



## CITY POLICY

**SECTION: MUNICIPAL GOVERNMENT**

**NO: MU-AN-01**

**REFERENCE: COUNCIL**

**Date: Sept. 4, 2024**

**Next Review Date:  
September 2026**

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**TITLE: Municipal Asset Naming Policy**

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### **1.0 Purpose**

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Street names are critical for municipal addressing and emergency response purposes.

City properties are an important fabric of the community and their names contribute to creating a culture and identity within the City of Dryden.

The name of a City property or street can reflect the unique location or geography of where the asset is located, recognize the exceptional contributions of individuals or organizations to the City of Dryden, the Province of Ontario or Canada, recognize significant historical events or recognize the region's Indigenous people and culture.

This policy establishes the criteria and process to name or rename a street or City property or to assign a ceremonial name to a Street or City property.

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### **2.0 Definitions**

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2.1 *Ceremonial Naming* refers to assigning a ceremonial name to a Street in honour of an individual, event or an organization that has made a significant and exceptional positive contribution to the City of Dryden, the Province of Ontario or Canada. A ceremonial name is a secondary name and does not replace the official name.

2.2 *City* refers to the City of Dryden.

2.3 *City Property* refers to any City owned real property or related assets, including, but not limited to, community centres, recreational facilities,

water/wastewater treatment plants and parks. Additionally, unless otherwise stated in the Policy, any reference to City Property in this Policy includes Property Features.

2.4 *Draft Plan of Subdivision* is a legal document that shows the surveyed boundaries, location, size, and streets of a proposed subdivision.

2.5 *Duplicate* refers to names that are identical or similar sounding in their entirety.

2.6 *First Responders* refers to Dryden Fire, Police and Paramedic Services.

2.7 *Honourific Naming* is officially naming or renaming a City property on behalf of an individual, event or organization to recognize the significant positive contributions made by an individual or an organization to the City of Dryden, the Province of Ontario or Canada.

2.8 *Naming* is officially assigning a name to, or renaming, a City street, property or a property feature.

2.9 *Property Features* refers to significant amenities or assets within or on a City Property, including but not limited to, playgrounds, sports fields, gazebos and ice pads.

2.10 *Reference Plan* refers to a plan deposited in the local Land Registry Office and is a graphic representation of descriptions of land, as well as representations of divisions of land under the *Planning Act*.

2.11 *Similar Sounding* refers to street names that sound similar in their entirety, not including the street suffix.

2.12 *Street* is any existing or proposed public or private street, lane, or walkway within the boundaries of the City of Dryden.

2.13 *Street Suffix* refers to words that follow a street name and usually indicate the type of street configuration and or street direction.

2.14 *Unnamed Street* refers to any Street or a proposed street on a Reference Plan without an official name and not on a draft plan of a subdivision.

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### **3.0 Criteria for Naming or Renaming a Street or Assigning a Ceremonial Name to a Street**

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- 3.1 The City will consider proposals for street naming but is under no obligation to accept a proposal to name, rename or assign a ceremonial name to a Street.
- 3.2 Street names, including ceremonial Street names should portray a strong positive image and have historical, cultural, Indigenous or social significance or contribution to the community, the City, the Province of Ontario or Canada.
- 3.3 Street names shall not impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver services.
- 3.4 Streets that have been named, renamed, or assigned a ceremonial name within the previous ten years will not be renamed unless Council takes this on under extreme situations.
- 3.5 Assigning a ceremonial name to a Street will be considered before renaming a Street.
- 3.6 Suffixes for Street names are assigned by the City to ensure the appropriate suffix is used to describe the type, function, length and configuration of the Street.
- 3.7 All City costs involved in renaming a Street shall be the responsibility of the applicant. Where the City initiates the renaming of a Street, the City shall bear the associated costs.
- 3.8 Street names, including ceremonial names, shall not:
  - 3.8.1 Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a product, service or a particular business;
  - 3.8.2 Be or 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;
  - 3.8.3 Result in inappropriate abbreviations or acronyms;
  - 3.8.4 Duplicate or be similar sounding to an existing Street name;

- 3.8.5 Place the City in conflict with any agreements established in the acquisition or management of the street; nor,
- 3.8.6 Make a direct or indirect reference to recent events or recently deceased individuals, except where the event or the individual had legacy or significant contributions to the City of Dryden. Names of recent events or recently deceased individuals may be considered after two years of the date of the event.
- 3.9 The physical location of Street signs shall be determined by the City.
- 3.10 Naming or renaming a Street, or assigning a ceremonial name to a Street, on behalf of an individual, event, or an organization requires the written consent of the named party or the named party's representative.
  - 3.10.1 In circumstances where consent has not been received, despite reasonable efforts, the City, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate efforts to obtain consent to the satisfaction of the City.

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#### **4. 0 Naming Streets on Draft Plans of Subdivision**

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- 4.1 A proposal to name Streets on a draft plan of subdivision is to be made using the Street Naming Application through the City's Building and Planning Department and at minimum is to include:
  - 4.1.1 The proposed Street names, including any background information on the names;
  - 4.1.2 A copy of the draft plan of a subdivision; and,
  - 4.1.3 Proposed Street names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.

- 4.2 The Chief Building Official will assess proposed Street names for draft plans of subdivisions in accordance with this Policy and consult with various City Departments prior to granting approval.
  - 4.3 In the event the various City Departments don't support the proposed names, City Council will consider them.
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## **5.0 Naming an Unnamed Street**

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- 5.1 A proposal to name an unnamed Street is to be made using the Street Naming Application through the Building and Planning Department and at minimum is to include:
  - 5.1.1 The proposed name;
  - 5.1.2 Rationale for naming the Street;
  - 5.1.3 A map or an illustration, including major intersections of the unnamed street; and,
  - 5.1.4 Proposed Street names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 5.2 The Chief Building Official will consult with various City Departments regarding the proposed Street name.
- 5.3 If the proposed name complies with this Policy, the City will provide Public Notice of its intention to name the street including the proposed name.
- 5.4 Following sixty (60) days Public Notice, City Council shall consider the proposed name.
- 5.5 If the proposed name does not comply with this Policy, the Chief Building Official will advise the person (people) proposing it.

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## **6.0 Renaming City Streets**

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- 6.1 A proposal to rename a Street is to be made using the Street Naming Application through the Building and Planning Department and at minimum is to include:
- 6.1.1 Rationale for changing the name and significance of the proposed name;
  - 6.1.2 Relevance of the proposed name to the Street;
  - 6.1.3 Documented support, including but not limited to petitions and support letters, from at least 75 percent (75%) of property owners that abut the street. At the discretion of municipal staff, this requirement may be waived and the application presented directly to Council;
  - 6.1.4 A map or an illustration, including major intersections of the street to be renamed; and,
  - 6.1.5 Proposed Street names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 6.2 The Chief Building Official will consult with various City Departments regarding the proposed Renaming, including the City CAO Office.
- 6.3 If the proposed name complies with this Policy, the City will provide Public Notice of its intention to rename an existing street including the proposed name.
- 6.4 Following sixty (60) days Public Notice, City Council shall consider the proposed name.
- 6.5 If the proposed name does not comply with this Policy, the Chief Building Official will advise the person (people) recommending it.

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**7.0 Assigning a Ceremonial Name to a City Street**

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- 7.1 A proposal to assign a ceremonial name to a Street is to be made using the Street Naming Application through the Building and Planning Department and at minimum is to include:
- 7.1.1 The Street proposed for the ceremonial name;
  - 7.1.2 Rationale and significance of the proposed name;
  - 7.1.3 Relevance of the proposed name to the Street, community and City;
  - 7.1.4 Documented support from the local community, including but not limited to petitions and support letters;
  - 7.1.5 A map or an illustration, including major intersections of the Street; and,
  - 7.1.6 Proposed Ceremonial Street names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 7.2 The Chief Building Official will consult with various City Departments regarding the proposed Ceremonial Name.
- 7.3 If the proposed Ceremonial Name complies with this Policy, it will be considered by City Council.
- 7.4 In circumstances where a specific Street or location is not identified, the Chief Building Official will provide Street location options in a report to City Council.
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**8.0 Criteria for Naming or Renaming a City Property**

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- 8.1 The City will consider proposals to name or rename a City property but is under no obligation to accept a proposed name.
- 8.2 The duration of the property name is at the sole discretion of the City and may be revoked or the property may be renamed.
- 8.3 Names of City properties will portray a strong positive image of the City of Dryden, have geographic, historical, cultural, Indigenous or social significance to the location of the property, and may recognize significant contributions made by individuals or organizations to the City of Dryden, the Province of Ontario or Canada.
- 8.4 Property names shall not impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver services.
- 8.5 City properties that have been named or renamed in the previous ten years will not be renamed.
- 8.6 All costs involved in renaming a City property shall be the responsibility of the requestor(s).
- 8.7 Names of City properties shall not:
  - 8.7.1 Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a development, product, service or a particular business;
  - 8.7.2 Be or 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;
  - 8.7.3 Result in inappropriate abbreviations or acronyms;
  - 8.7.4 Duplicate another named City Property;
  - 8.7.5 Unduly detract from the character, integrity of the community or aesthetic quality of the property or unreasonable interference with its enjoyment or use; and,
  - 8.7.6 Make direct or indirect reference to recent events or recently deceased



individuals, except where the event or the individual had a legacy or made significant contributions to the City of Dryden. Names of recent events or recently deceased individuals may be considered after two years.

- 8.8 Naming or renaming a City property, on behalf on an individual event or organization requires the written consent of the named party or the named party's representative.

8.8.1 In circumstances where consent has not been received, despite reasonable efforts, the City, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate efforts to obtain consent to the satisfaction of the City.

- 8.9 The design and content of the signage for City properties must comply with the other City signage and the physical location of the sign(s) shall be determined by the City.

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## **9.0 Naming New City Properties**

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- 9.1 The City of Dryden shall propose up to five names to name a new City property, including for a City property on a draft plan of a subdivision or a property acquired or developed by the City.
- 9.2 The Chief Building Official will consult with the public on the proposed names, except where the proposed property name is based on a location or a name of a street.
- 9.3 Proposed property names that portray Indigenous significance or are after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 9.4 The Chief Building Official will submit the top three names along with a recommended name for consideration by City Council.

## 10.0 Renaming a City Property including Honourific Naming

- 10.1 All proposals for renaming a City property must be made using the City Property Naming Application (forms attached) process through the Chief Building Official's office and at minimum shall include:
- 10.1.1 The proposed name and relevance to the City property;
  - 10.1.2 Rationale for changing the name and significance of the proposed name including significant contributions to the City of Dryden, Province of Ontario or Canada for proposals to name a City property on behalf of an individual or organization;
  - 10.1.3 Documented support for the local community, including but not limited to, petitions and letters of support;
  - 10.1.4 A map or illustration, including the address of the City property; and,
  - 10.1.5 Proposals to rename a City property that portrays Indigenous significance or contributions or proposals to rename a City property after an Indigenous individual, organization or event will require consultation with the City's Working Circle, or in the absence of the Working Circle, Indigenous communities and adherence to appropriate Indigenous practices or protocols.
- 10.2 The Chief Building Official will consult with City staff and may conduct additional public consultations to determine public support for the proposed renaming.
- 10.3 The Chief Building Official will bring forward the proposed name(s) for consideration by City Council.

History			
<b>Approval Date:</b>	Sept. 30, 2020	<b>Approved by:</b>	By-law 4774-2020
<b>Amendment Date:</b>	Sept. 4, 2024	<b>Approved by:</b>	CAO
<b>Amendment Date:</b>		<b>Approved by:</b>	



# DRYDEN

## Naming or Renaming an Existing Property

### A. General Information

- Use this proposal form if you would like to:
    - Propose a name to an existing City of Dryden **Property** or **Property Feature** that currently does not have a name.
    - Propose to rename a City of Dryden **Property** or **Property Feature** that already has a name.
  - If you would like to propose a name for a City of Dryden Street, use the Street Naming Application.
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- Throughout this proposal form, these terms shall mean the following:
    - **"Applicant"** is the individual submitting this proposal form to name or rename an existing **Property** or **Property Feature**.
    - A City of Dryden **"Property"** is any City-owned real property or related asset, including, but not limited to, community centres, recreational facilities, water/wastewater treatment plants and parks.
    - A City of Dryden **"Property Feature"** is a significant amenity or asset within or on a City Property, including but not limited to, playgrounds, sports fields, gazebos, and ice pads.
    - A City of Dryden **"Street"** is any existing or proposed public or private street, lane, or walkway within the boundaries of the City of Dryden.
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- Applicants are responsible for reviewing Appendix 1: Criteria to Name or Rename a City Property beginning on page 9, in full before completing this proposal form to ensure their proposal meets the criteria and conditions set out.
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- A separate proposal form is required for each existing Property or Property Feature proposed to be named or renamed
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- Property / Property Feature Naming Costs:**
- All costs involved in naming or renaming an existing property / property feature shall be the responsibility of the Applicant.
  - At minimum, the application cost to name or rename an existing property is \$200.00. Please note, the total cost of a proposal may be higher depending on signage requirements and incremental costs associated with the proposal. Staff will inform the Applicant of the total cost associated with their proposal after staff has researched the proposal further and can advise on specific details related to signage and incremental costs.
    - Applicants may choose to proceed with their proposal or cancel their request within two weeks of receiving notification of the total cost. At that time, a 50% refundable deposit will be collected before going to Council. You may also pay the total cost in full at this time.
  - Applicants will be responsible for paying the total cost in full before any implementation, including signage installation and any official events occurs. Final payment is due within a week of Council's decision.



# DRYDEN

Proposal Form

## Naming or Renaming an Existing Property

### B. Applicant Information

**The City will communicate with the applicant identified below regarding this proposal.**

First Name		Last Name	
Organization Name (if applicable)			
Street Number	Street Name		Suite / Unit Number
City/Town	Province	Postal Code	Fax Number
Telephone Number	Mobile Number		Email

### C. Proposed Details

1. Please check the statement that best applies (only check one):

- a. I am proposing to **name an existing** Property or Property Feature that is currently unnamed. ☐
- b. I am proposing to **rename** a Property or Property Feature that already has a name. ☐

2. Type of Existing Property or Property Feature proposed to be named or renamed (please check one):

Property		Property Feature	
<input type="checkbox"/> Park	<input type="checkbox"/> Water/Wastewater Treatment Plant	<input type="checkbox"/> Sports Field	<input type="checkbox"/> Gazebo
<input type="checkbox"/> Community Centre	<input type="checkbox"/> Other, please specify:	<input type="checkbox"/> Playground	<input type="checkbox"/> Other, please specify:
<input type="checkbox"/> Recreation Facility		<input type="checkbox"/> Ice Pad	

3. If this proposal is related to **renaming** a City property:

- a. Identify the current name of the Property / Property Feature:
- b. Provide justification for changing the Property's / Property Feature's established name, including how / why changing the established name to the proposed name will improve the local community:



## Naming or Renaming an Existing Property

<p>4. Location of Property / Property Feature (A map or illustration, including the address, or the Property's / Property Feature's location must be submitted with this proposal.):</p>	
<p>Street Number</p>	<p>Street Name</p>
<p>5. Proposed Name for the Property / Property Feature:</p>	
<p>6. Is the proposed name intended to honour an individual or organization?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>7. Please select from the criteria below to identify why the proposed name has been chosen:</p> <p>a. The name has (check all that apply):</p> <p><input type="checkbox"/> Geographic significance to the location of the Property / Property Feature</p> <p><input type="checkbox"/> Historical significance to the location of the Property / Property Feature</p> <p><input type="checkbox"/> Cultural significance to the location of the Property / Property Feature</p> <p><input type="checkbox"/> Indigenous significance to the location of the Property / Property Feature</p> <p><input type="checkbox"/> Social significance to the location of the Property / Property Feature</p>	
<p>b. For honourific naming proposals, please select from the criteria below to identify the significant and positive contribution(s) the individual or organization has made to the local community, City of Dryden, Province of Ontario or Canada (<i>check all that apply</i>). The individual / organization has contributed:</p> <p><input type="checkbox"/> By providing extensive community service, supporting humanitarian causes, volunteering and / or giving extraordinary help.</p> <p><input type="checkbox"/> By working to foster equality and reduce discrimination.</p> <p><input type="checkbox"/> By contributing toward the environmental preservation, conservation or enhancement of the local community, City of Dryden, Province of Ontario or Canada.</p> <p><input type="checkbox"/> The name honours the cultural and ethnic diversity and / or pioneers of the local community, City of Dryden, Province of Ontario or Canada.</p> <p><input type="checkbox"/> Other, please specify:</p>	



## Naming or Renaming an Existing Property

7c. Please provide more detail and / or attach background information that supports the criterion selected in 7a. and / or 7b.:

### D. Proposal Support

1. Proposals must be broadly supported by the local community and must be accompanied, at a minimum, by support letters from at least two (2) community organizations. Organizations must be established, for example, Dryden Native Friendship Centre, Dryden Area Anti-Racism Network, Rotary Club, Lions Club, sports leagues, etc., and may be contacted by staff at any point while this proposal is under review.

- a. Please provide contact information for each community organization below, and
- b. Please attach and submit letters from each community organization with this proposal.

#### Organization #1

Organization Name

Contact Name (First Name, Last Name)

Position Title

Telephone Number

Email

Street Number

Street Name

Suite / Unit Number



## Naming or Renaming an Existing Property

**Organization #2**

Organization Name

Contact Name (First Name, Last Name)

Position Title

Telephone Number

Email

Street Number

Street Name

Suite / Unit Number

**E. Written Consent of Named**

If you answered "Yes" to question #6 in Section C. Proposal Details, you must complete this section.

If you answered "No" to question #6 in Section C. Proposed Details, please skip this section.

Proposals intended to honour an individual or organization must have written consent of the named party or the named party's representative, where feasibly possible. Where consent has not been obtained, the City, in the absence of any refusal to provide consent or legal concerns, may approve the name if the Applicant is able to demonstrate to the satisfaction of the City that reasonable efforts were made to obtain consent. Written consent of the named party or the named party's representative may be provided through signing of the Official Declaration in this section, further below. Where possible, please include contact information for the named party or the named party's representative as they may be contacted by staff at any point while the proposal is under review.

Contact information below for the:

☐ Named Party ☐ Named Party's Representative

If you are the named party's representative, what is your relationship to the named party?

Named Party / Representative's Telephone Number

Named Party's / Representative's Email



## Naming or Renaming an Existing Property

### Official Declaration of Named Party / Named Party's Representative:

I, \_\_\_\_\_, declare the following

(Please print)

Choose one: ☐ Named Party / ☐ Named Party's Representative

- I am aware of this proposal to name or rename an existing Property / Property Feature after me / my organization / the Party I represent.
- I consent to my name / my organization's name / the Party I represent's name being used to identify a City of Dryden Property or Property Feature.
- I consent to City staff contacting me as required as part of their research and due diligence.
- I understand that the personal information on this form, attached form, or subsequently collected as part of staff research and public consultation may be used by City staff and made available to the public and Members of City Council.

Applicant Signature (below)

Date (yyyy-mm-dd)

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Personal information contained on this form is collected pursuant to the Freedom of Information Act/Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of responding to this application. Questions about this collection should be directed to the Freedom of Information and Privacy Co-ordinator at the City of Dryden.



## Naming or Renaming an Existing Property

### F. Applicant's Declaration of Intent

#### Official Declaration of Intent by the Applicant

I, \_\_\_\_\_, declare the following  
(Please print)

- I have submitted all information accurately and completely to the best of my knowledge.
- I understand that as this proposal relates to naming / renaming an existing Property or Property Feature, I am responsible for all costs associated with this naming / renaming proposal and have read and understand the Property Naming Costs information set out in Section A. General information of this proposal form.
- I understand that if my naming proposal is approved by City Council, full implementation including physical sign changes and official events will not occur until the City has received payment of all outstanding fees in full.
- I understand that the City is under no obligation to accept my proposed name, and my proposal may be declined by the City at any time and for any reason during the review.
- I understand that City staff may contact me at any time during their review of this proposal for further information as needed.
- I understand that the decision of City Council is final.

Applicant Signature (below)

Date (yyyy-mm-dd)

Personal information contained on this form is collected pursuant to the Freedom of Information Act/Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of responding to this application. Questions about this collection should be directed to the Freedom of Information and Privacy Co-ordinator at the City of Dryden.

### G. Attachments

The following documents have been attached and submitted with this proposal (\* indicates mandatory document)

- ☐ \* Map / Illustration of location
- ☐ \* Background information to support the criteria that the proposed name meets. Please specify type of information:
- ☐ \* Support letters from at least two (2) different community organizations
- ☐ \* Proof of Indigenous consultation where required
- ☐ \* Other, please specify:



## Naming or Renaming an Existing Property

### H. Submission and Next Steps

**Submit completed proposal form and all attachments in one of the following ways:**

**Email:** [generalinquiries@dryden.ca](mailto:generalinquiries@dryden.ca)

**Mail to:** Attention: City Clerk  
City of Dryden  
30 Van Horne Avenue  
Dryden, ON P8N 2A7

#### What will happen next?

1. The City of Dryden will review your proposal for completeness and compliance with basic requirements within two weeks of receiving the proposal form.
2. If the proposal form is incomplete or not compliant with the Municipal Asset Naming Policy, the City of Dryden will notify you.
3. If the proposal form is complete and meets basic requirements of the Municipal Asset Naming Policy, the City of Dryden will forward your proposal to the City department that is responsible for the Property or Property Feature identified in the proposal.
4. The Department responsible for the Property / Property Feature will assign staff to your proposal who will research the proposal further to determine the total cost, based on anticipated signage requirements and any incremental costs. Staff will inform you of the total cost. You may choose to proceed with your proposal or cancel your request within two weeks of receiving notification of the total cost. If you choose to move forward in the process, you will be required to pay a non-refundable deposit of 50% of the total cost before the proposal is taken to Council. You may also choose to pay the cost in full at this time.
5. Upon receiving confirmation that you would like to proceed with your proposal, staff will conduct an in-depth review including researching the proposed name and its compliance with the Municipal Asset Naming Policy and departmental procedures. Research is generally completed within 4-6 weeks and staff will notify you of the results.
6. If research indicates the proposal is compliant with the Municipal Asset Naming Policy, staff may conduct public consultation to measure support for the proposal by the local community. If the proposal does not have broad community support, staff will notify you.
7. If the proposal has broad community support, staff will prepare a staff report to City Council seeking approval for the proposed name. Staff will advise you of the expected meeting date for the proposal to be reviewed.
8. Upon approval of the proposed name, you will be required to submit payment for all outstanding fees within in one week of notice of approval. Staff will advise you of the final amount outstanding. **Note: Implementation including signage updates and official events will not occur before the City receives payment in full.**



**DRYDEN**

Proposal Form

## **Naming or Renaming an Existing Property**

### **Appendix 1: Criteria to Name or Rename a City Property**

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**A. The following criteria and conditions apply to all naming and renaming proposals for City of Dryden properties and property features.**

- The City will consider proposals to name or rename a City property but is under no obligation to accept a proposed name.
- The duration of the property name is at sole discretion of the City and may be revoked or the property may be renamed at any time.
- Names of City Properties will portray a strong positive image of the City of Dryden, have a geographic, historical, cultural, Indigenous, or social significance to the location of the property, and may recognize significant contributions made by individuals or organizations to the City of Dryden, the Province of Ontario or Canada.
- Property names shall not impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver services.
- City properties that have been named or renamed in the previous ten years will not be renamed.
- All costs involved in renaming a City properties shall not:
  - Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a development, product, service or a particular business;
  - Be or 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;
  - Result in inappropriate abbreviations or acronyms;
  - Duplicate another named City property;
  - Unduly detract from the character, integrity of the community or aesthetic quality of the property or unreasonably interfere with its enjoyment or use;
  - Place the City in conflict with any agreements established in the acquisition or management of the property; and
  - Make a direct or indirect reference to recent events or recently deceased individuals, except where the event or the individual had a legacy or made significant contributions to the City of Dryden. Names of recent events or recently deceased individual(s) may be considered after two years.



**DRYDEN**

Proposal Form

## **Naming or Renaming an Existing Property**

- Naming or renaming a City property, on behalf of an individual event or organization requires the written consent of the named party or named party's representative.
  - In circumstances where consent has not been received, despite reasonable efforts, the City, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate efforts to obtain consent to the satisfaction of the City.

### **B. The following criteria and conditions may also apply:**

- Where there is significant controversy associated with a proposal, for example, is divisive to the community, has strongly opposing sides, etc., the proposal may be denied.
- Landmark properties, for example, ones that attract or have the potential to attract residents from across the City and visitors to the City of Dryden due to their unique or exceptional features or functions, will not be renamed.
- The proposed name should have relevance to the identified property / property feature.
- Consideration will be given to the number and / or concentration of features already named within the associated park / recreation facility and how the naming proposal may impact the user's experience. A higher concentration of namings and / or potential for a negative experience may prevent additional namings at a given location.
- Consideration will be given to the appropriateness of honouring an individual or organization through property naming compared to another honourific or commemorative program.