

## DEFERRAL - MUNICIPAL NAMING POLICY REPORT

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### EXECUTIVE SUMMARY

In response to the Calgary Planning Commission's recommendation to review and revamp the Municipal Naming Policy due to issues arising from recent neighbourhood and street naming applications, Council wanted to clarify the policy review request as the recommendation cited issues related to specific types of naming requests (i.e. community, neighbourhood and street names). The criteria and process for municipal asset naming is generally applicable to the naming of other municipal assets (e.g. parks, recreation centres, municipal buildings, etc.) as well. Consequently, Council directed Administration to bring forward a policy review report to the Priorities and Finance Committee no later than 2013 December. The 2013 Calgary flood, disrupted occupancy in the municipal building, and the municipal election have resulted in Administration being unable to complete necessary consultations with the public, members of City Council and Administration on time. A deferral until the end of March 2014 is requested.

### ADMINISTRATION RECOMMENDATION(S)

That the Priorities and Finance Committee recommends that Council approve Administration's request to defer the report regarding review and revamp of the Municipal Naming Policy to the Priorities and Finance Committee no later than the end of March 2014.

### RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED 2013 DECEMBER 10 and 11:

That the Administration Recommendation contained in Report PFC2013-0817 be approved.

### PREVIOUS COUNCIL DIRECTION / POLICY

On 2013 May 6 Council adopted as amended, moved by Alderman Keating, seconded by Alderman Stevenson, that the Calgary Planning Commission recommendations contained in Report CPC2013-050 be adopted, as amended, as follows:

That Council:

3. DIRECT Administration to review and revamp the Municipal Naming Policy in light of the issues we have seen in 3 recent applications, as well as others in the past in order to;
  - better define information requirements to reduce subjective or opinion based recommendations,
  - review naming criteria to allow for the recognition of notable citizens who may not have homesteaded a particular development area, and
  - better define "neighbourhood" and "community" to reduce conflict between applicants and the Authority.

And further, with a report to the Priorities and Finance Committee no later than 2013 December.

### BACKGROUND

At the meeting of 2013 February 28, the Calgary Planning Commission received and accepted for information the Calgary Planning Application Group proposed neighbourhood name of "Hotchkiss" and the proposed street name of "Hotchkiss" for Residual Sub-Area 12C. Citing

Approval(s): Stevens, Brad concurs with this report. Author: Wong, Terry  
City Clerk's: J. Dubetz

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'information and application process' issues with this naming request and 3 other recent requests, the Calgary Planning Commission adopted a motion that directed Administration to review and revise the Municipal Naming Policy.

At the Combined Council Meeting of 2013 May 6<sup>th</sup>, Council adopted the amended Calgary Planning Commission recommendation with a report to the Priorities and Finance Committee no later than 2013 December.

### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

Subsequent to Council adopting the amended recommendations in CPC2013-050, further discussions to bring clarity into the scope of the Municipal Naming Policy (CS003) review have brought into consideration:

1. Implications to other Council policies, specifically;
  - CSPA12 – Naming Rights Guidelines – City Owned, Civic Partner-Operated Facilities,
  - CS011 – Sponsorship Policy – City Owned, City Managed Assets, and
  - PAC002 – Recognition of Departing Members of Council.
2. Limitations in the naming of municipal assets after significant individuals,
3. The opportunities to streamline Council's governance and Administration's processes associated with the Municipal Naming Policy along with other Council policies, and
4. Conditions when naming request applications should be dealt with in-camera.

Due to the 2013 Calgary flood, disruptions to staff working out of the municipal building, and availability of the public and Council members during the municipal election, the review of the Municipal Naming Policy and alternatives has not been completed and additional time to no later than the end of March 2014 is requested.

### **Stakeholder Engagement, Research and Communication**

Clarity in the scope of the Municipal Naming Policy (CS003) review was provided through his Worship Mayor Nenshi and through consultation with the affected Corporate Services and the Community Services & Protective Services Council members. Additional engagement has not yet been undertaken.

### **Strategic Alignment**

The request for work aligns with priorities in Council's Fiscal Plan to "invest in great communities and a vibrant urban fabric" by establishing civic and community identity and association.

### **Social, Environmental, Economic (External)**

Careful selection of a neighbourhood name, distinct and honourable, will provide residents and businesses with identity and branding plus a sense of culture, history, affiliation, and belonging.

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### **Financial Capacity**

#### **Current and Future Operating Budget:**

Not applicable.

#### **Current and Future Capital Budget:**

Not applicable.

### **Risk Assessment**

No risks have been identified with respect to this deferral request.

### **REASON(S) FOR RECOMMENDATION(S):**

Due to the 2013 Calgary flood, disruptions to staff working out of the Municipal Building, and availability of the public and Council members during the 2013 municipal elections, it was not possible to complete the requested review and revamp of the policy for 2013 December. A deferral to no later than March 2014 will allow for additional time and thought to coordinate efforts, engage, review and assess with appropriate stakeholders.

### **ATTACHMENT(S)**

None