

# HRM Asset Naming Policy

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# Origin

- BPIM Business Plan objective - commemorative name policy for streets
- Regional Council Motion March 2009, naming, renaming and dedication of parks



# Background

- Asset Management Project has highlighted the need to confirm official names for HRM assets and to have a policy and procedure in place for future assets
- No written policy in place for naming HRM assets
- Growing interest for a commemorative name policy
- Need a process and policy to respond to public demand
- Need a consistent method for having asset names approved by Council



# Research & Consultation

## Canadian Research

- Vancouver, Edmonton, Calgary, Saskatoon, and Ottawa
- HRSB, HRM Library, Geographic Names Board of Canada

## HRM Business Units:

1. BPIM –Civic Addressing, Data Management, HRM Archives (IRM)
2. Chief and Deputy Chief Administrative Offices
3. Community Development- Directors Office, Heritage and Design, Service Delivery, Subdivision and Land Use
4. Finance
5. IAM- Capital Projects (Parks), Facility Development, Real Property Planning
6. Legal Services
7. Transportation and Public Works- Municipal Operations, Real Estate, Real Property

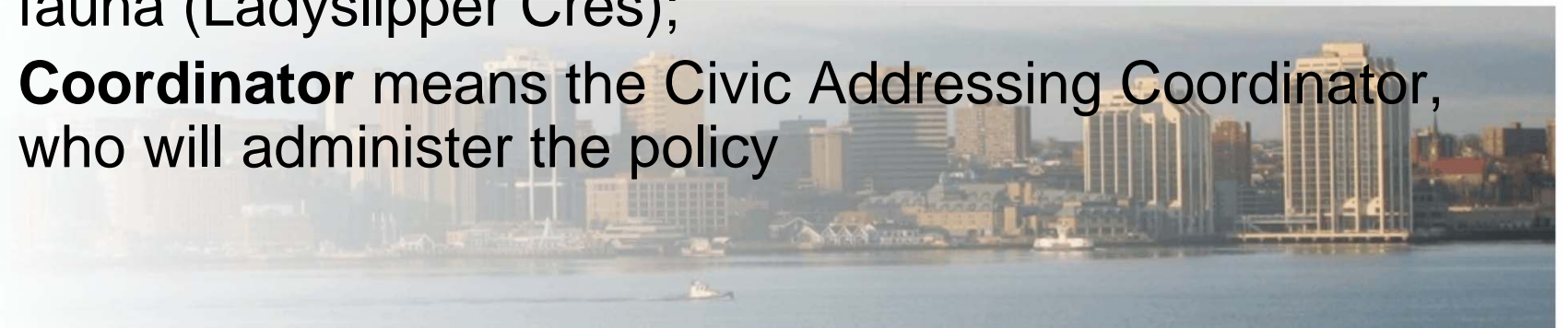
## Other:

1. HRM Development Liaison Group (DLG)



# Definitions

1. **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);
2. **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);
3. **Coordinator** means the Civic Addressing Coordinator, who will administer the policy



# Policy Framework

- Elements included in the policy:
  - Purpose
  - Eligible Municipal Assets
  - Asset Naming Standards/Requirements
  - Asset Naming Policy Process
  - Commemorative Names (Criteria)
  - Asset Renaming Requests



# Purpose

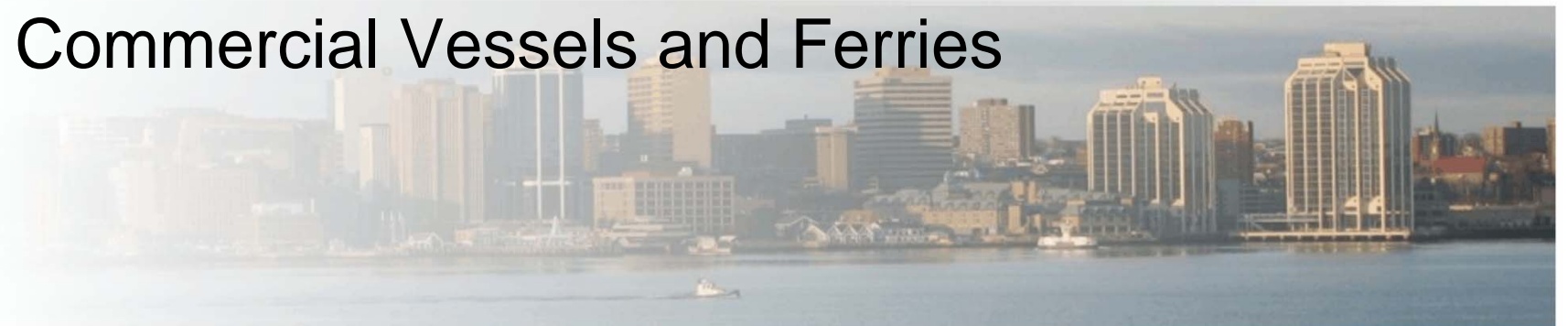
- The Halifax Regional Municipality is committed to providing a fair, consistent and efficient process with respect to naming of municipally owned streets, land and buildings including commemorative naming after a person, persons, tradition, tradition bearers, historic event, topographic feature or native 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 assets after outstanding individuals, events and natural features continues.





# Eligible Municipal Assets

1. Streets
2. Buildings- community & culture, corporate administration, fire, police, and recreation
3. Parks
4. Park Features
  - sports courts, fields, pools, playgrounds, etc
5. Vehicular Bridges
6. Commercial Vessels and Ferries



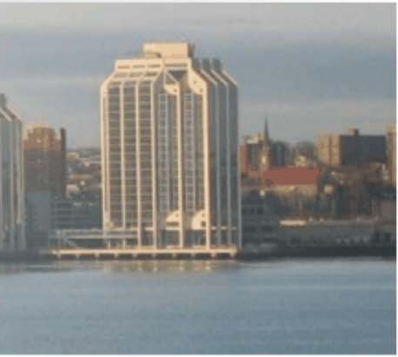
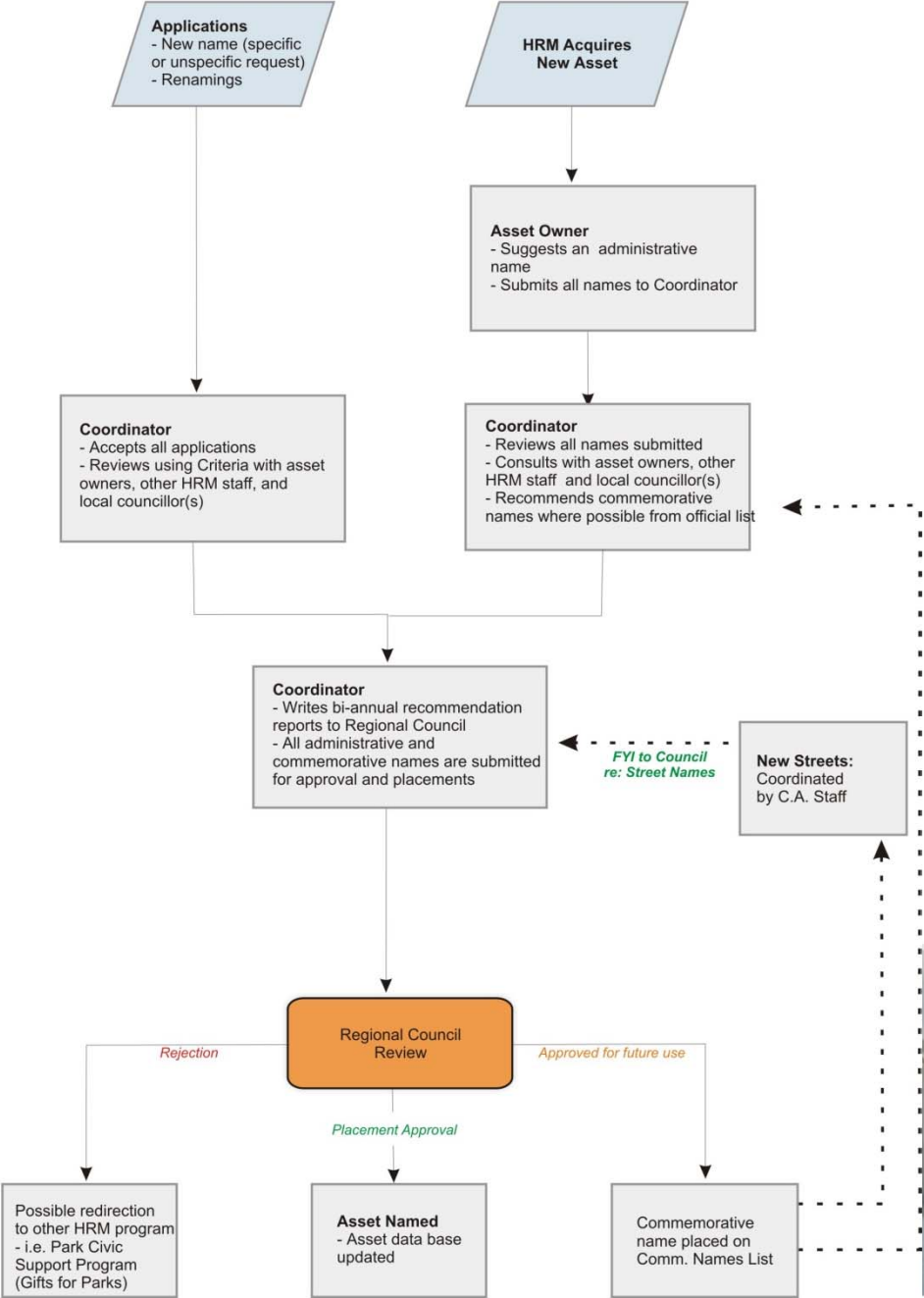


# Asset Naming Standards/Requirements

- No duplication between or within assets (with the exception of administrative names)
- Streets
  - Naming must conform with existing AO #29
  - Developers must choose 50% of streets names from commemorative name list
- Buildings, parks & park features
  - must be named, either administratively or commemoratively (exception for sponsorship)
- Vehicular Bridges
- Commercial Vessels and Ferries
- Existing HRM asset names are not required to meet the criteria laid out in this policy



# HRM Asset Naming Process



# Commemorative Names

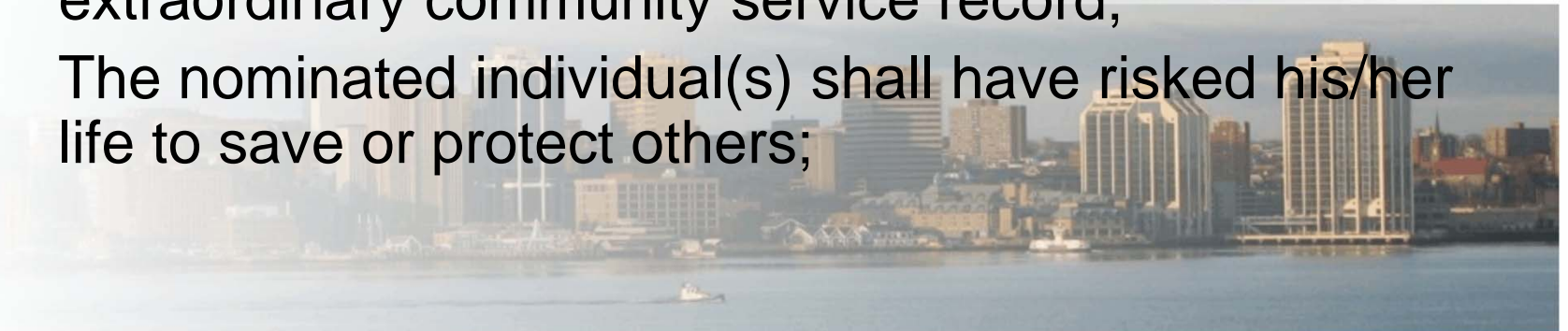
- Any person or group may apply
- Written application process, with associated documentation
- Applicants can specify asset type and asset location
- Applications will only be accepted after a minimum of one year from the date of death



# 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;



# Commemorative Name Criteria cont.

- 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.

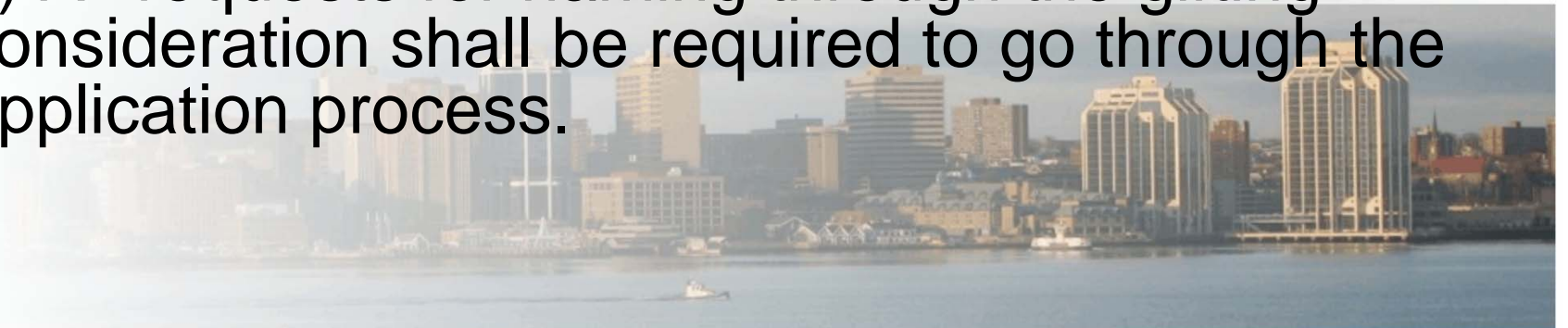


# Commemorative Name cont.

## Gifts

a) an individual may be recognized for a significant financial contribution to a building, park or park feature, where that contribution significantly benefits the community that the park 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.





# Commemorative Names List

- the Coordinator shall maintain a “Commemorative Names List” for future use.
- Only names approved by Regional Council shall be added to the list.
- The list will be organized and assigned by geographical appropriateness.
- There shall be no prioritization system of names on the list.





# Asset Renaming Requests

- 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.
- Renaming requests for land and building assets shall only be considered if the existing asset name is an administrative name (i.e. Brook St Park)
- All requests for renaming shall be required to go through the application process



# Other Considerations

## Corporate Sponsorship Naming Opportunities

- Staff recommends a separate policy be written to address such requests

Commemoration events or unveiling ceremonies are not provided under this policy



Questions?

Thank you

