

Council Policy



Commemorative Naming

Policy Number: PED323/2020
Approval Date: September 22, 2020
Supersedes Policy: 53/2012

SECTION A

1.0 Policy Purpose:

- 1.1 To provide clear guidance regarding Commemorative Naming of Morinville-owned Facilities, Districts or Land under its control and operation.
- 1.2 To provide a consistent evaluation framework and approval process when considering Commemorative Naming proposals for Morinville owned facilities or land under its control and operation.
- 1.3 To clearly identify the public process regarding Commemorative Naming of Morinville-owned facilities and land under its control.
- 1.4 To preserve heritage in the community through Commemorative Naming of Morinville-owned facilities or land under its control and operation.
- 1.5 To honour and recognize significant contributions to the community through public service, community volunteerism or outstanding achievement by individuals, groups of individuals or community organizations.

2.0 Scope

- 2.1 This Policy applies to all Morinville-owned facilities or land under its control and operation, including interior and exterior building components, streets, districts, parks, park features, outdoor recreation facilities and trails.

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- 2.2 This policy does not apply to naming requests related to financial consideration or sponsorship.

3.0 Definitions

All definitions include the plural form of the terms.

- 3.1 **"Applicant"** means the civic department, non-profit tenant of a Morinville-owned facility, citizen, group of citizens, entity or organization which makes a formal request to Morinville via the CAO for the Commemorative Naming Rights to all or a portion of a facility, district or land.
- 3.2 **"CAO"** means the Chief Administrative Officer of Morinville, appointed by Council, or the Direct or(s) of Department(s) designated by the Chief Administrative Officer.
- 3.3 **"Council"** means the duly elected officers of Morinville and the Chief Elected Officer or Mayor.
- 3.4 **"Commemorative Naming Rights"** means rights granted to honour outstanding achievement, distinctive service, or significant community contribution. Commemorative Naming will not be tied to financial contribution.
- 3.5 **"District"** means a collection of neighbourhoods that are determined by the CAO to comprise a district.
- 3.6 **"Facility"** means any property, complex, structure, building or portion thereof interior or exterior owned or controlled by Morinville.
- 3.7 **"Land"** means any street, park, park feature, or trail owned or controlled by Morinville.
- 3.8 **"Naming Entity"** means the entity (i.e.: community organization or individual) to whom Naming Rights are granted.
- 3.9 **"Morinville"** means the Town of Morinville, in the Province of Alberta.

4.0 General Principles

- 4.1 Commemorative Naming Rights may be granted under the terms and conditions outlined in this Policy in recognition of individuals, groups of individuals, or community organizations which have made significant contribution to the community.
- 4.2 Established names of Facilities, Districts and Land contribute significantly to historic continuity, community identity and pride.
- 4.3 Commemorative Naming recognition will be compatible with the physical attributes of a location.



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- 4.4 Any cost associated with the preparation and submission of the Commemorative Naming application will be the responsibility of the Applicant.
- 4.5 The authority to grant Commemorative Naming Rights rests with Council.
- 4.6 In multi-tenanted buildings, proposals for Commemorative Naming of facilities or common areas within the building will only be considered if all tenants support the proposal and their support is documented to Morinville's satisfaction.

5.0 Guidelines

- 5.1 Any civic department, non-profit tenant of a Morinville-owned facility, citizen, group of citizens, entity or organization may submit a Commemorative Naming proposal to the CAO or designate to name a facility, or a portion thereof, district or land after an individual, group of individuals, or community organization to honour and recognize significant contributions to the community through public service, community volunteerism or outstanding achievement.
- 5.2 There shall be no prioritization system of Commemorative Names. However, a Commemorative Name may be used only once for a Facility, District and Land (excluding streets).
- 5.3 The following considerations and guidelines will be used when reviewing Commemorative Naming submissions:
 - Person(s) may be alive or deceased;
 - Person(s), or members of their family lineage, need not be current residents of Morinville;
 - The person(s) may have historical significance to Morinville and its development;
 - The person (s) may have historical significance to the communities surrounding Morinville, including Alexander First Nation and Canadian Forces Base Edmonton.
 - The person(s) may have demonstrated excellence, courage, or exceptional service to Morinville, the Province of Alberta, or to Canada;
 - The person(s) may have achievements that were extraordinary in the scholastic, professional, or public service arenas;
 - The person(s) may have an extraordinary community service record;
 - The person(s) may have risked their life in extraordinary circumstances, or given his/her life to save or protect others;
- 5.4 The contributions of the individuals or group must be well documented and broadly acknowledged within the community.



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- 5.5 If the name proposed to be bestowed is that of an elected official or civil servant, that person must be retired from public service to be eligible.
- 5.6 Written permission may be obtained from the individual, group or organization who or which is being commemorated, or their legal representative, prior to consideration.
- 5.7 Commemorative Names which reflect or imply a reference to any of the following will not be eligible:
- Elected officials currently in office;
 - Commemorative Names which do not meet the criteria outlined in this Policy;
 - Commemorative Names which are inconsistent with the mission, vision or values of Morinville.
- 5.8 Proposals to commemoratively rename existing civic community Facilities, Districts or Land will only be considered in exceptional circumstances. Existing names will not be changed without consideration of:
- The historical significance of the existing name;
 - The impact on the individual or organization associated with the existing name;
 - The cost and impact of changing existing signage, rebuilding community recognition and updating records;
 - Is inconsistent with the mission, vision or values of Morinville.
- 5.9 Morinville will endeavour to the extent reasonably practicable, to balance its responsibility to maintain transparent processes and provide full disclosure to the public, with its responsibility to maintain confidentiality regarding third party interests.

6.0 Application & Public Process

General

- 6.1 The Applicant will submit a Commemorative Naming proposal and application directly to the CAO or designate.
- 6.2 The CAO or designate may request additional reporting be prepared related to a Commemorative Naming proposal by the civic department responsible for the operation and/or maintenance of the Facility or Land.
- 6.3 For all Commemorative Naming requests, the Applicant shall submit a written proposal including at a minimum:
- Documentation verifying that the person/organization being honoured in agreement with the proposal (if they are living), or by their legal representative



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- should they be deceased;
- Background information and/or biographical information demonstrating that the proposed name is of significance to the community;
 - Documentation including letters of support for the Commemorative Naming; and,
 - In the case of a multi-tenanted community facility, letters of support and approval from all other tenants or occupants of the civic community facility.
- 6.4 The CAO or designate will review the proposal to determine if it meets the intent of this Policy.
- 6.5 If the Proposal is found to be in compliance with this Policy, the CAO or designate will commence an internal review, including external consultation from applicable societies, organizations, and/or associations, to review the application's significance and provide any supporting documentation..
- 6.6 An internal review will include the consultation with all Civic Departments to provide any information to the applicant.
- 6.7 An application denied by Council may not be re-submitted by the Applicant or a third party for a period of six (6) months from the date of denial.
- 6.8 Administration shall fully investigate the proposal, and shall consider compliance with this Policy and any other relevant factor.
- 6.9 Administration will provide Council with a completed list and any new applications with review findings on a bi-annual basis, or otherwise directed by Council.
- 6.10 When considering the naming of a Facility, District or Land Administration shall hold at least one advertised public meeting at a Regular Meeting of Council to hear public input with respect to the proposal.
- 6.11 A notice of intent to consider a Commemorative Name shall meet the Advertising Bylaw requirements. The notice shall indicate the location of the Facility, District or Land, any historical significance of the property or facility, and inform the public of the time, date and place of the public meeting.
- 6.12 Administration shall consider all public input, both in support of and in opposition to the proposal when preparing the report and recommendation for Council.
- 6.13 Council may consider the recommendation report from Administration which may include supporting documentation such as civic department reports, applicant's submission, and public input prior to making its decision.



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7.0 Expiry Date

- 7.1 For the purpose of ensuring that this policy is revised for ongoing relevancy and necessity, a review will occur prior to December 31, 2022. The policy shall be brought forth and accepted in its present or amended form or rescinded.
- 7.2 This policy shall remain in effect if the review date passes prior to formal review.

SECTION B

1.0 Reference to other Policy and Legislation

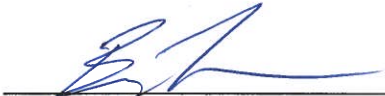
Historic & Cultural Heritage Policy
Numbering of Streets, Parcels and Buildings Bylaw

2.0 Persons Affected

CAO
Division Heads

3.0 Review/Revision History and Author

Rescinded - Commemorative Naming Policy No. 53/2012



Barry Turner
Mayor



Stephane Labonne
Chief Administrative Officer