

Naming or Renaming an Existing Property

A. General Information

- Use this proposal form if you would like to:
 - a. Propose a name to an existing City of Toronto **Property** or **Property Feature** that currently does not have a name.
 - b. Propose to rename a City of Toronto **Property** or **Property Feature** that already has a name.
 - If you would like to propose a name for a City of Toronto **Street**, please visit the [Street Naming](#) website.
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- Throughout this proposal form, these terms shall mean the following:
 - **"Applicant"** is the individual submitting this proposal form to name or rename an existing **Property** or **Property Feature**.
 - A City of Toronto **"Property"** is any City-owned real property or related asset, including, but not limited to, community centres, shelters, childcare centres, water treatment plants and parks, but does not include a street.
 - A City of Toronto **"Property Feature"** is a significant amenity or asset within or on a City Property, including but not limited to, playgrounds, sports fields, gazebos, and ice pads.
 - A City of Toronto **"Street"** is any existing or proposed public or private street, lane, or walkway within the boundaries of the City of Toronto.
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- Applicants are responsible for reviewing Appendix 1: Criteria to Name or Rename a City Property beginning on page 9, in full before completing this proposal form to ensure their proposal meets the criteria and conditions set out.
 - A separate proposal form is required for each existing Property or Property Feature proposed to be named or renamed.
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- Property Naming Costs:**
- All costs involved in naming or renaming an existing property / property feature shall be the responsibility of the Applicant.
 - At a minimum, the cost to name or rename an existing property is \$835.00. Please note, the total cost of a proposal may be higher depending on signage requirements and incremental costs associated with the proposal. Staff will inform the Applicant of the total cost associated with their proposal after staff has researched the proposal further and can advise on specific details related to signage and incremental costs.
 - Applicants may choose to proceed with their proposal or cancel their request within two weeks of receiving notification of the total cost.
 - Applicants will be responsible for paying the total cost in full before any implementation, including signage installation and any official events occurs.

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B. Applicant Information

The City will communicate with the applicant identified below regarding this proposal.							
First Name		Last Name			Mr.	Mrs.	Ms.
					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization Name (if applicable)							
Street Number	Street Name				Suite/Unit Number		
City/Town			Province	Postal Code		Fax Number	
Main Telephone Number		Alternate Telephone Number		Email			

C. Proposal Details

1. Please check the statement that best applies (only check one):			
a. I am proposing to name an existing Property or Property Feature that is currently unnamed.			<input type="checkbox"/>
b. I am proposing to rename a Property or Property Feature that already has a name.			<input type="checkbox"/>
2. Type of Existing Property or Property Feature proposed to be named or renamed (please check one):			
Property		Property Feature	
<input type="checkbox"/> Park	<input type="checkbox"/> Hostel / Shelter	<input type="checkbox"/> Sports Field	<input type="checkbox"/> Gym
<input type="checkbox"/> Community Recreation Centre	<input type="checkbox"/> Water Treatment Plant	<input type="checkbox"/> Playground	<input type="checkbox"/> Room
<input type="checkbox"/> Child Care Centre	<input type="checkbox"/> Other, please specify:	<input type="checkbox"/> Ice Pad	<input type="checkbox"/> Other, please specify:
3. If this proposal is related to renaming a City property:			
a. Identify the <u>current</u> name of the Property / Property Feature:			
b. Provide a justification for changing the Property's / Property Feature's established name, including how / why changing the established name to the proposed name will improve the local community (e.g. safety, identity, way-finding, etc.):			

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4. Location of Property / Property Feature (A map or illustration, including the address, of the Property's / Property Feature's location must be submitted with this proposal.):		
Ward Number (if known)	Street Number	Street Name
5. Proposed Name		
6. Is the proposed name intended to honour an individual or organization?		<input type="checkbox"/> Yes <input type="checkbox"/> No
7. Please select from the criteria below to identify why the proposed name has been chosen:		
a. The name has (check all that apply):		
<input type="checkbox"/> Geographic significance to the location of the Property / Property Feature		
<input type="checkbox"/> Historical significance to the location of the Property / Property Feature		
<input type="checkbox"/> Cultural significance to the location of the Property / Property Feature		
<input type="checkbox"/> Aboriginal significance to the location of the Property / Property Feature		
<input type="checkbox"/> Social significance to the location of the Property / Property Feature		
b. For honourific naming proposals, please select from the criteria below to identify the significant and positive contribution(s) the individual or organization has made to the local community, City of Toronto, Province of Ontario or Canada (<i>check all that apply</i>). The individual / organization has contributed:		
<input type="checkbox"/> By providing extensive community service, supporting humanitarian causes, volunteering and / or giving extraordinary help.		
<input type="checkbox"/> By working to foster equality and reduce discrimination.		
<input type="checkbox"/> By contributing toward the environmental preservation, conservation or enhancement of the local community, City of Toronto, Province of Ontario or Canada.		
<input type="checkbox"/> The name honours the cultural and ethnic diversity and / or pioneers of the local community, City of Toronto, Province of Ontario or Canada.		
<input type="checkbox"/> Other, please specify:		

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7c. Please provide more detail and / or attach background information that supports the criterion selected in 7a) and / or 7b):

D. Proposal Support

1. Proposals must be broadly supported by the local community and must be accompanied, at a minimum, by support letters from at least two (2) community organizations. Organizations must be established, for example, a Ratepayer's Association, Advisory Board, Business Improvement Association, sports league, "Friends of" group, Rotary / Lions Club, etc., and may be contacted by staff at any point while this proposal is under review.
 - a. Please provide contact information for each community organization below, and
 - b. Please attach and submit support letters from each community organization with this proposal.

Organization #1

Organization Name

Contact Name (First Name, Last Name)	Mr. <input type="checkbox"/>	Mrs. <input type="checkbox"/>	Ms. <input type="checkbox"/>
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Position Title	Telephone Number	Email
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Street Number	Street Name	Suite/Unit Number
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Organization #2

Organization Name

Contact Name (First Name, Last Name)	Mr. <input type="checkbox"/>	Mrs. <input type="checkbox"/>	Ms. <input type="checkbox"/>
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Position Title	Telephone Number	Email
Street Number	Street Name	Suite/Unit Number

E. Written Consent of Named Party

If you answered "Yes" to question #6 in Section C. Proposal Details, you must complete this section.
 If you answered "No" to question #6 in Section C. Proposal Details, please skip this section.

Proposals intended to honour an individual or organization must have written consent of the named party or the named party's representative, where feasibly possible. Where consent has not been obtained, the City, in the absence of any refusal to provide consent or legal concerns, may approve the name if the Applicant is able to demonstrate to the satisfaction of the City that reasonable efforts were made to obtain consent.

Written consent of the named party or the named party's representative may be provided through signing of the Official Declaration in this section, further below.

Where possible, please include contact information for the named party or the named party's representative as they may be contacted by staff at any point while the proposal is under review.

Contact information below is for the:

Named Party Named Party's Representative

If you are the named party's representative, what is your relationship to the named party?

Named Party's/Representative's Telephone Number	Named Party's/Representative's Email
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Official Declaration of Named Party / Named Party's Representative:

I, _____, declare the following

(Please print.

Choose one: Named Party / Named Party's Representative)

- I am aware of this proposal to name or rename an existing Property / Property Feature after me / my organization / the Party I represent.
- I consent to my name / my organization's name / the Party I represent's name being used to identify a City of Toronto Property or Property Feature.
- I consent to City staff contacting me as required as part of their research and due diligence.
- I understand that the personal information on this form, attached to this form, or subsequently collected as of part of staff research and public consultation may be used by City staff and made available to the public and Members of City Council.

Applicant Signature (paste electronic signature above)

Date (yyyy-mm-dd)

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F. Applicant's Declaration of Intent

Official Declaration of Intent by the Applicant:

I, _____, declare the following
 (Please print)

- I have submitted all information accurately and completely to the best of my knowledge.
- I understand that as this proposal relates to naming / renaming an existing Property or Property Feature, I am responsible for all costs associated with this naming / renaming proposal and have read and understand the Property Naming Costs information set out in Section A. General Information of this proposal form.
- I understand that if my naming proposal is approved by Community Council or City Council, full implementation including physical sign changes and official events will not occur until the City has received payment of all outstanding fees in full.
- I understand that the City is under no obligation to accept my proposed name, and my proposal may be declined by the City at any time and for any reason during the review.
- I understand that City staff may contact me at any time during their review of this proposal for further information as needed.
- I understand that the decision of Community Council, or City Council (if the proposal affects more than one Community Council or has Citywide significance), in accordance with Toronto Municipal Code, Chapter 27, Council Procedures, is final.

Applicant Signature (paste electronic signature below)

Date (yyyy-mm-dd)

G. Attachments

The following documents have been attached and submitted with this proposal (* indicates mandatory document)

- *Map / Illustration of location
- *Background information to support the criteria that the proposed name meets. Please specify type of information:
- *Support letters from at least two (2) different community organizations
- Other, please specify:

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H. Submission and Next Steps

Submit completed proposal form and all attachments in one of the following ways:

Email: top@toronto.ca

Mail to: Toronto Office of Partnerships
Metro Hall, 55 John Street – Main Floor
Toronto, ON M5V 3C6

Fax Number: 416-392-6118

What will happen next?

1. The Toronto Office of Partnerships will review your proposal for completeness and compliance with basic requirements within two weeks of receiving the proposal form.
2. If the proposal form is incomplete or not compliant with the [Property Naming Policy](#), the Toronto Office of Partnerships will notify you.
3. If the proposal form is complete and meets basic requirements of the [Property Naming Policy](#), the Toronto Office of Partnerships will forward your proposal to the City Division that is responsible for the Property or Property Feature identified in the proposal.
4. The Division responsible for the Property / Property Feature will assign staff to your proposal who will research the proposal further to determine the total cost, based on anticipated signage requirements and any incremental costs. Staff will inform you of the total cost. You may choose to proceed with your proposal or cancel your request within two weeks of receiving notification of the total cost.
5. Upon receiving confirmation that you would like to proceed with your proposal, staff will conduct an in-depth review including researching the proposed name and its compliance with the [Property Naming Policy](#) and divisional procedures. Research is generally completed within 4-6 weeks and staff will notify you of the results.
6. If research indicates the proposal is compliant with the [Property Naming Policy](#) and divisional procedures, staff may conduct public consultation to measure support for the proposal by the local community. If the proposal does not have broad community support, staff will notify you.
7. If the proposal has broad community support, staff will prepare a staff report to the relevant Community Council seeking approval for the proposed name. Staff will advise you of the expected meeting date for the proposal to be reviewed.
8. Upon approval of the proposed name, you will be required to submit payment for all outstanding fees. Staff will advise you of the final amount outstanding. **Note: Implementation including signage updates and official events will not occur before the City receives payment in full.**

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Appendix 1: Criteria to Name or Rename a City Property

A. The following criteria and conditions apply to all naming and renaming proposals for City of Toronto properties and property features:

- The City will consider proposals to name or rename a City property but is under no obligation to accept a proposed name.
- The duration of the property name is at the sole discretion of the City and may be revoked or the property may be renamed at any time.
- 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.
- Property names shall not impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver services.
- City properties that have been named or renamed in the previous ten years will not be renamed.
- The City will not rename its ravines, woodlands and other ecological features.
- All costs involved in renaming a City property shall be the responsibility of the Applicant.
- Names of City properties shall not:
 - 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;
 - 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;
 - Result in inappropriate abbreviations or acronyms;
 - Duplicate another named City Property;
 - Unduly detract from the character, integrity of the community or aesthetic quality of the property or unreasonably interfere with its enjoyment or use;
 - Place the City in conflict with any agreements established in the acquisition or management of the property; and

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- 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.
- 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.
 - 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.
- 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.

B. The following criteria and conditions may also apply:

- Where there is significant controversy associated with a proposal, for example, is divisive to the community, has strongly opposing sides, etc., the proposal may be denied.
- Landmark properties, for example, ones that attract or have the potential to attract residents from across the City and visitors to the City of Toronto due to its unique or exceptional features or functions, will not be renamed. For example: High Park, Queen's Park.
- The proposed name should have relevance to the identified property / property feature.
- Consideration will be given to the number and / or concentration of features already named within the associated park / recreation facility and how the naming proposal may impact the user's experience. A higher concentration of namings and / or potential for a negative experience may prevent additional namings at a given location.
- Consideration will be given to the appropriateness of honouring an individual or organization through property naming compared to another honourific or commemorative program, such as Memorials in Parks, the Commemorative Tree and Bench Program, etc.

Toronto Office of Partnerships collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, s.136(c) and City of Toronto By-Law 732-2015. The information is used to maintain communication with you in the future in regards to your request. Questions about this collection can be directed to the Policy and Partnership Advisor, City of Toronto, Toronto Office of Partnerships, Metro Hall, 55 John Street, Main Floor, Toronto, Ontario M5V 3C6 or by telephone at 416-392-6120.