

Corporate Policy

Subject: Facility and Park Assets Naming Policy

Policy Statement:

Town of Caledon facility and park assets form a significant network within the community and their names enhance the rich tapestry of Caledon's identity and culture. Facility and park assets are named by Council, based on specific criteria and, where applicable, in consideration of any public and community partner comment.

Scope:

This policy applies to the naming of all Town facility and park assets as defined within the policy. The naming of assets in return for sponsorship must also take into consideration the Town's Partnership Policy.

Purpose:

This policy demonstrates municipal commitment to ensuring the naming of Town assets is approached in an open and transparent manner.

The Facility and Park Assets Naming Procedures shall ensure compliance through the application of best practices, public participation, and standardization.

Definitions:

Town refers to The Corporation of the Town of Caledon.

Naming means the process for assigning an official name to a Town asset.

Renaming means changing the name of a Town asset.

Dedication means attributing part of an asset (e.g. a room in a building or a garden in a park).

Asset means all Town facilities and parks that are owned, leased, licensed, or occupied/operated by the Town, including but not limited to:

- municipal property and buildings: community centres, administration buildings, operation yards, fire halls, rooms or amenities within buildings
- open spaces: trails, pathway systems, Town squares (gathering spaces), utility features (storm-water management ponds)
- parkland: district park, community parks, neighbourhood parks, parkettes, urban squares, village squares, adventure parks
- park features: sport fields, hard surface courts, bocce courts, gardens, playgrounds, washrooms, pavilions, splash pads, bandshells, community rinks, pump tracks and skateboard park facilities

1. Criteria to Name, Rename or Dedicate a Town Asset

The duration of an asset name is at the sole discretion of Council and may be revoked or renamed. Unless a sponsorship agreement specifically states what, the facility or park asset will be named, preference is given to names which:

- Portray a strong positive image of the Town
- Reflect the geographical location of the asset

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- Recognize the historical significance of the area
- Reflect unique characteristics of the site, such as ecological or scenic qualities
- Highlight activities and industries that are/were prevalent and valued in Caledon

Names of Town assets must not:

- 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.
- Be intended to commemorate an individual living or deceased (i.e. a memorial). Applications for memorials should be directed to the Memorial program.

2. Selection Process

Each proposal for naming, renaming or dedication of an asset will be reviewed by Staff for conformity to this policy. Up to two-naming recommendations will be presented to Council for consideration through a Staff Report.

Reference and Related Documents:

Facility and Park Assets Naming Procedure
Partnership Policy
Memorial Program Policy
Street Naming Policy
Strategic Asset Management Policy