ “Honourific Naming” shall mean the honourific or commemorative naming of property or streets without the receipt of consideration by the City. It is bestowed by the City to recognize the outstanding service, commitment or contribution of an individual or group. The J.J. Piccininni Community Centre is but one example. Furthermore, an honourific or commemorative naming may be conferred on an organization that has made such a substantial donation that naming is considered to be an appropriate acknowledgement.
- ❑ “Individual Naming Rights” shall mean the naming of City property in return for a financial or in-kind contribution from an individual or their estate. Typically, such support is given to enhance the community and to help sustain the property in question for a negotiated period of time. An example is the Martin Goodman Trail.
- ❑ “Properties” refers to City assets. These include, but are not limited to, events, services, programs, activities, real property, facilities, parks, features (e.g. rooms, ice pads, bridges, playgrounds, etc.), and other assets.
- ❑ "Streets" as used in this policy shall refer to City streets or lanes and shall include private streets which the City has the legal jurisdiction to name or rename.

5. PRINCIPLES

5.1 *General*

- 5.1.1 This policy repeals and supplants all existing in-force City policies and guidelines on naming, including the City of Toronto Street Naming Policy, as amended, and the Naming and Renaming of Parks and Recreation Facilities Policy.
- 5.1.2 The names of properties and streets honouring individuals or organizations cannot be altered without the express authorization of the relevant Community Council. The re-naming of properties and streets will only be pursued in exceptional circumstances and be considered within the context of the historical and/or community significance of the existing name.
- 5.1.3 The cost and impact of changing existing signage, rebuilding community recognition and updating records must be considered before a property or street is re-named.
- 5.1.4 Property and street namings are at the sole discretion of the City.
- 5.1.5 All property and street namings in compliance with this policy require the approval of the relevant Community Council.
- 5.1.6 The City shall retain ownership and control over any named property, unless another party has explicit lawful rights to the property.
- 5.1.7 The City will consider naming proposals, but is under no obligation to accept them or to present them for consideration.
- 5.1.8 The duration of the property or street naming is at the sole discretion of the City and may be revoked and the property or street re-named at any time.
- 5.1.9 In considering the naming of a property or street after an individual, priority will be given to those who have made a sustained and lasting contribution to the local community or to the City in general.
- 5.1.10 The physical display of the name shall be at the purview of the City.
- 5.1.11 The City does not endorse the products, services, or ideas of any named party.
- 5.1.12 The local councillor shall be notified with respect to ward-specific property or street naming proposals.
- 5.1.13 In accordance with the Councillor Code of Conduct, and the principles and criteria noted in this policy, the solicitation, negotiation and administration of

all property and street naming and renamings are to be conducted by authorized City staff only. Division Heads have overall responsibility for oversight and control of property and street naming and renamings in their units.

5.2 Eligibility and Criteria

- 5.2.1 The City shall not grant a naming without the informed written consent of the named party (i.e. individual, group or organization) or the named party's representative (e.g. estate or next-of-kin).
- 5.2.2 Honourific names shall only be awarded posthumously to those individuals who have been deceased for at least two years.
- 5.2.3 Named parties are prohibited from implying that their products, services or ideas are sanctioned by the City.
- 5.2.4 The naming must not result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment to the named party.
- 5.2.5 There shall be no actual or implied obligation on the City's part to purchase the product or services of the named party.
- 5.2.6 Subject to the agreement, the naming must not impair the City's ability to manage the property, if the City has rights to manage the property.
- 5.2.7 The naming must not unduly detract from the character, integrity or aesthetic quality of the property or unreasonably interfere with its enjoyment or use.
- 5.2.8 The naming must not confer a personal benefit to any particular City employee or City official.
- 5.2.9 Namings must not result in additional costs for the City. Any costs associated with an unsolicited naming proposal will be the responsibility of the applicant.

6. PROCEDURE

The following process has been established to ensure that the naming or renaming of a City property or street is approached in a consistent manner. Issues regarding the interpretation or application of this policy and process are to be referred to the Toronto Office of Partnerships, with the exception of matters respecting the naming of streets, which shall be referred to the City Surveyor.

6.1 Naming of Properties and Streets

6.1.1 In line with current practice, for the naming of properties and streets, division staff shall only recommend names that:

- after consulting with the local community and councillor, are determined to have general public support;
- engender a strong positive image;
- have historical, cultural or social significance to the community, City or nation;
- are unique, to avoid confusion;
- do not lend themselves to inappropriate abbreviations or acronyms; and
- comply with this policy

6.1.2 Upon concluding its due diligence, the division will report to the relevant Community Council with the recommended name.

6.2 Requests for the Honourific Naming/Renaming of City Properties (Other than Streets)

6.2.1 Any individual, group or organization may submit an honourific naming proposal to name or rename eligible City property.

6.2.2 All requests for the honourific naming or renaming of a City property shall be made in writing to the appropriate Division Head (or designate) or the Toronto Office of Partnerships, which will then refer the request to the appropriate division.

6.2.3 In considering a naming request, divisions may, at their discretion, utilize additional criteria beyond those noted in this policy and may assess fees for the purposes of cost recovery.

6.2.4 Requests should contain the following minimum information:

- The proposed name;
- Reasons for the proposed name, including documentation of that person or entity's significance and contribution to the community, city or country;
- Written documentation indicating community support for the proposed name. For a proposal to be eligible for consideration, the applicant must secure the endorsement of at least two community organizations, as defined by the applicable division;
- Description/map showing location and boundaries of the property; and
- If proposing to re-name a property, include justification for changing an established name. Names that have become widely accepted by the

community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so.

- 6.2.5 Upon receipt, community and other relevant stakeholders, including the local councillor, shall be notified of all naming/renaming proposals.
- 6.2.6 Each proposal will then be considered by a staff-led review that, as part of its due diligence, shall at a minimum:
- review the proposed request for its adherence to this policy.
 - ensure that supporting information has been authenticated, particularly when an individual's name is proposed.
 - conduct an independent background check on the individual, group or organization presented for naming.
 - consult with, and take into consideration the comments of, all interested stakeholders.
- 6.2.7 Staff will then present, within 90 days of the submission, a recommendation to the Division Head (or designate) who may either accept or reject the proposal. The Division Head may also seek to convene a public meeting to gain additional information prior to making a decision.
- 6.2.8 The Division Head/designate shall communicate the recommendation and its reasons to the applicant.
- 6.2.9 Where a proposal is accepted, the division shall report to the appropriate Community Council for approval.

6.3 Requests for the Naming/Renaming of Streets

- 6.3.1 Names may be proposed for the naming or renaming of streets, subject to the following:
- 6.3.1.1 Similar sounding names such as Beach Avenue and Peach Avenue, or Apple Hill Road and Apple Road shall be avoided.
- 6.3.1.2 Corrupted or modified names, or names which are discriminatory or derogatory from the point of view of race, sex, colour, creed, political affiliation or other social factors shall not be considered.
- 6.3.1.3 The re-use of former street names shall not be permitted to avoid confusion in property records management.
- 6.3.2 All applications for naming or renaming streets shall be made in writing to the City Surveyor. The application should include the proposed name, the

specific street location and brief but complete background information on the proposed name. The City Surveyor shall determine the appropriate street type designation (e.g. avenue, boulevard, trail, terrace, crescent, etc.) and/or qualifier (e.g. east, west, etc.) for a proposed name.

- 6.3.3 In the case of a name change, the application should also include a petition with name, address and signatures of the persons who reside on or own property that fronts on or is adjacent to the subject street.
- 6.3.4 The City Surveyor shall circulate proposed names to the affected Councillors, Fire Services, Toronto Police Services and Emergency Medical Services, and preservation panels.
- 6.3.5 Where the name is proposed to be established by registration of a plan of subdivision, the following shall apply:
 - 6.3.5.1 Should the proposed names of the new streets be acceptable to all parties referenced in 6.3.4, the City Surveyor may, where the name is to be established by registered plan of subdivision, authorize inclusion of the names on the plan of subdivision; and
 - 6.3.5.2 If the proposed street names on a draft plan of subdivision application do not have approval from all parties concerned, the City Surveyor shall report on the recommended names to the Community Council for its consideration.
- 6.3.6 Where the name is proposed to be established by by-law, the City Surveyor shall report to the Community Council for consideration and approval. Note that Municipal Code Chapter 162, "Notice, Public", requires that notice be given of the Community Council meeting at which a by-law to name or rename a street will be considered.
- 6.3.7 Recommendations by City staff for naming or renaming proposals which are initiated by staff or are requests for the approval of property or street naming which are not within the scope of this policy shall be referred to Community Council for appropriate action, which may include recommendation to City Council for approval.

7.0 RELATED POLICIES

- 7.1 The City's Donations Policy can be found at:
http://www.toronto.ca/top/pdf/donation_policy.pdf
- 7.2 The Code of Conduct for Members of Toronto City Council is available at:
http://www.toronto.ca/city_council/pdf/members_code_conduct.pdf

8. CONTACT

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