City of Kingston naming of corporate assets policy

Approved by City Council June 22, 2004

A. Purpose

This policy is to encompass the naming of any corporate asset including parks, open spaces, facilities,streets and other municipal buildings or properties. The final decision for naming of corporate assets will rest with City Council, including naming opportunities as a result of gifts and sponsorships. The naming of a particular corporate asset is important for public awareness, promotion and emergency access. Therefore, naming will be consistent with the City of Kingston's vision and will not contravene any policy of the City nor reflect negatively on the City's public image.

B. Intent

The intent of this policy is to:

Continue the current traditional practice of naming municipal property, buildings and park elements after significant geographical, neighbourhood and historical elements;
Recognize on an exception basis, significant contributions that organizations or individuals have made to the public life and the well-being of the people of Kingston;
Provide direction of how to apply for approval to name, rename or dedicate municipal property, buildings or park elements

C. Policy Statements

1. There are four main types of naming situations this policy intends to address:

Opening of a new corporate asset or reopening of a corporate asset following refurbishment

Honouring individuals or groups
Recognizing international, national or provincial events/competitions
Providing recognition of gifts, sponsorships and joint ventures

2. The selection of a name will be based on a number of criteria including but not limited to:

A longstanding local area identification with the residents
Understandable to the majority of citizens in Kingston
Consistent with any other applicable policies and naming guidelines
Assists with emergency response situations by being consistent with street names and geographical locations and meeting the requirements of Kingston Fire and Rescue, Kingston City Police, and Kingston Regional Ambulance Services
Consistent with sponsorship levels

3. Preference will be given to names that:

Give a sense of place, continuity and belonging reflecting the geographic location, community, neighbourhood or street where the corporate asset is located and/or;
Recognize the historical significance of the area and/or;
Reflect unique characteristics of the site and/or;
Reflect the type of service offered and/or;
Are in keeping with a selected theme and/or;
Honour individuals, living or deceased, who have made a significant contribution to the community

4. Names will not be chosen that:

Cause confusion due to duplication or names sounding similar to existing locations within Kingston
Are the names of tobacco companies
Lend themselves to inappropriate short forms or modifications
Are discriminatory or derogatory considering race, gender, creed, political affiliation, or other similar factors
Recognize the birth, marriage or anniversary of specific individuals (this can be done through individual dedications of benches and trees though Parks and Arenas)

5. Names of persons, organizations, corporations, foundations or their families will be considered when they have made a significant contribution to the City by:

Enhancing the quality of life and well-being of the City
Contributing to the historical or cultural preservation of the City
Contributing toward the acquisition, development or conveyance of land or building
Achieving excellence in their endeavours and representing Kingston in a meritorious manner - And/or

Where there is a direct relationship or association that exists between former place of residence of the person or group and the asset to be named

6. Naming in honour of elected or appointed public officials, City administrative officials or staff shall occur posthumously.

7. Where the name of an individual is recommended after an in camera discussion, consent shall be obtained from the individual or their next of kin prior to Council's public consideration.

8. Where the naming opportunity is as a result of a sponsorship or gift the following factors must be considered:

The significance of the contribution made relative to the construction and operating costs of the item being named
The cost of establishing the naming option (e.g. cost of the signage to be paid by the applicant unless the City has made the request for the name change)
Sunset clause associated with the length of time that the name will be used. Naming agreements may be renewed if the appropriate gift or sponsorship is received.

9. Existing names will not be changed without consideration of the historical significance of the existing name, the impact on the individual or organization previously named, the cost and impact of changing existing signage, rebuilding community recognition and updating records (i.e. letterhead, databases, promotional materials) Each application will be considered on a case-by-case basis.

D. Application Review and Approval Process

1. Applicant(s) shall submit a written request for civic naming to the City Clerk. The written request shall provide the following:

Background information concerning the rationale for consideration of the request;
Biographical information if named after an organization or individual; and
Documentation including letters from organizations and individuals providing substantial support for the request.

2. Each application for naming/renaming shall undergo a process which will:

Review the application for conformity with this policy
Circulate the application to the appropriate internal stakeholders for comment on the suitability of the application
Discuss in camera any naming in recognition of an individual prior to discussing it with the individual or next of kin.
Consult with external stakeholders in the community to the level of support or identify possible objections to the requested civic naming
Determine whether or not a special event is planned to coincide with the formal naming

Related information

Policy

Commemoration Policy

Donation Policy