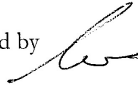


**Item No. 3**  
**Halifax Regional Council**  
**September 14, 2010**  
**Committee of the Whole**

**TO:** Mayor Kelly and Members of Halifax Regional Council

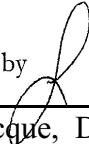
Original Signed by



**SUBMITTED BY:**

\_\_\_\_\_  
Wayne Anstey, Acting Chief Administrative Officer

Original Signed by



\_\_\_\_\_  
Mike Labrecque, Deputy CAO - Corporate Services and Strategy

**DATE:** August 26, 2010

**SUBJECT:** HRM Asset Name Policy

**ORIGIN**

The creation of a Commemorative Name Policy for streets was identified as a deliverable in the 2009/10 BPIM Business Plan. Through discussions and review with HRM staff, the need to expand the scope of the policy to include the naming of all assets was identified.

Furthermore, at the March 24, 2009 meeting of Regional Council the following motion was put forward and passed:

MOVED by Councillor Mosher, seconded by Deputy Mayor Hendsbee that all parks and public spaces that are named, renamed or dedicated come to the respective Community Council for final approval and further, that the area councillor be consulted prior to the recommendation coming forward.

**RECOMMENDATION**

It is recommended that Halifax Regional Council:

1. Give a notice of motion to approve, in principal, the adoption of the Asset Naming Policy, Administrative Order #46 (Attachment 1 ).
2. Recognize the Asset Naming program as the primary means for commemoration in the municipality.

## **BACKGROUND**

Civic Addressing staff began work on a commemorative street name policy in early 2009. During the initial research and consultation phase, it became evident that a consistent approach to naming other HRM assets was needed. Many requests have been received from citizens, groups, organizations, Councillors, and other levels of government asking that certain municipal assets be named or renamed after loved ones and/or persons of merit or an event. These requests have been handled on a one by one basis, some being approved through motion of Regional Council or Community Council, and some simply administered by staff with local Councillor consultation. As a result of this situation, the scope of the proposed policy was broadened to include most of HRM's assets and both administrative naming and commemorative naming.

As part of the background research to developing the draft policy, Civic Addressing staff reviewed commemorative name policies from Vancouver, Edmonton, Calgary, Saskatoon and Ottawa. Staff also consulted with the Development Liaison Group and staff from the following business units: Business Planning and Information Management (BPIM), Chief Administrative Office, Community Development, Infrastructure and Asset Management (IAM), Transportation and Public Works, and Legal Services.

## **DISCUSSION**

### *Policy Purpose & Objectives*

The purpose of the Asset Naming Policy is to provide a fair, consistent and efficient process with respect to naming of municipally owned assets including commemorative naming after a person, persons, family name, or an event.

The main objectives of this policy are to ensure:

- a focussed direction for all commemoration requests;
- a standard and official approach to naming all HRM assets;
- a clear, efficient and timely naming process;
- communities and residents are engaged in contributing to the history-making process of naming their surroundings and;
- the legacy of naming HRM assets after outstanding individuals, events and natural features continues.

### *Assets To Be Named*

The following municipal assets are covered by the policy:

- a) Streets
- b) Buildings

- c) Parks
- d) Park Features (fields, sports courts, trails, playgrounds etc)
- e) Vehicular Bridges
- f) Commercial Vessels and Ferries

The policy will apply to all newly acquired assets, which must be named in accordance with the policy. These names can be either administrative (ie. named after a locational reference to a community or a street) or commemorative (i.e. named after people, persons, traditions, historic events, topographical features or native flora and fauna). It is the intent of the policy to apply commemorative names where geographically appropriate.

### Streets

As streets are the most prevalent assets obtained each year by the Municipality, they provide the greatest opportunity for commemorative naming. The draft policy recommends that 50% of new streets be given a commemorative name. Our research has shown that some cities (i.e. Edmonton) require developers to choose 100% of their street names from a commemorative names list, while others (i.e. Ottawa) do not require the selection of any commemorative names. The former Town of Bedford had a policy which required developers to choose 50% of their streets from a heritage list. Staff are recommending this 50% approach as a compromise between 100% compliance and a voluntary program.

Staff have met with the Development Liaison Group (DLG) to discuss the draft policy. The main concern of the DLG is having a robust list of names from which to select. To address this concern, the policy provides that if fewer than 5 streets exist on the list for the specific geographic area of a development, the developer would not have to choose any commemorative names. Some of the developers also felt the draft policy would restrict their ability to maintain themes within their developments. It is important to note that as the application process is open to anyone, developers are free to submit applications to the Coordinator for any commemorative names they wish to use on their streets, including theme names.

### Other Assets

Parks and park features (sports fields, courts, etc) make up the second most prevalent type of asset acquired each year in HRM. The policy allows for commemoration, if requested, for any of these assets. Buildings, although rare, are also covered by this policy and anyone may submit an application to commemoratively name an HRM owned building. Commercial vessels and ferries will be given either an administrative name or commemorative name in keeping with Transport Canada regulations. Finally, all vehicular bridges will be administratively named after their associated road or highway name.

### *Administration & Approvals*

The Asset Naming policy will be administered by the Civic Addressing Coordinator. A formal application process will be used to solicit commemorative naming and renaming requests and any member of the public or group may submit an application to the Coordinator. All applications and

supporting documentation will be reviewed and evaluated against the selection criteria in the policy. The Coordinator shall consult with at least one staff representative from each asset category (buildings, streets, parks etc), the municipal archivist, the local Municipal Councillor(s) (where geographically appropriate), and staff from cultural affairs to formulate recommendations for inclusion of names on a “Commemorative Names List” as well as potential assignment of commemorative names to assets. This process is outlined in Attachment 2.

Regional Council shall be the authority to approve the addition of commemorative names to the “Commemorative Names List”, the placement of administrative and commemorative names on assets, as well as renaming requests. Staff are recommending Regional Council address all decisions under the policy to streamline the approval process and hence the administration costs of the policy. As well, some of the assets requiring naming will be regional in nature. It is envisaged that staff will present a report to Regional Council not more than twice a year, seeking approvals under the new policy. It should be noted the placement of commemorative names on street assets will not require the approval of Regional Council as that portion of the policy will be administered by Civic Addressing staff based on the percentage criteria discussed on the preceding page (see Attachment 2).

The Coordinator shall maintain the “Commemorative Names List” of asset naming requests for future use and only names approved by Regional Council shall be added to the list. The list will be organized and assigned by geographical appropriateness. There will be no prioritization system of names on the list. Any name that does not receive approval from Regional Council may be redirected to another HRM program, for example the Parks Civic Support Program(i.e. Gifts For Parks).

HRM asset owners will submit a list of newly obtained assets to the Coordinator on a quarterly basis. All assets will be assigned an administrative name initially, however, the Coordinator shall make every attempt to apply a commemorative name to a new asset. If no appropriate commemorative name exists, the administrative name assigned by the asset owner shall be recommended. This process also is outlined in Attachment 2.

### *Sponsorship & Gifting*

The policy allows for gifting of funds or property by individuals only. The only criteria that applies in these cases is the proposed name is not a duplicate and the contribution significantly benefits the community that the asset serves.

This policy does not preclude any corporate sponsorship naming opportunities that HRM may wish pursue in naming significant HRM assets. The policy however does not speak to the parameters, conditions or criteria by which sponsorship opportunities will be considered. It is suggested another policy may be required to address the details of sponsorship naming considerations.

**BUDGET IMPLICATIONS**

It is anticipated there will be minimal costs associated with the administration of the Asset Naming policy as proposed and that those costs can be accommodated with the existing operating budget for Civic Addressing. The coordination and management of the policy will be the primary responsibility of the Civic Addressing Coordinator. To minimize the time to administer the new policy, staff are recommending streamline processing and approval procedures to keep costs to a minimum and enable existing resources to provide this service.

Cooperation and assistance with staff from BPIM, Community Development, IAM, and TPW will be required in the administration of the policy. It is not anticipated this will impact on existing resources. This issue has been discussed with all business units.

The cost associated with administering the policy could increase substantially if Regional Council were to direct some or all of the decision making power for the policy to Community Councils. The preparation of additional reports and attendance at a greater number of meetings to obtain approvals would contribute to the added cost. As well, the additional work load could affect the capacity of the Civic Addressing Coordinator to effectively administer the policy.

It is important to note there is no provision for funds for celebrations or unveiling ceremonies of commemorated assets. This is an additional expense and resources are not currently available.

**FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

**ALTERNATIVES**

Council could choose not to proceed with the Asset Name Policy and continue to deal with each request on an individual basis. Staff does not recommend this approach as the past practice of this method has led to some inconsistencies and confusion.

Council could also choose not to proceed with the Asset Name Policy as drafted and request staff to make modifications. Staff would seek specific direction from Regional Council as to what those modifications entail.

Council may wish to explore alternatives to the approval process and may wish to redirect decision making to an existing committee, for example the Membership Selection Committee. Council could choose to modify the authority of this Committee to allow it to make final decisions on commemorative name approvals and placements. Council could also delegate decision making authority to Community Councils for some or all of the policy. As mentioned previously, this will result in higher costs of administration for the policy and may impact the capacity of the Civic Addressing Coordinator to effectively administer the policy.

**ATTACHMENTS**

Attachment 1 - Administrative Order 46 Respecting HRM Asset Naming Policies

Attachment 2 - HRM Asset Naming Process (flow chart)

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Gayle MacLean, Civic Addressing Coordinator

Report Approved by:

\_\_\_\_\_  
Donna Davis, Acting Director -BPIM, 490-4764

Financial Approval:

\_\_\_\_\_  
Cathie O'Toole, CGA, Director of Finance, 490-6308

**HALIFAX REGIONAL MUNICIPALITY**

**ADMINISTRATIVE ORDER NUMBER 46**

**RESPECTING HRM ASSET NAMING POLICIES**

**BE IT RESOLVED** AS AN ADMINISTRATIVE ORDER of the Council of the Halifax Regional Municipality as follows:

**Short Title**

1. This Administrative Order may be cited as Administrative Order Number 46, the HRM Asset Naming Administrative Order.

**Purpose**

2. The Halifax Regional Municipality is committed to providing a fair, consistent and efficient process with respect to naming of municipally owned streets, land and buildings including commemorative naming after a person, persons, tradition, tradition bearers, historic event, topographic feature or native flora or fauna.

The main objectives of this policy are to ensure:

- a focussed direction for all commemoration requests;
  - a standard and official approach to naming all HRM assets;
  - a clear, efficient and timely naming process;
  - communities and residents are engaged in contributing to the history-making process of naming their surroundings; and
  - the legacy of naming HRM physical assets after outstanding individuals, events and natural features continues.
3. This administrative order does not preclude any corporate sponsorship naming opportunities that HRM may wish to develop.

**Definitions**

4. In this administrative order:
  - a) “administrative name” means an asset name which is based on a locational reference to a community (Terence Bay Playground) or a street (Prospect Rd Community Centre);
  - b) “asset categories” means one of the following: HRM owned buildings, parks, park features, streets, vehicular bridges, commercial vessels and ferries;

- c) “asset owner” means the HRM Business Unit that is responsible for the care and maintenance of the asset;
- d) “building” means any municipally owned, permanently erected, serviced, and maintained structure relating to community and recreation, corporate administration, fire, police, arts, culture or heritage;
- e) “commercial vessel” means a non pleasure water craft that is owned and managed by Halifax Regional Municipality;
- f) “commemorative name” means an asset name which commemorates a person or group of persons (Joseph Howe Dr, Veterans Memorial Lane), tradition or tradition bearers (Mawiomi Place), an historic event (Alderney Landing), a topographic feature (Hemlock Ravine Park, Point Pleasant Park) or native flora and fauna (Ladyslipper Cres);
- g) “community” means the official community name as defined by HRM Civic Addressing;
- h) “coordinator” means the Civic Addressing Coordinator;
- i) “ferry” means any water craft with the primary function of transporting passengers that is owned and managed by Halifax Regional Municipality
- j) “parks” means any municipally owned land that has the primary function of providing active and/or passive recreation opportunities;
- k) “park features” means any of the following features within a park: sport fields & courts, gardens, trails, boat launches, wharves, skateboard/bike parks, playgrounds, outdoor pools, spray parks and beaches;
- l) “streets” means a street road or highway owned by Halifax Regional Municipality or the Province of Nova Scotia;
- m) “tradition” means a set of customs, practices or story that is typically passed down from generation to generation;
- n) “tradition bearers” means individuals who carry the tradition of a group of people through their art, customs, and words;
- o) “vehicular bridges” means any municipally owned bridge used primarily for vehicular traffic.



### **Eligible Municipal Assets**

5. The following municipal assets shall be subject to this naming policy:
  - a) Streets
  - b) Buildings
  - c) Parks
  - d) Park Features
  - e) Vehicular Bridges
  - f) Commercial Vessels and Ferries

### **Asset Naming Standards/Requirements**

6. There shall be no duplication of names between or within asset categories, with the exception of administrative names.
7. Street Naming
  - a) A minimum of 50% of new streets within a development shall be given a commemorative name
    - i) If there are fewer than five names available on the list of commemorative names for the specific community where the development is proposed, the above requirement shall be waived.
  - b) Any public streets developed by HRM shall be given a commemorative name
  - c) All street naming shall conform with Administrative Order #29
8. Building, Park and Park Feature Naming
  - a) All building, park and park feature assets shall be named.
  - b) An administrative name shall be applied to the asset unless a commemorative name is recommended.
  - c) Section b) does not apply if the building, park or park feature is being named pursuant to a corporate sponsorship naming opportunity.
9. Vehicular Bridge Naming
  - a) All vehicular bridges shall be given an administrative name.
10. Commercial Vessels and Ferry Naming

- a) All commercial vessels and ferries shall be named.
  - b) An administrative name shall be applied to the asset unless a commemorative name is recommended.
  - c) Names assigned to commercial vessels and ferries shall be in accordance with Transport Canada regulations.
  - d) Section b) does not apply if the commercial vessel or ferry is being named pursuant to a corporate sponsorship naming opportunity.
11. Existing HRM asset names are not required to meet the criteria laid out in this policy.

### **Asset Naming Process**

12. Asset owners shall recommend administrative names for each new asset.
13. The asset owner shall submit all recommended administrative names to the Coordinator on a bi-annual basis.
14. The Coordinator shall consult with at least one representative from each asset category, the municipal archivist, a representative from HRM Cultural Affairs, and the local Councillor(s) to determine if there is an appropriate commemorative name available for the asset instead of an administrative name.
15. With the exception of street names, Regional Council shall approve the placement of asset names (both administrative and commemorative) based on a quarterly recommendation report submitted by the Coordinator.

### **Commemorative Names**

16. Application Process
  - a) All commemorative naming requests shall be submitted to the Coordinator.
  - b) Any individual or group may request a commemorative name for consideration to the Coordinator
  - c) All requests are to be submitted in writing by completing an application form, and must include
    - i) For people or persons requests
      - (1) a biography, and
      - (2) family or representative permission (\*if none exists, community

support will be required)

- ii) For Historic Events, Geographic Features or Flora and Fauna
  - (1) background information or description
- iii) For all applications, at least one of the following:
  - (1) articles/newspaper clippings;
  - (2) list of awards/citations;
  - (3) local support letters from neighbourhood groups or organizations; or
  - (4) Councillor/MLA/MP support.
- d) Applicants may request to have their name used for a specific asset category or they may submit a non specific request.
- e) Applicants may request to have their name used in a specific community or they may submit a non specific request. Applicants may also request a specific location within a community.
- f) Applications for people or persons will only be accepted after a minimum of one year from the date of death(s).

#### 17. Commemorative Name Criteria

To be considered for commemoration at least one of the following criteria must apply to the proposed name:

- a) The nominated individual(s) shall have demonstrated excellence, courage or exceptional service to the citizens of the Halifax Regional Municipality, the Province of Nova Scotia and/or Canada;
- b) The nominated individual(s) shall have an extraordinary community service record;
- c) The nominated individual(s) shall have risked his/her life to save or protect others;
- d) The nominated name reflects or represents the history and/or culture of HRM's culturally diverse communities;
- e) The nominated name reflects or represents traditions and/or tradition bearers;
- f) The nominated name is historically significant to the development of HRM, the Province of Nova Scotia and/or Canada;

- g) The nominated name recognizes the flora and fauna of the local area; or
- h) The nominated name recognizes geographical or topographical features of the area.

18. Gifting

- a) an individual(s) may be recognized for a significant financial contribution to a building, park or park feature, where that contribution significantly benefits the community that the asset serves. If the individual gifting funds or land wishes to name the asset, the only criteria that shall apply is that the proposed name is not a duplicate.
- b) all requests for naming through the gifting consideration shall be required to go through the application process.

19. Approval of Commemorative Names List

- a) The Coordinator shall consult with at least one representative from each asset category, the municipal archivist, a representative from HRM Cultural Affairs, and the local Councillor(s) to review each commemorative name request.
- b) the Coordinator shall submit a bi-annual report to Regional Council recommending names for the commemorative names list
- c) Regional Council shall approve all commemorative names before they are added to the commemorative names list
- d) the Coordinator shall maintain the approved list of commemorative names for future use. The list will be organized and assigned by geographical appropriateness. There shall be no prioritization system of names on the list.

**Asset Renaming Requests**

- 20. Street renaming requests shall only be considered if they comply with Administrative Order #29. The new street name may be chosen from the commemorative names list approved by Regional Council.
- 21. Renaming requests for park, park feature, building, commercial vessels and ferry assets shall only be considered if the existing asset name is an administrative name (i.e. Brook St Park)
- 22. All requests for renaming shall be required to go through the application process

# HRM Asset Naming Process

