

Supplementary Report: Updated Policies for Naming City Streets and Properties

Date:	July 6, 2015
To:	City Council
From:	Acting City Manager
Wards:	All

SUMMARY

At its meeting on June 30, 2015, the Executive Committee in considering the report EX7.8, *Updated Policies for Naming City Streets and Properties*, referred a motion by Councillor Ainslie to the Acting City Manager and requested that he report directly to City Council on proposed amendments to the Policies. The proposed amendments are to include consultation with aboriginal communities when the City is considering naming or renaming a City street or property or assigning a ceremonial street name after an aboriginal individual, organization or event.

The Acting City Manager concurs with the proposed amendments. This report recommends that City Council replace the *Street Naming Policy* and the *Property Naming Policy*, Attachments 1 and 2 to the report EX 7.8, *Updated Policies for Naming City Streets and Properties* with revised Policies, Attachments 1 and 2, to this report. The revisions acknowledge and respect the unique status, cultural practices, significance and contributions of aboriginal communities.

RECOMMENDATIONS

The Acting City Manager recommends that:

1. City Council replace the *Street Naming Policy* and the *Property Naming Policy*, Attachments 1 and 2 to the report EX7.8 *Updated Policies for Naming City Streets and Properties*, considered by Executive Committee at its meeting on June 30, 2015, with the revised *Street Naming Policy*, and the revised *Property Naming Policy*, Attachments 1 and 2 to this report.

DECISION HISTORY

At its meeting on June 30, 2015, in considering the report, *Updated Policies for Naming City Streets and Properties*, the Executive Committee requested the Acting City Manager to report directly to City Council on proposed amendments to the *Street Naming Policy* and the *Property Naming Policy*. The Executive Committee Decision Document can be found at: <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.EX7.8>

COMMENTS

At the Executive Committee on June 30, 2015, Councillor Ainslie put forward a proposed amendment to the *Street Naming Policy* and the *Property Naming Policy* to include consultation with aboriginal communities and adherence to appropriate aboriginal practices and protocols when the City is considering proposals to name or rename a street or property, or assign a ceremonial street name on behalf of an aboriginal individual, organization or event.

The proposed amendments are bolded in the revised *Street Naming Policy* and *Property Naming Policy* in Attachment 1 and 2 to this report. These amendments are appropriate and align with the City's commitment to acknowledge and respect the unique status, cultural practices, significance and contributions of aboriginal communities.

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SIGNATURE

John Livey
Acting City Manager

ATTACHMENTS

Attachment 1- Revised *Street Naming Policy*
Attachment 2- Revised *Property Naming Policy*

City of Toronto Street Naming Policy

1. Policy Statement

Street names are critical for municipal addressing and emergency response purposes. This Policy establishes criteria to name or rename a street or assign a ceremonial name to a Street.

2. Definitions

- 2.1 *Ceremonial Naming* refers to assigning a ceremonial name to a Street in honour of an individual, event or an organization that has made a significant and exceptional positive contribution to the City of Toronto, the Province of Ontario or Canada. A ceremonial name is a secondary name and does not replace the official name.
- 2.2 *City* refers to the City of Toronto.
- 2.3 *Draft Plan of Subdivision* is a document that shows the surveyed boundaries, location, size, and streets of a proposed subdivision.
- 2.4 *Duplicate* refers to street names that are identical, not including the street suffix.
- 2.5 *Division Head of Engineering & Construction Services* means the Executive Director of Engineering & Construction Services or his or her designate.
- 2.6 *Economic Development & Culture* refers to the City of Toronto's Economic Development and Culture Division or its successor.
- 2.7 *Engineering & Construction Services* refers to the City of Toronto's Engineering & Construction Services Division or its successor.
- 2.8 *First Responders* refers to Toronto Fire Services, Toronto Police Service, and Toronto Paramedic Services.
- 2.9 *Reference Plan* refers to a plan deposited in the local Land Registry Office and is a graphic representation of descriptions of land, as well as representations of divisions of land under the *Planning Act*.
- 2.10 *Similar Sounding* refers to street names that sound similar in their entirety, not including the street suffix.

- 2.11 *Street* is any existing or proposed public or private street, lane, or walkway within the boundaries of the City of Toronto.
- 2.12 *Street Suffix* refers to words that follow a street name and usually indicate the type of street configuration and or street direction.
- 2.13 *Unnamed Street* refers to any Street or a proposed street on a Reference Plan without an official name and not on a draft plan of a subdivision.
3. Criteria for Naming or Renaming a Street or Assigning a Ceremonial Name to a Street
- 3.1 The City will consider proposals for street naming but is under no obligation to accept a proposal to name, or rename a street, or assign a ceremonial name to a Street.
- 3.2 Street names, including ceremonial Street names should portray a strong positive image and have historical, cultural, **aboriginal** or social significance or contributions to the community, the City, the Province of Ontario or Canada.
- 3.3 Street names shall not impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver services.
- 3.4 Streets that have been named, renamed, or assigned a ceremonial name within the previous ten years will not be renamed.
- 3.5 Assigning a ceremonial name to a Street will be considered before renaming a Street.
- 3.6 Suffixes for Street names are assigned by Engineering & Construction Services to ensure the appropriate suffix is used to describe the type, function, length and configuration of the Street.
- 3.7 All City costs involved in renaming a Street shall be the responsibility of the applicant.
- 3.8 Street names, including ceremonial names, shall not:
- 3.8.1 Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a development, product, service or a particular business;
- 3.8.2 Be or be perceived to be discriminatory or derogatory of race, colour, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors;

- 3.8.3 Result in inappropriate abbreviations or acronyms;
 - 3.8.4 Duplicate or be similar sounding to an existing Street name;
 - 3.8.5 Place the City in conflict with any agreements established in the acquisition or management of the street; and
 - 3.8.6 Make a direct or indirect reference to recent events or recently deceased individuals, except where the event or the individual had a legacy or significant contributions to the City of Toronto. Names of recent events or recently deceased individual may be considered after two years.
- 3.9 Street signs must comply with the Corporate Identity Program and the physical location of the sign shall be determined by the City.
- 3.10 Naming or renaming a Street, or assigning a ceremonial name to a Street, on behalf of an individual, event, or an organization requires the written consent of the named party or the named party's representative.
- 3.10.1 In circumstances where consent has not been received, despite reasonable efforts, the City, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate efforts to obtain consent to the satisfaction of the City.
4. Naming Streets on Draft Plans of Subdivisions
- 4.1 A proposal to name Streets on a draft plan of subdivision is to be made using the Street Naming Application through Engineering & Construction Services and at minimum is to include:
- 4.1.1 The proposed Street names, including any background information on the names;
 - 4.1.2 A copy of the draft plan of a subdivision; and
 - 4.1.3 **Proposed Street names that portray aboriginal significance or are after an aboriginal individual, organization or event will require consultation with aboriginal communities and adherence to appropriate aboriginal practices or protocols.**
- 4.2 The Division Head of Engineering & Construction Services will assess proposed Street names for draft plans of subdivisions in accordance with this Policy and consult with the Ward Councillor prior to granting approval.

- 4.3 In the event that the Ward Councillor does not support the proposed name(s), the relevant Community Council, (or City Council if it affects more than one Community Council or has City wide significance), will consider the proposed name(s) in accordance with Section 152 of Toronto Municipal Code Chapter 27, Council Procedures.
5. Naming an Unnamed Street
- 5.1 A proposal to name an unnamed Street is to be made using the Street Naming Application through Engineering & Construction Services and at minimum is to include:
- 5.1.1 The proposed name;
 - 5.1.2 Rationale for naming the Street;
 - 5.1.3 Documented support from property owners/ residents who directly about the unnamed street or local community members and/or organizations, unless the street is on a Reference Plan;
 - 5.1.4 A map or an illustration, including major intersections of the unnamed street; and
 - 5.1.5 **Proposed Street names that portray aboriginal significance or are after an aboriginal individual, organization or event will require consultation with aboriginal communities and adherence to appropriate aboriginal practices or protocols.**
- 5.2 If the proposed name complies with this Policy, the City shall give public notice on its intention to name the street including the proposed name in compliance with Toronto Municipal Code Chapter 162, Notice, Public.
- 5.3 Community Council, (or City Council if it affects more than one Community Council or has Citywide significance), shall consider the proposed name in accordance with Section 152 of Toronto Municipal Code Chapter 27, Council Procedures.
- 5.4 If the proposed name does not comply with the Policy, the Division Head of Engineering & Construction Services will report to Community Council.
6. Renaming City Streets
- 6.1 A proposal to rename a Street is to be made using the Street Naming Application through Engineering & Construction Services and at minimum is to include:

- 6.1.1 Rationale for changing the name and significance of the proposed name;
 - 6.1.2 Relevance of the proposed name to the Street;
 - 6.1.3 Documented support, including but not limited to petitions and support letters, from at least 75 percent of property owners that abut the street;
 - 6.1.4 A map or an illustration, including major intersections of the street to be renamed; and
 - 6.1.5 **Proposed Street names that portray aboriginal significance or are after an aboriginal individual, organization or event will require consultation with aboriginal communities and adherence to appropriate aboriginal practices or protocols.**
- 6.2 If the proposed name complies with this Policy, the City will provide public notice on its intention to rename an existing street and the proposed name in compliance with Toronto Municipal Code, Chapter 162, Notice, Public
- 6.3 The relevant Community Council, (or City Council if it affects more than one Community Council or has Citywide significance), shall consider the proposed name in accordance with Section 152 of Toronto Municipal Code Chapter 27, Council Procedures.
- 6.4 If the proposed name does not comply with the Policy, the Division Head of Engineering & Construction Services will report to Community Council.

7. Assigning a Ceremonial Name to a City Street

- 7.1 A proposal to assign a ceremonial name to a Street is to be made using the Ceremonial Street Naming Application through Economic Development & Culture and at minimum is to include:
- 7.1.1 The Street proposed for the ceremonial name;
 - 7.1.2 Rationale and significance of the proposed name;
 - 7.1.3 Relevance of the proposed name to the Street, community and City;
 - 7.1.4 Documented support from the local community, including but not limited to petitions and support letters;

- 7.1.5 A map or an illustration, including major intersections of the Street; and
- 7.1.6 **Proposed Ceremonial Street names that portray aboriginal significance or are after an aboriginal individual, organization or event will require consultation with aboriginal communities and adherence to appropriate aboriginal practices or protocols.**
- 7.2 The proposed name will be considered by the relevant Community Council, (or City Council if it affects more than one Community Council or has Citywide significance), in accordance with Section 152 of Toronto Municipal Code Chapter 27, Council Procedures.
- 7.3 In circumstances, where a specific Street or location is not identified, Economic Development & Culture will provide Street location options in a report to Community Council (or City Council if it affects more than one Community Council or has Citywide significance), in accordance with Section 152 of Toronto Municipal Code Chapter 27, Council Procedures.
- 8. Related City By-laws and Policies
 - 8.1 City of Toronto Property Naming Policy
 - 8.2 Toronto Municipal Code, Chapter 162, Notice, Public
 - 8.3 Toronto Municipal Code, Chapter 27, Council Procedures
 - 8.4 City of Toronto Individual and Corporate Naming Rights Policy
 - 8.5 Street Naming Policy, 2000
 - 8.6 Corporate Identity Program

City of Toronto Property Naming Policy

1. Policy Statement

City properties are an important fabric of the community and their name contributes to creating a culture and identity within the City of Toronto.

The name of a City property will reflect the unique location, geography, or community of where the property is located or recognize the exceptional contributions of individuals or organizations to the local community, the City of Toronto, the Province of Ontario, or Canada.

This Policy establishes the criteria and process to name or rename a City property, including for naming a City property after an individual or organization.

This Policy does not apply to names of City properties in return for financial or in-kind contributions, memorials or commemorative events, sponsorships or the naming of City streets.

2. Definitions

- 2.1 *Duplicate* refers to names that are identical or similar sounding in their entirety.
- 2.2 *City* refers to the City of Toronto.
- 2.3 *City Property* refers to any City owned real property or related assets, including, but not limited to, community centres, shelters, childcare centres, water treatment plants and parks. Additionally, unless otherwise stated in this Policy, any reference to City Property in this Policy includes Property Features.
- 2.4 *Draft Plan of Subdivision* is a legal document that shows the surveyed boundaries, location, size and streets of a proposed subdivision.
- 2.5 *First Responders* refers to Toronto Fire Services, Toronto Police Service, and Toronto Paramedic Services.
- 2.6 *Honourific Naming* is officially naming or renaming a City property on behalf of an individual, event or organization to recognize the significant positive contributions made by an individual or an organization to their local community, the City of Toronto, the Province of Ontario or Canada.

- 2.7 *Naming* is officially assigning a name to, or renaming, a City property or a property feature.
- 2.8 *Office of Partnerships* refers to the City of Toronto's Office of Partnerships or its successor.
- 2.9 *Property Features* refers to significant amenities or assets within or on a City Property, including but not limited to, playgrounds, sports fields, gazebos, and ice pads.
- 2.10 *Ravine* shall have the meaning prescribed in Chapter 658, Ravine and Natural Feature Protection, of the Toronto Municipal Code.
- 2.11 *Woodlands* shall have the meaning prescribed in Section 658, Ravine and Natural Feature Protection, of the Toronto Municipal Code.
- 3. Criteria to Name or Rename a City Property
 - 3.1 The City will consider proposals to name or rename a City property but is under no obligation to accept a proposed name.
 - 3.2 The duration of the property name is at the sole discretion of the City and may be revoked or the property may be renamed.
 - 3.3 Names of City Properties will portray a strong positive image of the City of Toronto, have geographic, historical, cultural, **aboriginal** or social significance to the location of the property, and may recognize significant contributions made by individuals or organizations to the community, the City of Toronto, the Province of Ontario or Canada.
 - 3.4 Property names shall not impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver services.
 - 3.5 City properties that have been named or renamed in the previous ten years will not be renamed.
 - 3.6 The City will not rename its ravines, woodlands and other ecological features.
 - 3.7 All costs involved in renaming a City property shall be the responsibility of the requestor(s).

3.8 Names of City properties shall not:

- 3.8.1 Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a development, product, service or a particular business;
- 3.8.2 Be or be perceived to be discriminatory or derogatory of race, colour, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors;
- 3.8.3 Result in inappropriate abbreviations or acronyms;
- 3.8.4 Duplicate another named City Property;
- 3.8.5 Unduly detract from the character, integrity of the community or aesthetic quality of the property or unreasonable interference with its enjoyment or use;
- 3.8.6 Place the City in conflict with any agreements established in the acquisition or management of the property; and
- 3.8.7 Make a direct or indirect reference to recent events or recently deceased individuals, except where the event or the individual had a legacy or significant contributions to the City of Toronto. Names of recent events or recently deceased individual may be considered after two years.

3.9 Naming or renaming a City property, on behalf of an individual event or organization requires the written consent of the named party or the named party's representative.

- 3.9.1 In circumstances where consent has not been received, despite reasonable efforts, the City, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate efforts to obtain consent to the satisfaction of the City.

3.10 The design and content of the signage for City properties must comply with the City Corporate Identity Program and the physical location of the sign shall be at determined by the City.

4. Naming New City Properties

- 4.1 The Division Head of the relevant City division shall propose up to five names in consultation with the Ward Councillor to name a new City property, including for a City property on a draft plan of a subdivision or a property acquired or developed by the City.
- 4.2 The Division Head shall consult with the public on the proposed names, except where the proposed property name is based on a location or a name of a street.

4.1.1 The Division Head will consult with aboriginal communities and adhere to appropriate aboriginal practices or protocols for proposed names of new City properties that portray aboriginal significance or contributions or propose to name a City property after an aboriginal individual, organization or event.

- 4.3 The Division Head will submit the top three names along with a recommended name for consideration by the relevant Community Council, (or City Council if it affects more than one Community Council or has Citywide significance), in accordance with Toronto Municipal Code Chapter 27, Council Procedures.

5. Renaming a City Property including Honourific Naming

- 5.1 All proposals for renaming a City property must be made using the City Property Naming Application process through the City of Toronto's Office of Partnerships and at minimum is to include:

5.1.1 The proposed name and relevance to the City property;

5.1.2 Rationale for changing the name and significance of the proposed name including significant contributions to the community, City of Toronto, Province or Canada for proposals to name a City property on behalf of an individual or organization;

5.1.3 Documented support from the local community, including but not limited to petitions and support letters;

5.1.4 A map or illustration, including the address of the City property; and

- 5.1.5 **Proposals to rename a City property that portrays aboriginal significance or contributions or proposals to rename a City property after an aboriginal individual, organization or event will require consultation with aboriginal communities and adherence to appropriate aboriginal practices or protocols.**
- 5.2 The Division Head responsible for the property will consult with the local Ward Councillor, and may conduct additional public consultations to determine public support for the proposed renaming if required.
- 5.3 The Division Head responsible for the property will bring forward the proposed name(s) for consideration to the relevant Community Council, (or City Council if it affects more than one Community Council or has Citywide significance), in accordance with Toronto Municipal Code Chapter 27, Council Procedures.
6. Related City By-laws and Policies
- 6.1 City of Toronto Street Naming Policy
- 6.2 Toronto Municipal Code, Chapter 27, Council Procedures
- 6.3 Toronto Municipal Code, Chapter 658, Ravine and Natural Feature Protection
- 6.4 City of Toronto Individual and Corporate Naming Rights Policy
- 6.5 City of Toronto Sponsorship Policy
- 6.6 City of Toronto Donations Policy
- 6.7 Commemorative Tree and Bench Program
- 6.8 Corporate Identity Program