



COUNCIL POLICY

Policy Title: Municipal Naming Policy
Policy Number: CS003
Report Number: APA2005-30
Approved by: Council
Effective Date: 2005 October 17
Business Unit: Infrastructure & Information Services

BACKGROUND

In 1985, City Administration established a Municipal Naming Task Force to review how municipal facilities become named. Council, in 1987, approved the naming and addressing report, filed by the task force, which included a recommendation to form a Municipal Names Committee.

Municipal Names Committee – Mandate

- To ensure that names recommended are unique, appropriate and not likely confused with other names adopted or in use.
- To offer alternative approaches and/or names if site is historically significant
- To provide information based on approved criteria and processes within this policy and feedback from interested parties
- To provide comment on the merit to name City-owned asset(s)
- To identify and share with the citizens of Calgary a pride in how city owned assets are named

PURPOSE

"Municipal assets" refers to a variety of public forms including, but not limited to:

- community names
- parks
- roadways
- bridges
- buildings
- LRT stations
- satellite office locations
- firehalls and police stations

The Legacy of Naming: City Council approves the naming of these assets. Names applied to city owned assets should reflect Calgary's heritage. Consideration is to be given to the assets geographical and historical significance. Names of individuals or organizations that contributed significantly to Calgary at a local and national level may be considered. Names should be able to withstand the test of time.

POLICY

The Municipal Naming Policy is the responsibility of Infrastructure & Information Services, Corporate Services. This includes, chairing the Municipal Names Committee and periodic review and updates to the municipal naming policy. This document is an overview to The City of Calgary Municipal Naming Policy. A full copy of the Municipal Naming Policy may be obtained by contacting Infrastructure & Information Services attention: Chair Municipal Names Committee. Questions and inquiries may be directed to Infrastructure and Information Services attention: Chair, Municipal Names Committee.

Please see attached policy

PROCEDURE

Names may be nominated by the public for use in naming any municipal owned assets. Municipal Names Committee Review includes the following;

1. Names for municipal assets will be recommended by the civic administration in accordance with the guidelines specified for each asset.
2. Municipal Naming Committee will take only those reports that they recommend be approved to Committee and then Council.
3. All recommendations for the naming of municipal facilities require approval by City Council, after first being reviewed by the Municipal Names Committee. Comments made by this committee are to be included within reports submitted for approval of name.
4. Upon approval, the City Clerk will forward the decision of City Council, including accompanying documentation, to the Addressing & Data Services. Such information will be duly noted in a listing of names maintained by the Addressing & Data Services.
5. The administrative unit requesting name approval will submit proposed wording for any plaque to be installed. This information will be attached to the reports to committee and City Council for review and approval.
6. The extent to which the name is used elsewhere in Calgary
7. The topological appropriateness of the name to the community (e.g. Falconridge Condominiums is located in Varsity not Falconridge)

8. The extent to which the name may be regarded as offensive
9. The degree to which the name may be precedent setting
10. The degree to which the name conflicts with the historical significance/background of the location
11. The presence of the original name if the name is changed. Does the name still exist? If it does not, was/is the original name historically significant and worth retaining?
12. Is the name problematic for dispatching of emergency services personnel?
13. Does the proposed name pose problems when/if a plaque/cairn/fountain, or some such, is created?
14. Are there alternative means to recognize citizens' contributions other than naming a city-owned asset? Such as Calgary Awards Program or Parks Foundation, Calgary.

Documentation Requirements and Administrative Process

1. Names for municipal assets recommended by administration are forwarded to the Chairperson of the Municipal Names Committee or recommending authority (see approval process following) complete with the following documentation:

- biographical/background information if named for person or event, including historical significance of names and/or location where name is to be used.
- where appropriate, names nominated by the general public include a written consent from the nominee or his/her estate that use of the name is granted. proposed wording for signage or plaque related to 'naming'
- location map
- letters from affected or interested members of council demonstrating they have been advised of proposed naming request
- letters of support from recognized organizations in support of 'naming' request
- letter from requester including identification of any associated costs and confirmation of funding source(s).

2. Chairperson will circulate information to members of committee for comment. Upon receipt of nomination, Archivist will, when appropriate, provide further research on the historical significance of name and/or location.

When required, representative(s) from emergency responders will consider proposed name for emergency service operations, if necessary, polling other emergency service department representatives for comment/support, in particular heeding needs with respect to dispatching personnel in emergency situations.

Addressing & Data Services representative will evaluate name against listing sources and criteria/guidelines as approved by City Council.

3. Chairperson will co-ordinate responses from committee members, city departments, interested parties.
4. Chairperson will provide originating department with committee's comments to include with report forwarded to City Council. Municipal Names Committee will take only those reports that they recommend be approved to Committee and then Council.
5. The department originating the request and/or the Municipal Names Committee will finalize the report thereafter, forwarding it to the appropriate recommending authority.
6. The recommending authority considers the report, forwarding it to City Council for decision.
7. Upon approval, the City Clerk will forward the decision of City Council, including accompanying documentation, to the Addressing & Data Services. Such information will be duly noted in the appropriate file maintained by the Addressing Section.

Approval Processes

Recommendations for naming municipally-owned assets require approval by City Council, after first being reviewed by the Municipal Names Committee.

Recommendations for naming assets proceed to City Council in these ways:

Community and Roadway Naming

Attention: New Community Policy & Subdivision Services' for circulation, review and consideration.

Recommendations for approval are considered by the Calgary Planning Commission and Council.

Regional Recreation Facilities

Attention: Parks and/or Recreation Business Units for circulation, review and consideration.

Recommendations for approval are considered by Community Services and Protective Services (see report #N2000-19, 2000 April 03) and Council.

City Owned - Civic Partner Operated Facilities, selling of naming rights
Attention: Civic Partnerships Division, Recreation for circulation, review and consideration.

Recommendations for approval are considered by Community Services and Protective Services (see report number CPS2003-65, policy #CSPS025, 2003 September and report number FCS2003-65, policy #CS011) and Council.

All other asset types – (see sections 3 & 7)
Attention: Municipal Names Committee c/o Infrastructure & Information Services for circulation, review and consideration.

Recommendations for approval are considered by the City Manager's Office, the Personnel & Accountability Committee (PAC) and Council.

2010 revision-to update the framework and policy number change from AMCW003 to CS003 due to department reorganization.

AMENDMENTS

2003 September 22
2000 April 03
1994 April 03
1993 July 05
1990 November
1990 April 10
1989 March 10
1987 March 16
1986 May 20
1986 May 14
1986 May 06
1985 May 13
1985 February 27

THE CITY OF CALGARY

MUNICIPAL NAMING POLICY



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**CHRONOLOGY OF APPROVALS/AUTHORITY
GOVERNING THE MUNICIPAL NAMING POLICY**

REPORT TITLE & NUMBER	ADMINISTRATION, COMMITTEE OF COUNCIL, COUNCIL	DATE
Municipal Naming Task Force	Established by Board of Commissioners to review how municipal facilities become named	1985 February 27
Municipal Naming and Addressing Report of the Municipal Naming Task Force L86-27	Standing Policy Committee on Legislation approved report	1986 May 5
Municipal Naming and Addressing Report of the Municipal Naming Task Force L86-27	Calgary Planning Commission approved report	1986 May 14
Municipal Naming and Addressing Report of the Municipal Naming Task Force L86-27	Council tabled report for further review and prepare an addressing bylaw for consideration	1986 May 20
Municipal Naming and Addressing Report of the Municipal Naming Task Force	Council approved report (Municipal Names Committee formed)	1987 March 16
Amendment to Naming Policy PR88-22	Report of the Policy & Planning Sub-Committee approved report (clarification of geographical/historical significance and considerations when selecting person or organization i.e. major contributions to sport or relevant association, distinguished contribution to humanitarian, land development, and cost related considerations)	1988 May 13
Amendment - Naming Policy N89-17	Parks & Recreation Board approved report (consider only applications which were sponsored by recognized organizations)	1989 March 10
Amendment - Naming of Municipal Facilities N90-18	Council approved report (Naming Committee appointed chair from Data Processing Services)	1990 April 10

REPORT TITLE & NUMBER	ADMINISTRATION, COMMITTEE OF COUNCIL, COUNCIL	DATE
Amendment – Naming of Municipal Facilities NM90-78	Council approved report ("those Calgarians whose accomplishments go beyond the city level and involve contribution at the provincial or national level")	1990 November
Amendment – Naming Policy N93-12	Council approved report (change in chair of Naming Committee – Fleets & Facilities appointed to chair)	1993 July 5
Amendment – Naming Policy N94-06	Council approved report (revised role of naming committee and honoring of citizens – administered by City Clerk's Calgary Awards Program)	1994 April 03
Naming of Regional Recreation Facilities N2000-19	Council approved report (guidelines for naming regional recreation facilities)	2000 April 03
Naming Rights Guidelines CPS2003-65	Council approved report (city-owned civic partner operated naming – selling rights)	2003 September 22
Municipal Naming Policy Update Report APA2005-30 b	Council approved report (the revised policy reflects the current organizational structure and incorporates various Council approved policies)	2005 October 17
Municipal Naming Policy AMCW003	Policy Coordinator, City Clerks Council Policy Library request for review and revisions of policy (overview and full document) Minor revisions to business unit and committee	2010 June

INTRODUCTION

Calgary is named after Calgary Bay on the Isle of Mull, Scotland. It was originally thought to mean "clear running water" but has since been defined as "bay farm".

Since Colonel James Macleod's proposal in 1876 to change the name of Fort Brisebois to Fort Calgary, naming has been a meaningful part of Calgary's history. Names, which are usually descriptive, have developed from adjectives or nouns. They can be derived from topographical or other features of the landscape or from names that have a historical reference or from individuals who made significant contributions to the region.

While some names are well known and require no additional qualification or information regarding location, other names may not be as familiar and therefore require an address description or cross-street description to provide contextual information as to location within the city.

Many names are consistent with the names of the communities in which they are located; others are not. Some names are unique. Others share similar words suggesting location adjacency.

SECTION 1.0 NOMINATING NAMES

Policy Statement: Names may be nominated by the public for use in naming any municipal owned assets.

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

1.1 Where do I send a ‘proposed naming’ nomination?

1. Nominations are received by The City of Calgary from any interested persons, groups or organizations, other levels of government, civic partners
2. Nominations received by The City for use in identifying municipal owned assets shall be forwarded to:
 - Community and Roadway naming – attention: New Community Policy & Subdivision Services for circulation, review and consideration. Recommendations for approval are considered by the Calgary Planning Commission and Council.
 - Regional Recreation Facilities – attention: Parks and/or Recreation Business Units for circulation, review and consideration. Recommendations for approval are considered by Community Services & Protective Services (see report #N2000-19, 2000 April 03) and Council.
 - City owned - Civic Partner Operated Facilities, selling of naming rights – attention: Civic Partnerships Division, Recreation for circulation, review and consideration. Recommendations for approval are considered by Community Services & Protective Services see report CPS2003-65, policy #CS004, 2003 September (revised see policy #CSPS025) and Council.
 - All other asset types – (see sections 2 & 5) – attention: Municipal Names Committee c/o Infrastructure Services & Information Services for circulation, review and consideration. Recommendations for approval are considered by the City Manager's Office, the Personnel & Accountability Committee (PAC) and Council.

1.2 What information must be included in nominating a 'proposed name'?

(See section 3 'Naming Municipally - Owned Assets' for more details).

Applicants are encouraged to contact a representative of the Municipal Names Committee c/o Infrastructure & Information Services to discuss their proposed naming prior to preparation of documentation.

- name of individual(s) who has brought honor and/or have made a special contribution to the city and/or whose name(s) have been forwarded by individuals, groups or organizations who feel that a person is deserving of recognition
- background and reasons for the nomination, if an individual, the person's field of endeavor e.g., civic affairs, parks, sports, etc. and brief biography.
- names of historical sites, significant events, geographic features, or other

Thereafter, see procedure for naming as outlined in this policy document.

SECTION 2.0 LISTING OF APPROVED AND/OR PROPOSED NAMES

Policy Statement: The City of Calgary Addressing Section maintains listings of names used to identify locations and assets (e.g. parks, bridges, buildings, etc.). Where a name is used to supplement the address for a property, the owner of the property shall inform The City's Addressing Officer in writing of the name, including any revisions thereof.

Authority: Addressing Bylaw 67M86 - approved by Council March 1987
Municipal Naming Task Force Report L87-13 approved by Council May 1986 and
Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Background

The maintenance of names in various listings was initially suggested by the Municipal Naming Task Force as a voluntary requirement. However, in considering Addressing Bylaw 67M86, Council agreed the needs of emergency services personnel to respond quickly warranted altering the recommendation to make it a requirement of property owners to advise The City of names used. Section 8 of the Addressing Bylaw 67M86 states:

"Where a name is used at, any time or times, to supplement the address for a property, the owner of the property shall forthwith inform the Addressing Officer in writing of the name, including any revisions thereof."

Addressing & Data Services maintains this information on behalf of the Corporation of The City of Calgary.

It was not intended that 'names' registered be tenancy/business names or those names representing the occupant of the building. (e.g. Joe's Pizzeria, Kiddy Shoes, etc.). Such names change frequently as occupants relocate to other premises. Discretion should prevail. There will be situations where names were introduced first as tenancy/occupancy names but have since become regarded as "place" names (e.g. The Bay {downtown}, The Royal Bank Building, etc.)

Registry for purpose of base mapping:

In 2001 The Corporate Addressing & Mapping Project, a joint effort of Land Information & Mapping and Development & Building Approvals was established to bring accurate up to date addresses and maps together for the Corporation. Base mapping and addressing-related information is available within the corporation from the Development & Building Approvals, Addressing and Data Services. One of their objectives is to develop and implement a Corporate addressing strategy which will determine and verify addresses currently in use by The City of Calgary, and then link them to a geographic location and a corporate database. As well, addressing must also meet a corporate-wide business need through the GIS environment; emergency response, infrastructure maintenance (street lights, road signs), route planning (transit, solid waste), bylaw enforcement, mapping applications etc.

SECTION 3.0 NAMING MUNICIPALLY - OWNED ASSETS – GENERAL

Policy Statement: Municipally-owned assets shall be named according to City Council approved guidelines and criteria as outlined herein.

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Addressing Bylaw 67M86 – approved by Council March 1987 and Naming Rights Guidelines – City Owned - Civic Partner Operated Facilities Report CPS2003-65 approved by Council 2003 September 22 and Naming of Regional Recreation Facilities N2000-19 approved by Council 2000 April 03 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

3.1 Municipal Asset Types

"Municipal assets" refers to a variety of public forms including, but not limited to:

- community names
- parks
- roadways
- bridges
- buildings
- LRT stations
- satellite office locations
- firehalls and police stations

In addition, there are other assets, within the municipality including:

- Libraries
- health centres
- public housing
- hospitals
- schools

Council has responsibility for naming those assets in the first listing.

The responsibility for naming of assets in the second list (above) is assigned to the appropriate board, i.e., Library Board, Calgary Board of Education., acting as property owner for their facilities. As the "property owner", they are responsible for registering selected names in accordance with Section 8 of Addressing By-law 67M86.

3.2 Naming - Criteria

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

1. Only major assets in common use by the public, such as parks, leisure centres, regional recreation facilities, arenas, bridges and swimming/wading pools, should be specifically named.
2. Work areas and assets used by the administration will, generally, be identified by number, geographical location, or their specific use (see section 7). Exceptions may be made to honor a long time respected employee who was connected with the services being provided from that building or facility.
3. Names selected should:
 - a. be one which would not be confused with another facility,
 - b. should have some significance to:
 - the geographical area in which the facility is located, e.g., to the community, etc., or
 - the name of the historical site, owners of the land, or e.g., Fort Calgary, or the pioneer
 - if after a person, to an individual associated with the activity, sport, etc., for which the asset is used primarily; or to a person of recognized stature, e.g., political, humanitarian or some other field of endeavour, or the organization responsible for the development of the facility.
 - an organization or individual who contributed significantly to the total costs, taking into account land, capital, and operating expenses as appropriate.
 - if after a person, has achieved some form of City-wide recognition or involvement and/or recognition through involvement in community service
 - if after a person, has been nominated by a group or organization which provides background information supporting the nominee's community contributions
4. When naming assets after persons, the practice should generally be to use names of persons deceased, or retired, i.e., no longer active in their field.

3.3 Municipal Names Committee

Policy Statement: Council recognizes a Municipal Names Committee, (also referred to as the Naming Committee) comprised of administrative staff, for comments on the merits of names recommended for use in identifying municipal assets

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Mandate

- To ensure that names recommended are unique, appropriate and not likely confused with other names adopted or in use.
- To offer alternative approaches and/or names if site is historically significant
- To provide information based on approved criteria and processes within this policy and feedback from interested parties
- To provide comment on the merit to name city owned asset(s)
- To identify and share with the citizens of Calgary a pride in how city owned assets are named

Members of Municipal Names Committee

The Municipal Naming Policy is the responsibility of Infrastructure & Information Services, Corporate Services. This includes, Chairing the Municipal Names Committee and periodic review and updates to the municipal naming policy. Questions and inquiries may be directed to Infrastructure & Information Services attention: Chair, Municipal Names Committee.

The Committee is comprised of administrative staff from City Clerk's Corporate Records/Archivist, City Clerk's Recognition & Protocol, Planning Development Assessment Sr. Heritage Planner, Roads Traffic Engineering, Parks Planning & Development and Infrastructure & Information Services (chair).

The Committee will consult and review naming requests with additional city business units, as required such as emergency responders, roads sign shop, land use planning and policy, transportation planning, addressing section.

Municipal Names Committee Review includes the following:

1. Names for municipal assets will be recommended by the civic administration in accordance with the guidelines specified for each asset.
2. Municipal Naming Committee will take only those reports that they recommend be approved to Committee and then Council.

3. All recommendations for the naming of municipal assets require approval by Council, after first being reviewed by the Municipal Names Committee. Comments made by this committee are to be included within reports submitted for approval of name.
4. Upon approval, the City Clerk will forward the decision of Council, including accompanying documentation, to the Addressing Section. Such information will be duly noted in a listing of names maintained by the Addressing & Data Services.
5. The administrative unit requesting name approval will submit proposed wording for any plaque to be installed. This information will be attached to the reports to committee and Council for review and approval.
6. The extent to which the name is used elsewhere in Calgary
7. The topological appropriateness of the name to the community (e.g. Falconridge Condominiums is located in Varsity not Falconridge)
8. The extent to which the name may be regarded as offensive
9. The degree to which the name may be precedent setting
10. The degree to which the name conflicts with the historical significance/background of the location
11. The presence of the original name if the name is changed. Does the name still exist? If it does not, was/is the original name historically significant and worth retaining?
12. Is the name problematic for dispatching of emergency services personnel?
13. Does the proposed name pose problems when/if a plaque/cairn/fountain, or some such, is created?
14. Are there alternative means to recognize citizen's contributions other than naming a city-owned asset? Such as Calgary Awards Program or Parks Foundation, Calgary.

3.4 Documentation Requirements and Administrative Process

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

1. Names for municipal assets recommended by administration are forwarded to the Chairperson of the Municipal Names Committee or recommending authority (see approval process following) complete with the following documentation:
 - biographical/background information if named for person or event, including historical significance of names and/or location where name is to be used.
 - where appropriate, names nominated by the general public include a written consent from the nominee or his/her estate that use of the name is granted.
 - proposed wording for signage or plaque related to 'naming'
 - location map
 - letters from affected or interested members of council demonstrating they have been advised of proposed naming request
 - letters of support from recognized organizations in support of 'naming' request
 - a letter from requester including identification of any associated costs and confirmation of funding source(s).
2. Chairperson will circulate information to members of committee for comment.
 - Upon receipt of nomination, Archivist will, when appropriate, provide further research on the historical significance of name and/or location.
 - When required, representative(s) from emergency responders will consider proposed name for emergency service operations, if necessary, polling other emergency service department representatives for comment/support, in particular heeding needs with respect to dispatching personnel in emergency situations.
 - Addressing & Data Services representative will evaluate name against listing sources and criteria/guidelines as approved by Council.
3. Chairperson will co-ordinate responses from committee members, city business units, interested parties.
4. Chairperson will provide originating department with committee's comments to include with report forwarded to Council. Municipal Names Committee will take only those reports that they recommend be approved to Committee and then Council.
5. The department originating the request and/or the Municipal Names Committee will finalize the report thereafter, forwarding it to the appropriate recommending authority.
6. The recommending authority considers the report, forwarding it to Council for decision.
7. Upon approval, the City Clerk will forward the decision of Council, including accompanying documentation, to the Addressing & Data Services. Such information will be duly noted in the appropriate file maintained by the Addressing & Data Services.

3.5 Approval Processes

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Recommendations for naming municipally-owned assets require approval by Council, after first being reviewed by the Municipal Names Committee. Recommendations for naming assets proceed to Council in these ways:

Community and Roadway Naming

Attention: New Community Policy & Subdivision Services for circulation, review and consideration.

Recommendations for approval are considered by the Calgary Planning Commission and Council.

Regional Recreation Facilities

Attention: Parks and/or Recreation Business Units for circulation, review and consideration.

Recommendations for approval are considered by Community Services & Protective Services (see report #N2000-19, 2000 April 03) and Council.

City Owned - Civic Partner Operated Facilities, selling of naming rights

Attention: Civic Partnerships Division, Recreation for circulation, review and consideration.

Recommendations for approval are considered by Community Services & Protective Services see report CPS2003-65, policy #CS004, 2003 September (revised see policy #CSPS025) and Council.

All other asset types – (see sections 3 & 7)

Attention: Municipal Names Committee c/o Infrastructure & Information Services for circulation, review and consideration.

Recommendations for approval are considered by the City Manager's Office, Personnel & Accountability Committee (PAC) and Council.

SECTION 4.0 NAMING of COMMUNITIES AND ROADWAYS

4.1 *Community Naming*

Policy Statement: Community names are generally proposed by the developer, reviewed by the Administration and recommended by the Calgary Planning Commission (CPC) and approved by Council.

Authority: Council - Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Policy Guidelines

- The area should, where possible, carry the name with which it has been identified in the past provided such name is historically meaningful for such things as historical events, persons' names, etc., or, the area should be named for some natural geographic feature or landmark.
- In general, subdivision names are to be unique within Calgary. Names suggested shall not resemble those of any other street and/or development name used elsewhere in Calgary. Where a development is located within a subdivision, that development may use the same name as the subdivision.
- The first syllable (or syllables) of a suggested name are not to be in use as the first syllable (or syllables) of a subdivision name in another part of the city, unless the two subdivisions are adjacent and in the same sector.
- Abbreviations in subdivision names should not be permitted (e.g. Varsity Est. for "Estates", Cambrian Hts. For "Heights", etc.)
- Hyphenated or apostrophed names are considered acceptable for subdivision names. Approved names of this type are also considered legitimate if spelled without the hyphen or apostrophe.
- Three-or-more word subdivision names are to be discouraged.
- Area Structure Plans, approved by Council, are to include the following condition "that, in general, names selected subsequently for identification of neighbourhoods defined herein, be names which represent the homesteader, a historical event, geographic feature theme or other significant landmark relative to the lands to be developed."
- Any proposed names being considered for addition to City 'street types', in new or existing development, is to be circulated to Addressing & Data Services and Traffic Engineering for review and comment.

4.2 Theme Naming – COMMUNITIES and Streets Within

Policy statement: Community and street names representing a theme will be permitted during a three year period commencing 1987 October 13 provided community and street names representing a theme adhere to Council approved criteria/guidelines (given below).

Authority: Council - Report of the Calgary Planning Commission (Item S-1) dated 1987 October 7 and approved by Council 1987 October 13 and
Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Background

In the 60's, street naming policies required that roadways within a community be named with the same first letter. Ensuring uniqueness from one community to another became increasingly difficult as the city developed and available letters lessened. Gradually, emphasis was placed on naming roadways with the same first syllable.

On 1987 March 16, Council endorsed a recommendation of the Municipal Naming Task Force that communities and roadways therein might also be named according to a theme. Representatives of the Task Force and Administration felt naming streets according to a theme might help generate more meaningful names with more variety, while providing contextual information within the city-at-large as a result of the commonality among the names selected.

Concurrent to deliberations of the Task Force, an application was made to re-name the community of Burlington with names suggesting a California-like theme. The names submitted for this application (Pasadena, Catalina, Anaheim, Monterey, etc.) were names well-known as being California. This application was approved.

In June 1987, an application was made to name roadways within Christie Park with a "London (England)" theme. Names submitted for approval were not well-known and the commonality of the names were less obvious. Therefore, at its meeting 1987 July 15, Calgary Planning Commission tabled consideration of this proposal instructing the Administration to "reconsider the pros and cons of the theme naming policy and report back to (the) Commission." A report was presented to CPC on 1987 October 7.

Philosophy

The report highlighted the positive and negative aspects to naming roadways based on similar letters and/or syllables as had been the practice in the recent past. Pros and cons to theme naming were also provided as follows:

PROS

An "association" or "topic" is assigned to an area instead of a single name; theme naming requires a commonality among the names used to describe/define the theme (e.g. "Poplar", "Ash", "Maple", "Willow", etc. are easily recognized as names of trees. Similarly, "Bach", "Beethoven", "Brahms", "Mozart", etc. are generally recognized to be names of composers.)

An easily identifiable/generally well-known theme is equally effective in enabling users to understand the location within the city.

The success of theme naming is dependant on the degree of familiarity by the user. However, most themes afford a reasonable number of familiar names for selection, names recognizable even to those generally unfamiliar with the theme.

A wider variety of names may be generated while fostering a sense of community. Names used are significantly different in spelling and pronunciation, and are thus more unique. Moreover, the words/names tend to have meaning and are used in some meaningful context.

CONS

It may be difficult to avoid conflicts with names already in use. The relationship of roadway names with a community's theme name is weakened when similar names are used elsewhere, names that might be regarded as located within the same community.

Suggesting themes and corresponding roadway names that are commonly recognized may be difficult.

Problems will occur when obscure names are used. Many names may be nominated, each defended as being associated with a given theme. While such names may be legitimate for the theme, they may not be immediately recognized as such. When this occurs, the cohesiveness of the names for the community is considerably weakened.

"Faddish" or stylish names may be suggested. This isn't necessarily a negative consequence of theme naming. In the 1940's many European streets were named to honor the liberation of France or the ending of World War II, battles and so forth. Other time dependent suggestions may not be appropriate.

Naming roadways in Calgary according to a theme is not a new approach. Roadways in the community of Britannia are named with a "regal" theme: Britannia, Imperial, Crown, Coronation, etc. To emphasize the man-made lake within the development, roadways in Lake Bonavista are named for lakes found around the world; the word "Lake" as a prefix ties the theme together. Similarly, roadways in the renamed community "Monterey Park" will bear names found in California presenting a California-like theme. Private roadways at CFB Calgary bear names with less obvious themes but themes nonetheless: roadways are named for locations where Canadian Forces participated in battles during WW I and WW II and locations where Canadian Forces have served in peacekeeping roles. Roadways at the University's married student housing site are named for artists of the Group of Seven.

In each of the examples cited above, themes presented are generally well-known and thus recognized by most. Some themes are weaker than others. One must have some familiarity with art to immediately recognize the names at U of C Married Student Housing as Group of Seven artists. Similarly, one must have some knowledge of history to know that names used at CFB Calgary are place names where Canadian Forces were present.

The latter two examples do, however, demonstrate how theme naming can add meaning to names used to identify roadways and moreover, how theme naming can be used to promote names to educate/sensitize the community to names of local or national significance. It should be noted that names used represent individuals or events of importance and names that are generally well-known and/or respected.

The report concluded with an admission that naming roadways in Calgary according to a theme would not occur without some difficulty. However, theme naming was supported as being a viable alternative approach and method for naming communities and roadways.

Policy Guidelines

1. Themes must be simple and commonly understood unless reflecting a theme of Canadian national or local significance.
2. Where possible, theme names and those used in association with the theme, should represent individuals or events of importance and names that are generally well-known and/or respected.
3. Theme and names suggested should be able to withstand the test of time (e.g. a theme relevant today may not be 20 years hence - fads, etc.).
4. Suggested theme must not be used if there are roadway names already in use elsewhere in the City that may be perceived as being associated with the theme area. There should not be identical street names applied in two subdivisions in two different quadrants of the City. No identical street names are permitted.
5. When there are many names in use throughout Calgary that could be associated with a proposed theme, despite their location, an alternative theme name should be considered.

6. Names used for roadways must be clearly associated with the theme. Names should be ones easily recognized as being related to a given theme by individuals' not well-versed or regarded as 'expert' with respect to the theme.
7. Where words used within a theme are not as easily recognized as being associated with the theme, prefixes or other qualifiers may be used (e.g. Mt for names of mountains).
8. Names presented need not be in English; however, a name will be rejected if a potential conflict is created when translated into English (e.g. Uno Avenue {Spanish} vs. 1 Avenue).
9. Names/themes must be non-offensive in any language.
10. Names should be easily pronounced and spelled using the standard 26 letter alphabet (e.g. without accents and special characters)
11. Differences in spelling (e.g. Wolf vs. Wolfe) are not sufficiently distinctive and would require some qualification (e.g. Thomas Wolfe vs. Virginia Woolf). Qualification of the name does not necessarily imply acceptance.

4.3 Public Roadways

Policy Statement: Roadway names are generally proposed by the developer, recommended by the Calgary Planning Commission (CPC) and approved by Council.

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Policies - Generating Names

1. Names proposed for use in identifying roadways are to be circulated to the Municipal Names Committee for comment, with remarks provided by the Committee within the circulation time frame given.
2. Names nominated for roadways are reviewed for comment and included in the lists maintained by the Addressing & Data Services.
3. Roadways shown on Area Structure Plans are to be named or numbered. Roadway names shall be historically significant for the region (vs. the community), or selected from a list of candidate names maintained by the City's Addressing Section for such purposes.
4. Proposed street names selected for roadways are to be distinct from those used for street names elsewhere in Calgary, by not sharing similar syllables or pluralized forms.
5. In general, words used as street types (GREEN, PARK, VIEW, etc.) are not permitted for use in compound names selected as roadway names.
6. Street names shall not exceed 14 characters in length (NOTE: Street names currently exceeding 14 characters will not be changed to comply with this policy change). City computer systems will continue to recognize 16 characters for the street name portion of any address description. For streets that intersect freeways and expressways, the name of the street shall not exceed 9 characters. This limitation exists so that the street names can be adequately displayed with reasonable font size on existing and future overhead directional guide signage.
7. In general, prefixes and abbreviations within roadway names are not permitted.
8. In general, hyphenated or apostrophed names are not permitted.
9. Two-worded roadway names are discouraged. Where two-worded names are used, the space between the two words shall be included as one of the characters in the 14 character limit.
10. Three-or-more word roadway names are not permitted.
11. Alphabetic designations ONLY for street names: (e.g. A Street", "B Street", etc.) shall not be permitted.

Policies - Applying the Name to the Roadway

1. Freeways - generally given aboriginal names.

Expressways - generally given aboriginal names.

Major streets - generally named after prominent individuals or their geographic location.

- generally, roadways of major status which serve more than one community shall not bear the name of any of the communities through which they pass; and whenever possible, such roads shall be named for persons/events The City wishes to honor.
- generally, where major streets cross an expressway or freeway, the name of the roadway should not change. This is necessary because changing names across these high level roadways can cause driver confusion and requires large and more complicated directional signage to differentiate between the two road names on either side of these asset types.

Collector and Local Streets (numbered or named).

- Names may be either historically significant for the community, or, thoroughfare names within a community shall follow a theme. Names may also be considered from council approved names maintained by The Municipal Names Committee and The City's Addressing & Data Services .

2. Roadways of major status or higher category that serve more than one community shall not bear the name of any of the communities through which it passes.
3. Residential subdivision roads (less than collector) may bear the same name even across a community collector, so long as roads meet at the same intersection.
4. Roadways which incorporate slight separations for traffic flow or which are separated from the main roadway, shall not be named differently in name or in type from the designation given the main roadway.
5. In general, culs-de-sac street types are to be used solely for non-through streets with only one intersection (e.g. Bay, Place, etc.).
6. Where appropriate, all culs-de-sac accessible from the same through street share the same name as the through street
7. The practice of qualifying culs-de-sac sharing the same name and type (e.g. 100 James Place, 200 James Place, etc.) is endorsed and encouraged, where the culs-de-sac are accessed from the same roadway.
8. Where a road through-road terminates across an intersection and into a cul-de-sac, the roadway name of the cul-de-sac shall be different from the roadway name of the through road.

9. Where possible, streets designated as Crescent and/or Close will share the same name as that used for the intersecting roadway.
10. Street types are to be applied to roadway names, based on expected traffic flows, topography, design configuration and other geographic features (see details following in subsection on STREET TYPES).
11. Street types "Way" and "Bay" shall not be used with the same street name.
12. Street types "Road" and "Drive" shall not be used with the same street name.
13. The lettering of street types and numeric qualifiers on municipal street signs will be of equal size and style as street names, and street type information on signs will be lettered in full, or abbreviated as shown on the pages following (see subsection on Street Types).
14. Roadways within designated industrial areas will be named and/or numbered consistent with The City's street naming policy.
15. Grid numbered streets and avenues are not permitted to deviate significantly from their assigned alignments.
16. Where transportation requirements dictate a deviation of a thoroughfare from its theoretical grid alignment, the street will be named, as opposed to being numbered, commencing with a major intersection.
17. Roadways within new subdivisions are to be numbered only if the following conditions are met:
 - the roadway traverses a significant and meaningful distance along specified alignments with minimal deviations, and either
 - the roadway intersects with major roadways, or
 - the roadway intersects with other numbered roadways of significant length.
18. Numbered roadways orientated in a north/south fashion shall bear the designations of "STREET" only, and numbered east/west roadways shall bear the designation of "AVENUE" only. "STREET" and "AVENUE" may also be used with named roads. Note: The Administration endeavours, wherever possible, to apply "STREET" to north/south roadways (named or numbered) and "AVENUE" to east/west roadways (named or numbered).
19. Street names in use and/or shown on plans of subdivision for areas annexed into the corporate limits of the City of Calgary shall be subject to conditions set forth in this policy and subject to change under Section 174 of the Municipal Government Act.

4.4 Private Roadways

Policy Statement: Where warranted, private roadways will be named to provide more meaningful address descriptions for structures located thereon. Private roadway names will be reviewed by the Administration to ensure compatibility with the public roadway system and compliance with policies for public roadway naming.

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Background

For several years, the Administration had given assistance to many condominium associations, developers, and community groups in better rationalizing address descriptions. Many situations necessitated the naming and signing of private roadways. This strategy had been well received and had resolved many of the problems articulated by emergency services personnel in the mid 1970's.

While the property owner is responsible for maintenance of private roadways, the responsibility for manufacturing, installing, and maintenance of required street signs has been assumed by The City. This ensures that signs are in place when required to locate address descriptions, and to ensure that signs posted are standardized. The City will sign private roadways where these roadways intersect with the public road network.

These initiatives were supported by Council when reviewed in 1987 March 16.

Policy Guidelines

Where warranted, private roadways will be named to provide more meaningful address descriptions for structures located thereon. Roadway names will be reviewed by the Administration to ensure compatibility with the public roadway system and compliance with policies used for public roadway naming.

Decisions of the Administration concerning the roadway name may be appealed to the Calgary Planning Commission (CPC) if necessary. Otherwise, no formal approval or involvement by CPC or Council is required.

Roadway intersections will be signed by the developer/property owner in such a fashion as to ensure that individual sites thereon can be located easily. The City of Calgary will sign intersections where the private roadway intersects with the public roadway network. The City will also sign intersection locations within a development site if requested to do so by the property owner and upon payment of the requisite fee (usually cost of material and labour). The manufacturing and installation of street signs is the responsibility of The City of Calgary, Traffic Engineering, Transportation Department. NOTE: Street signs should be in place in advance of buildings being occupied.

4.5 Street Types

General

Street types or suffixes are an important feature of the street naming system. Note: Any proposed names being considered for addition to City street types in new or existing development shall be circulated to Addressing & Data Services and Traffic Engineering for review and comment.

Street types or suffixes are an important feature of the street naming system, in;

- a) providing a sense of familiarity with the road configuration,
- b) enabling one street name to be used for several thoroughfares, thus reducing the number of street names required for any given subdivision, and
- c) reflecting the hierarchy of roadways in Calgary (as presented in the definition list following).

Each street type is descriptive of a particular road function or configuration. There may be several choices available for any given road configuration - only one type will be selected for use.

Policies established in 1981 restricted some street types for use on private roadways only. This restriction was eliminated in policies adopted in 1987.

Descriptions and Abbreviations

The following is a list of all valid street types available in Calgary according to the typical configuration for which they are appropriate. The name in full or the abbreviated version are to be applied to signage and computer database applications.

High Speed, Limited Access Roadways

HIGHWAY	(HI)	Refers to federal or provincial designated roadways (e.g. Trans Canada Highway, Highway 22X, etc.)
TRAIL	(TR)	Applied to major transportation arteries which span more than one area of the city (e.g. Deerfoot TR, Blackfoot TR, Sarcee TR, Crowchild TR, Glenmore TR), and which are often assigned Aboriginal names.

Major Streets and Collectors

AVENUE	(AV)	Used to describe numerically designated east-west roadways but not exclusive to numerically designated roadways.
BOULEVARD	(BV)	Applied to major streets which may or may not be contained within a single subdivision area (e.g. John Laurie BV., McKnight BV., Woodbine BV.)
DRIVE	(DR)	Applied to collector streets which most often intersect with boulevards, trails, or grid numbered streets and avenues. (e.g. Elbow DR, Fairmount DR, Canyon Meadows DR).

STREET	(ST)	Used to describe numerically designated north-south roadways but not exclusive to numerically designated roadways.
Local Streets (non cul-de-sac)		
ALLEY	(AL)	Generally, applied to narrow roadways, often private.
CENTRE	(CE)	This street type is not available for use but is provided to accommodate current addressing arrangements found on some existing development sites.
CIRCLE	(CI)	A minor or major roadway which completes a loop upon itself.
CLOSE	(CL)	A "P-shaped" or racquet-shaped minor roadway, with only one entry from another roadway.
COMMON	(CM)	Generally, a minor roadway encircling a park or other open space. (See GREEN)
CRESCENT	(CR)	A "U-shaped" minor roadway, with structures on both sides, accessible at either end from the same street, and with no other intersections with through streets.
GARDENS	(GD)	Generally applied to private roadways, but also valid for other roadways, particularly where vegetation is noticeable.
GATE	(GA)	A short street giving access to a subdivision area from a major street.
GREEN	(GR)	A minor roadway adjacent to, or embracing, an open space area or where vegetation is noticeable.
GROVE	(GV)	A minor roadway adjacent to, or embracing, an open space area or where vegetation is noticeable.
HEATH	(HE)	A minor roadway adjacent to, or embracing, an open space area or where vegetation is noticeable.
HEIGHTS	(HT)	Generally, applied to private roadways, but also valid for other roadways, particularly those located on hills or escarpments, culs-de-sac overlooking valleys, etc.
HILL	(HL)	For roadways located on escarpments or lands with a noticeable slope.
ISLAND	(IS)	Minor roadway surrounded by water.
LANE	(LN)	Generally, applied to narrow roadways, often private.
LINK	(LI)	A roadway joining two cells of a subdivision, or two points of one roadway to one another.
MANOR	(MR)	Generally, used for private roadways, but available for any minor roadway.
MOUNT	(MT)	A minor roadway or cul-de-sac with noticeable slope or escarpment. (See HILL, VIEW, RISE, POINT).
PARADE	(PR)	Generally for describing public areas or routes prone to promenades of large numbers of pedestrians
PARK	(PA)	Generally for use in describing roadways encircling or giving access to open spaces or adorned with trees/shrubbery (See also GREEN, HEATH, GARDENS, GROVE)
PASSAGE	(PS)	Generally for use in describing roadways or walkways used for transitional purposes providing crossing from one

		area to another or, to describe narrow roadways or walkways (See also LINK, GATE)
PATH	(PH)	Generally, used for describing pedestrian walkways.
PLAZA	(PZ)	Originally established to accommodate shopping centre names. Used instead of address descriptions. Or when - street type is no longer appropriate unless used for a minor roadway encircling or adjacent to an open square or market-place.
RISE	(RI)	For roadways which have a noticeable slope throughout most of their length. (See HILL).
ROAD	(RD)	A roadway which may change direction.
SQUARE	(SQ)	Generally for use in describing an open area at the meeting of streets, usually quadrilateral, planted with trees and surrounded by buildings or could be used to describe a roadway embracing an open space area or park.
TERRACE	(TC)	Generally, applied to private roadways, but also valid for other roadways, particularly those located on hills or escarpments, culs-de-sac overlooking valleys, etc.
VIEW	(VW)	For roadways located on escarpments or lands with a noticeable slope and which offer a "view".
VILLAS	(VI)	Generally, used for private roadways, but available for any minor roadway.
WALK/WALKWAY	(WK)	Applied to pedestrian walkways.
WAY	(WY)	A roadway which may change direction.
Local Streets (culs-de-sac)		
BAY	(BA)	A cul-de-sac of relatively short length, generally applied, but not restricted to, roadways located near water.
CAPE	(CA)	Valid for cul-de-sac roadways near water.
CIRCLE	(CI)	A minor roadway which completes (also valid for major roadways) a loop upon itself
CLOSE	(CL)	A "P-shaped" or racquet-shaped minor roadway, with only one entry from another roadway.
COURT	(CO)	A cul-de-sac.
COVE	(CV)	A cul-de-sac, generally applied to roadways located near water.
LANDING	(LD)	A cul-de-sac, generally located near water, or located on an escarpment overlooking a valley or ravine.
MEWS	(ME)	A cul-de-sac.
PLACE	(PL)	A minor roadway with no other intersecting streets.
POINT	(PT)	Valid for culs-de-sac near water, or located on escarpments/hills where a noticeable view is present.
ROW	(RO)	For use in describing culs-de-sac arranged in succession and accessible from the same roadway and numerically qualified (100, 200, 300, ...,ROW, etc) or other minor roadways in succession in more or less a straight line

4.6 Dual Naming of Roadways

Policy Statement: Roadways will not be given dual names.

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Background

Increasingly, roadways are becoming identified with two labels. Some situations warrant two names; others do not. Some roadways are regarded as part of the provincial or national highway system and are therefore identified with two designations. Others appear to have been given a second name (e.g. Stephen Avenue Mall/8th Avenue, 3rd Street/Barclay Street Mall), yet these names actually resemble place names representing the extended sidewalk/mall.

Some roadways have been given two names (e.g. 16 Street/Jerusalem Road SW, 2 Avenue SW/Daqing Avenue SW). The recent revitalizing of older communities has increased the awareness of a neighbourhood's history and in an attempt to restore the community to its former character, suggestions have been made to re-sign streets bearing the names of both present and past. The posting of two names necessitates by default, the recognition of both names by those involved in the delivery of mail and other services; there are no guarantees the preferred description will be given when service is required.

The Municipal Naming Task Force considered input from Traffic Engineering, Emergency Services personnel and others on the problems created when a roadway is given two names. Unnecessary complications are created for emergency services, dispatch, operations, signing operations, map maintenance and other record keeping requirements.

Policy Guideline

The Municipal Naming Task Force recommended that the practice of dual naming be discontinued. This position was upheld by Council 1987 March 16.

EXCEPTIONS to this section of the policy require approval by Council. Exceptions may include naming for the purpose of historical integrity: If an opportunity exists in a Council approved policy such as Area Redevelopment Plans, Strategic or other Community Plans to retain historical integrity through dual naming this may be proposed as part of the policy process. Example; Mission ARP provided for dual naming of areas within the community such as 4 St. S.W. formerly Broadway, 2 Street S.W. formerly Hamilton Street and 19 Avenue formerly St. Mary Street (to name a few).

Exceptions may include naming for the purpose of recognition of international or national event or activity. Example; Olympic Way was named to recognize 1988 Winter Olympics and Council recognized the 2001 United Nations International Year of Volunteers with the approval of 'Centre Street S Salutes the Volunteer Way' at Centre Street S.

4.7 Process/Procedures for Dual Naming Approval

When requests for dual naming of streets in the city are received, the following protocol shall be adhered to:

1. The proposed dual name must be sponsored by the Board of a Community Association, a Business Revitalization Zone, or The City.
2. The Ward Alderman must be in support.
3. The Municipal Names Committee will be advised of proposed naming requests
4. The proposed new dual name(s) must be historically accurate (appropriate City staff will be the arbiters of this).
5. The cost of the dual naming must be entirely born by the sponsoring body (i.e., no cost should be attributable to the City, apart from the administrative cost of processing the request).
6. The cost of any maintenance must be born by the sponsoring body (by way of a Third Party Maintenance Agreement).
7. The location and design of the signs must be approved by Traffic Engineering.
8. Fire, Police and EMS Services must be in agreement with the proposal.
9. Existing addresses must not be impacted.

Requests for dual naming should be forward to Land Use Planning and Policy whose responsibility it will be to process requests in accordance with the foregoing protocol. Adopted by Land Use Planning and Policy, 2000/12/18, Updated 2005 October

4.8 Theme Naming - roadways (see Community Naming)

Policy Statement: Roadways may be named to reflect a theme

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Background

Naming roadways in accordance to some specified theme was recommended by the Municipal Naming Task Force and supported by CPC and Council as desirable in generating a variety of names sharing some commonality. Guidelines were approved by Council on 1987 October 13 for evaluating such applications. Details and guidelines may be found under "Community Naming".

4.9 *Calgary Planning Commission Approval - Process/Procedures to Name Communities and Roadways*

This is the process followed for Calgary Planning Commission Approval and then Council:

2. The applicant provides the name/names to the Administration (New Community Policy and Subdivision Services) complete with rationale for names selected. The rationale should include any biographical, geographical and/or historical information relating to the name/names chosen.
3. The Administration will evaluate the names suggested against Council approved criteria for naming and theme naming. Irregularities will be reviewed with the applicant to generate a 'final' list.
4. The "final" list is circulated to other City of Calgary departments, the Municipal Names Committee, Canada Post, and the community association (if there is one) for critique and comment.
5. Responses received will be evaluated; some or all of the proposed names may be deleted. Additional discussions may be held with the applicant. Staff are to be cognizant of Freedom of Information and Protection (FOIP) policies when providing applicants with written comments received.
6. The Administration will prepare a report for Calgary Planning Commission complete with recommendation (Approval or Refusal). Comments made by the Municipal Names Committee are to be included in the report.
7. Calgary Planning Commission considers the report and makes its recommendation to Council.
8. Report is forwarded to Council.
9. Upon approval, the City Clerk will forward to the Addressing & Data Services, a copy of the report, any attachments and the minute indicating the decision. Note: Although there is no formal requirement, roadway and community names are maintained on separate lists.
10. Addressing staff will update files accordingly.
11. Once approved, the name/names are considered reserved for use in the area in question. There is no expiry time limit for this approval.

SECTION 5.0 NAMING PARKS AND RECREATIONAL ASSETS

Policy statement: Recommendations for naming Parks and Recreation assets require approval by Council, after first being reviewed by the Municipal Names Committee, and the Accountability, Priorities and Agenda Committee.

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Naming of Regional Recreation Facilities N2000-19 approved by Council 2000 April 03 and Naming Rights Guidelines – City Owned - Civic Partner Operated Facilities Report CPS2003-65 approved by Council 2003 September 22. Council Policy #CS004 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005 Policy Guidelines

1. Parks/Playgrounds, Pathways, Parks Amenities, Leisure Centres, Regional Recreation Facilities, Cultural Centres, Arenas, and Swimming/Wading Pools are
 - named for their geographical location, an event in history, prominent individuals who have contributed to the related sport, activity or area of interest, organizations or individuals who have contributed significantly to the total costs taking into account land, capital and operating expenses, or as described by a local feature.
2. Cemeteries
 - named for their geographical location, or for religious/ethnic groups served.
3. Public Golf Courses
 - named for their geographic location.
4. Tennis Courts
 - named for their geographical location.
5. Area Depots and Offices
 - geographically designated, or by number.

5.1 *Process/Procedures for Parks and/or Recreation Approval*

The following procedures are followed to name Parks and/or Recreation assets:

1. The applicant provides the name/names for use in identifying parks and other recreational assets to the Parks and/or Recreation Business Units complete with rationale for names selected. The rationale should include any biographical and/or historical information relating to Council approved criteria for the name/names chosen.
2. The Parks and/or Recreation Business Units will evaluate the name suggested against Council approved criteria for naming (see subsection dealing with Parks and Recreation assets).
3. The nomination will be circulated to the Municipal Names Committee for review and comment.
4. Comments will be considered by Parks and/or Recreation Business Units staff to determine additional considerations required, if any, and to decide on next steps. Staff are to be cognizant of Freedom of Information and Protection of Privacy (FOIP) when providing applicants with information exchanged between departments.
5. Parks and/or Recreation staff will prepare a report, complete with recommendation (Approval or Refusal). Comments made by the Municipal Names Committee are to be included in the report.
6. The report is forwarded to the Parks and/or Recreation Director for approval.
7. The report is forwarded to the Community Services and Protective Services General Manager for approval.
8. Report is prepared by Municipal Names Committee and Parks and/or Recreation Business Units, to be considered by Personnel & Accountability Committee and then Council.
9. Upon approval, the City Clerk will forward to the Addressing & Data Services, a copy of the report, any attachments and the minute of the decision.
10. Information received from the City Clerk will serve as advice by The City of Calgary (acting as property owner) of names to be included in the Addressing & Data Services related names data.
11. Addressing staff will update the files accordingly.

SECTION 6.0 NAMING OF REGIONAL RECREATION FACILITIES

Policy statement: That the Accountability, Priorities and Agenda Committee recommend that Council approve that the full facility name for each regional recreation facility be approved by Council and that the naming of the individual components within each facility be approved by the partners.

Authority: Naming of Regional Recreation Facilities N2000-19 approved by Council 2000 April 03 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Background:

In the past, Council has approved naming of those facilities built and operated by the City; whereas, facilities, constructed and operated by community organizations, were named by the respective community organization. In view of the new approach and shared responsibility for development and operation of regional recreational facilities, a revised approach to naming of these facilities was considered.

In keeping with Council's Facility Naming Guidelines, Recreation Facilities may be named for their geographic location, an event in history, prominent individuals who have contributed to the related sport, activity or area of interest, organizations or individuals who have donated or contributed significantly to the total costs taking into account land, capital and operating expenses, or as described by a local feature.

There is significant community contribution and fundraising requirement for the development of regional recreation facilities. Fundraising through sponsorship is a large challenge in the market and the community partners need the flexibility to respond to appropriate recognition for sponsorship.

Guidelines

1. The full name of the full facility and of individual components would be available for sponsorship
2. The name for the full facility would be approved by Council
3. Whereas these facilities can be unique in terms of partners, design and components, each regional recreation facility team will develop its own sponsorship and naming package for individual components.

SECTION 7.0 NAMING OTHER MUNICIPAL ASSETS

Policy Statement: Recommendations for naming other municipally-owned assets require approval by Council, after first being reviewed by the Municipal Names Committee, the City Manager Office and the Accountability, Priorities and Agenda Committee.

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Types and Guidelines

Bridges	named after prominent individuals, or for their geographical location.
Reservoirs	named for their geographical location.
Sanitation Sites	named for their geographical location.
Sewage Treatment Plants	named for their geographical location.
Waterworks Pump Stations	named for their geographical location
Maintenance Depots	numbered by maintenance zone served.
Bus Garages	named for their geographical location.
LRT Stations	named for their geographical location or proximity to a significant landmark.
Police District Offices	numbered, or named.
Fire Halls	numbered and named for their geographical location
Area Offices	numbered, or named for their geographical location.
Electrical Substations	numbered.

Exceptions may be made to honor a long time respected employee who was connected with the services being provided from that building or asset.

7.1 Process/Procedures for Personnel & Accountability Committee and Council Approval

The following procedures are followed to name all other municipal assets:

1. Names for other assets will be evaluated and coordinated by the department responsible for the asset in question. A rationale should be available for all names being considered. The rationale should include biographical and/or historical information relating to the name/names chosen (if named).
2. The department will evaluate the name suggested against Council approved criteria for naming.
3. The nomination will be circulated to the Municipal Names Committee for review and comment.
4. Comments will be considered by the coordinating department to determine additional considerations required, if any, and to decide on next steps. Staff are to be cognizant of Freedom of Information and Protection of Privacy (FOIP) when providing information exchanged between departments to others external to The City.
5. The coordinating department will work with the Municipal Names Committee to prepare a report, to the Personnel & Accountability Committee and then Council.
6. The report is forwarded to the City Manager's Office for approval.
7. The report is then considered by the Personnel & Accountability Committee
8. The report is forwarded to Council for approval.
9. Upon approval, the City Clerk will forward to the Addressing & Data Services, a copy of the report, any attachments and the minute of the decision.
10. Information received from the City Clerk will serve as advice by The City of Calgary (acting as property owner) of names to be included in the Addressing & Data Services name listings.
11. Addressing staff will update the requisite files accordingly.

SECTION 8.0 NAMING CITY OWNED ASSETS – CIVIC PARTNER OPERATED FACILITIES ‘SELLING OF NAMING RIGHTS’

Policy statement: This policy applies to Civic Partners seeking to name or re-name City-owned assets or land under their control and operation. Specifically, they pertain to sale of naming rights of a whole facility whereas sponsorship of components within remains the authority of the Civic Partner.

Authority: Naming Rights Guidelines – City Owned - Civic Partner Operated Facilities report CPS2003-65 approved by Council 2003 September 22 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Background:

These guidelines are premised on an effort to balance The City's stewardship and fiduciary responsibilities with the provision of an enabling environment for its partners to pursue revenues it deems necessary for financial viability. 'Civic Partner' organizations function with a volunteer board of directors who are responsible for management and stewardship of programs and facility. Their provision of these programs and services contribute to Calgary's overall public good. The City similarly acknowledges its own stewardship responsibility and interest in protecting City property and creating public value.

Primary contact for the management of this policy is Civic Partnerships Division, Recreation, The City of Calgary.

General Principles:

1. High quality, sustainable community, cultural and recreational programs and facilities are desirable.
2. The City supports revenue generation from naming and sponsorship arrangements when these arrangements directly benefit the Calgary community and The City.
3. The pursuit of naming rights by a Civic Partner is not intended to reflect on other aspects of their relationship with The City.
4. Decisions that flow from these guidelines should be considered and made within the context of prudent business practices.
5. In the interest of maintaining public trust and civic pride, transactions covered by these guidelines are to uphold community values and observe all applicable laws.
6. Negative impacts to taxpayers, program users, and The City are to be minimized.
7. It is necessary for The City of Calgary to be recognized at a given facility for those programs, facilities, structures etc., where it has, or makes, an ongoing significant contribution to capital or operating costs. Clear and permanent identification of The City as a supporter for the life of the facility will be displayed in adherence to branding guidelines established by The City.
8. That the naming should advise the purpose of the facility.
9. That the naming should consider historical and community significance.

Guidelines:

1. An asset analysis and market valuation is to be completed to determine the value of the asset in the marketplace.
2. A risk/benefit analysis must be completed prior to the acceptance of any naming rights offer.
3. Public support for the sale of naming rights of the facility shall be demonstrated.
4. The proposed name/naming rights purchaser must support the image and values of the Civic Partner organization, The City and the community.
5. The Civic Partner shall not relinquish to the purchaser any aspect of their right to manage and control the facility.
6. Proceeds received by the Civic Partner for the naming rights sale are to be used for:
 - enhancement and maintenance of the named facility
 - the provision of programs and services directly related to their mandate
 - investments whose proceeds contribute to the delivery of their mandated services
7. For the purposes of section 4.6, the decision as to the specific elements supported will be made by the Board, taking into consideration the Civic Partner's mandate and their Agreement with The City of Calgary.
8. Signage/branding, publicity and advertising shall conform to all applicable federal and provincial statutes, and to all applicable municipal bylaws and policies.
9. The sale must not result in additional cost to The City.
10. The terms and conditions of the naming rights agreement must not conflict with the terms and conditions of the existing lease, license, and agreements(s) with The City.
11. The naming rights agreement shall be for a fixed term.

Responsibilities: refer to Naming Rights Guidelines - City Owned - Civic Partner Operated Facilities policy #CS004 (revised see policy #CSPS025), Council Policy Library for details

SECTION 9.0 NAMING FACILITIES ADMINISTERED BY SCHOOL BOARDS AND CIVIC PARTNERS

Policy Statement: The City of Calgary does not exercise any control or authority over other City of Calgary approving authorities (except in the 'selling' of naming a city owned civic partner operated asset see council policy #CS004, revised see policy #CSPS025) but does extend an open invitation to them should they wish to avail themselves of the information collected and maintained for this purpose.

Authority: Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Naming of Regional Recreation Facilities N2000-19 approved by Council 2000 April 3 and Naming Rights Guidelines – City Owned - Civic Partner Operated Facilities Report CPS2003-65 approved by Council 2003 September 22. Council Policy #CS004 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

General Policy Guideline

The City of Calgary does not exercise any control or authority over City of Calgary Civic Partners and Calgary School Boards in the naming of their assets. However, expertise and information will be made available if requested by them to do so.

General Procedure

1. For all assets not under the direct jurisdiction of Council, refer all enquiries and comments concerning their naming to the appropriate approving authority as described herein.
2. The Municipal Names Committee will assist both School Boards and certain City of Calgary Civic Partners in the naming of their assets if requested to do so.

9.1 *Calgary Board of Education*

Policy Statement: Names recommended for naming Calgary Board of Education schools and facilities are approved by the Calgary Board of Education and do not require review by the Municipal Names Committee nor approval by Council.

Authority: Supported by Municipal Naming Task Force Report L87-13 approved by Council May 1986 and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Source: **Calgary Board of Education**

The following is an extract from the Calgary Board of Education's policy and procedure manual:

1. The School Naming Committee shall be comprised of three board members. The Secretary to the board shall meet with the committee.
2. The School Naming Committee shall have full powers of naming schools provided that the report by the committee is unanimous.
3. The School Naming Committee shall bring its recommendations to the Conference Committee for approval, amendment or substitution, as the Conference Committee may see fit, provided the report does not have the unanimous approval of the School Naming Committee. In the selection of names, the committee may take into consideration the recent practices in the naming of schools in the system, which includes the following:

Elementary schools have been named for the district in which they are located. In the event that this procedure might have caused confusion with schools already named, then the elementary schools have been named after a person of recognized stature in the city or in the province.

Elementary-junior high schools, junior high schools, and senior high schools have generally been named after persons.

It has been the general practice of the board, when naming schools after persons, to use the names of persons who are deceased or who have retired, although exceptions have been made to this practice.

It has been the practice of the board to name schools after persons who have distinguished themselves in education as well as after persons who have distinguished themselves in other fields of public endeavour.

Prior to naming a school after a person, that individual or their known relatives will be requested to grant permission. Source: Calgary Board of Education Procedure Manual, Section V

4. Procedure for the renaming of schools:
Once the board has established the need for renaming of a particular school, the School Naming Committee shall meet with the school community to discuss the renaming of their school.

The school community shall be requested to appoint two representatives to meet with the School Naming Committee.

The School Naming Committee and the two school community representatives shall, in consultation with the community, then recommend a name to the board.

9.2 Calgary Catholic School District

Policy Statement: Names recommended for naming Calgary Catholic School District schools and facilities are approved by the Calgary Catholic School District and do not require review by the Municipal Names Committee nor approval by Council.

Source: Supported by Municipal Naming Task Force Report L87-13 approved by Council May 1986) and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Authority: Calgary Catholic School District

The following is an extract received from the Calgary Catholic School District:

The Calgary Catholic School District strikes a school naming committee every October. This committee consists of one board member and one diocesan priest.

This committee:

1. Contacts local pastors to request suggested names.
2. Accepts name suggestions from interested public groups.
3. Communicates three name suggestions, and accompanying rationale for each, to the local bishop requesting the bishop to make his choice known.
4. Presents the bishop's preference and the committee's recommendation to the board for approval.
5. Communicates the board's decision.
6. Delivers the board's decision to the communications coordinator for release to the local press and to the diocesan papers.

Adopted 81/10/1 Revised 82/10/6 File: FF-R

Source: Calgary Catholic School District - Procedure for Naming Schools
File FF-R

9.3 *Calgary Public Library*

Policy Statement: Library facilities are generally named for a prominent individual or geographic location. The Calgary Public Library Board without review by the Municipal Names Committee nor approval by Council approves names recommended for naming libraries.

Authority: Section 7 of the Libraries Act, Chapter L-11. Supported by Municipal Naming Task Force Report L87-13 approved by Council May 1986) and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Source: Calgary Public Library

9.4 *Metropolitan Calgary Foundation*

Policy Statement: Metropolitan Calgary Foundation facilities are generally named for their geographic location. Names are reviewed and approved for use by the Metropolitan Calgary Foundation Board.

Authority: Supported by Municipal Naming Task Force Report L87-13 approved by Council May 1986) and
Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Source: Metropolitan Calgary Foundation

9.5 *Calgary Housing Company*

Policy Statement: Generally, named according to their geographic location. The Calgary Housing Company approves names for use without review by the Municipal Names Committee or approval by Council.

Authority: Supported by Municipal Naming Task Force Report L87-13 approved by Council May 1986) and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Source: **Calgary Housing Company**

9.6 *Calgary Health Region*

Policy Statement: Calgary Health Region facilities are generally named for their geographic location. The Calgary Health Region approves names for use without review by the Municipal Names Committee or approval by Council.

Authority: Supported by Municipal Naming Task Force Report L87-13 approved by Council May 1986) and Municipal Naming Policy – Update Report - approved by Council October 17, 2005

Source: **Calgary Health Region**