

CP2016-01 Municipal Naming, Sponsorship and Naming Rights Policy

**Council policy**

**Policy Title:** Municipal Naming, Sponsorship and Naming Rights Policy  
**Policy Number:** CP2016-01  
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**Policy Owner:** Corporate Analytics & Innovation (CAI)

**1. POLICY STATEMENT**

- 1.1 This Council policy governs the naming, sponsorship and sale of naming rights of municipal assets. The City of Calgary's Corporate Analytics & Innovation (CAI) business unit has the responsibility of policy steward and acts on behalf of City Council ("Council").
- 1.2 The City of Calgary ("The City" or "City") recognizes and supports sponsorship and the sale of naming rights as a revenue generating strategy to offset the costs of City owned assets and/or programs.

**2. PURPOSE**

- 2.1 The purpose of this policy is to:
  - 2.1.1 Streamline and define the authorizing process and management of naming, sponsorship and naming rights of municipal assets to ensure a positive municipal image and enhance City of Calgary products and services;
  - 2.1.2 Protect The City from risk;
  - 2.1.3 Provide guidelines and criteria that reflect Calgary's heritage and further a sense of community;
  - 2.1.4 Provide corporate guidelines and procedures based on good practices; and
  - 2.1.5 Uphold The City's stewardship role to safeguard The City's assets and interests.

### **3. DEFINITIONS**

#### **3.1 In this policy:**

- a. “Asset” means an item, object, or thing that has value to an organization, in this case, The City;
- b. “Asset Analysis” means a current professionally prepared comprehensive review of an Asset’s overall value as it relates to sponsorship or naming rights opportunities or proposals;
- c. “Asset Steward” means the director of the City business unit that is ultimately responsible for the long-term operation and maintenance of a City asset. The asset steward is accountable for the final recommendation regarding naming, sponsorship or the sale of naming rights;
- d. “Community” means a geographic area typically between 5,001 and 20,000 residents, which was planned comprehensively and developed over a period of time. This term also emphasizes the bonds that link residents to each other and to the neighbourhood they call home, or to a group with which they share a common interest;
- e. “Donation” – see definition for “Gift”;
- f. “Gift” means a voluntary contribution to The City where there is no commitment to provide economic value or benefit in return (i.e. valuable consideration). This includes instances where reciprocal commercial or marketing benefit is expected or required from The City. A gift is separate and distinct from sponsorship and naming rights;
- g. “Lease” means an agreement which gives an exclusive right to use and occupation of land;
- h. “License of Occupation” means an agreement that gives the right to enter upon and use land but does not give an exclusive right of possession. This differs from “Lease”;
- i. “Naming Rights” means a mutually beneficial contractual arrangement where an organization provides goods, services or financial support in return for access to the commercial and/or marketing potential associated with the public display of the organization's name on an entire facility asset for a specified period of time;

- j. “Naming Rights Agreement” means a mutually beneficial, contractual agreement for the exchange of naming rights between two organizations for a specified period of time. Refer to “Naming Rights”. This differs from a “Sponsorship Agreement”;
- k. “Neighbourhood” means a distinct part of a larger community, containing up to 5,000 people. A neighbourhood is typically considered to be area within walking distance of a local commercial area, school, park, transit station, etc.;
- l. “Partner” means an arms-length organization that has a formal and legal relationship to provide services, programs and/or manage and care for specific City asset(s) in conjunction with, or on behalf of The City;
- m. “Policy Steward” means a group or organization that acts on behalf of Council, ensuring the policy is adhered to and that policy procedures are followed. For the purpose of this policy, the policy steward is a designate within the Corporate Analytics & Innovation business unit;
- n. “Program Manager” means the director of the City business unit, or their designate, that is ultimately responsible for the long-term provision of a City service, program, project, event or activity;
- o. “Sponsor” means a third-party organization that enters into a sponsorship agreement with The City;
- p. “Sponsorship” means a contractual arrangement between The City and a third-party organization, wherein the third party provides cash and/or in-kind goods or services to The City in return for access to marketing potential associated with the opportunity. This includes sponsorship of one or more, services, programs, projects, events, activities, non-facility assets or sub-components of an entire facility asset. Regarding the naming of an entire facility asset, see the definition for “naming rights” and “naming rights agreement”;
- q. “Sponsorship Agreement” means a mutually beneficial, contractual agreement for the exchange of sponsorship between two organizations for a specified period of time.

#### **4. APPLICABILITY**

- 4.1. This policy applies to all City departments, business units and partners. This includes the Calgary Police Service, the Calgary Municipal Land Corporation and the Calgary Parking Authority (except for sponsorship and naming rights opportunities for those

three specific entities);

- 4.2. The policy applies when the City wishes to solicit or accept proposals for the purpose of naming City owned assets, communities and neighbourhoods, public roadways, sponsorship, and/or the sale of naming rights;
- 4.3. This policy does not apply to libraries and public housing (see Section 8 of the Addressing Bylaw 67M86).

## **5. PROCEDURE**

- 5.1. This policy includes five separate and distinct procedures, specifically for the:
  - a. Naming of City-owned assets: Regarding asset naming where there is no exchange of funds or services, including public and private roadway naming. For clarity, this particular procedure does not apply to the sponsorship or sale of naming rights;
  - b. Naming of communities, neighbourhoods and subdivisions: Regarding the naming of a community, neighbourhood and subdivisions as part of the planning and development process, including the naming of roadways within that community or neighbourhood;
  - c. Sponsorship of City-owned and operated assets and/or programs: Regarding the exchange of funds for the purpose of sponsorship— see the definition of sponsorship and sponsorship agreement;
  - d. Sale of naming rights for City-owned and operated assets: Regarding asset naming of City owned and operated assets where there is an exchange of funds for the sale of naming rights – see the definition of naming rights and naming rights agreement;
  - e. Sale of naming rights for City-owned and partner operated assets: Regarding asset naming of City-owned and partner-operated assets where there is an exchange of funds for the sale of naming rights – see the definition of naming rights and naming rights agreement.
- 5.2. Upon becoming aware of a naming, sponsorship and/or naming rights opportunity or proposal, the asset steward, program manager, departmental and/or business unit designate shall work with the policy steward to confirm which of the above processes is appropriate;

- 5.3. The asset steward and/or program manager shall ensure that:
  - 5.3.1. Representatives of The City (internal or contracted) are aware of, and acting in accordance to, the requirements of this policy;
  - 5.3.2. Staff are provided with appropriate guidance and/or training related to naming, sponsorship and naming rights practices;
  - 5.3.3. Naming, sponsorship and naming rights agreements are negotiated in a professional manner; and,
  - 5.3.4. All naming, sponsorship and naming rights agreements align to all appropriate City policies, by-laws and legislation, as required.
- 5.4. Procedure for the naming of City-owned assets:
  - 5.4.1. The asset steward shall:
    - 5.4.1.1. Evaluate the naming opportunity, including ensuring that the naming proposal is complete;
    - 5.4.1.2. Circulate the proposal to the affected stakeholder groups for feedback;
    - 5.4.1.3. Research the appropriateness of the proposed naming; and,
    - 5.4.1.4. Evaluate the proposed name against the requirements and criteria described in this policy.
  - 5.4.2. The policy steward shall support the asset steward with the interpretation of policy requirements and to validate that the naming proposal meets the requirements described in this policy;
  - 5.4.3. Proposals shall be assessed by the asset steward using Schedule A, "Requirements for naming proposal submissions," and the proposed name shall be assessed using Schedule B, "Requirements for naming of City owned assets;"
  - 5.4.4. Public roadway naming shall be assessed by The City's Transportation department asset steward using Schedules A

and B with the addition of Schedule D, "Requirements for naming public and private roadways;"

5.4.5. Private roadway naming shall be reviewed by the City's Transportation department asset steward using Schedules A, B and D:

5.4.5.1. While the Transportation department asset steward does not have authority to approve naming of private roads they should work with the developer/owner to create address descriptions which align with all public roadway criteria. See Schedule D, "Private Roadway Naming;"

5.4.5.2. The Transportation department asset steward shall also ensure manufacturing and installation of street signs at no cost to The City.

5.4.6. Upon the completion of the asset steward's assessment using the policy requirements, the proposed naming and supporting documentation shall be sent to the policy steward;

5.4.7. The policy steward shall ensure that the requirements of this policy have been met;

5.4.8. The asset steward shall prepare the naming report and make a recommendation for consideration of the Priorities and Finance Committee (PFC) and for final decision by Council.

5.4.9. Upon the name's approval, rejection or withdrawal (at any stage), the asset steward shall forward the name proposal, any background reports, and location information to the policy steward for record-keeping purposes;

5.4.10. Upon the name's approval, rejection or withdrawal of a naming request, the policy steward shall for:

5.4.10.1. Tracking of approved, rejected and withdrawn names in the appropriate asset naming repository, including any background information (Example naming reports, submissions, etc.), location and asset boundary;

5.4.10.2. Notifying addressing and mapping, operations and emergency response personnel of name changes.

5.4.11. The asset steward shall for inform the naming applicant of the name's final acceptance or rejection and the installation of the appropriate signage indicating the name.

5.5. Procedure for the naming of communities, neighbourhoods or subdivisions:

5.5.1. The appropriate director within the City's Planning and Development department shall ensure there is a designate for each community, neighbourhood or subdivision naming;

5.5.2. The Planning and Development department designate shall ensure that the naming proposal is complete and circulate the proposal to the affected stakeholder groups for feedback, including the policy steward;

5.5.3. The policy steward shall:

5.5.3.1. Research the appropriateness of the proposed naming;

5.5.3.2. Review of the proposed name against the requirements described in this policy;

5.5.3.3. Support the Planning and Development designate to interpret the requirements of this policy; and,

5.5.3.4. Validate that the naming proposal meets the requirements described in this policy.

5.5.4. Proposals shall be assessed by the policy steward, with support from the Planning and Development department designate, using Schedule C, "Requirements for naming communities, neighborhoods and subdivisions;"

5.5.5. Where roadway naming accompanies the community or neighbourhood naming, the policy steward shall assess the public roadway names and the City's Transportation department asset steward shall assess the public roadway naming conventions and street types using Schedule D, "Requirements for naming public and private roadways;"

5.5.6. Upon completion of the review, the policy steward shall send a compliance report, including input from the Transportation department asset steward, regarding the naming to the PD department designate;

- 5.5.7. The PD department designate shall prepare the naming report for consideration of the Calgary Planning Commission (CPC) and for final decision by Council;
- 5.5.8. Upon the name's approval, rejection or withdrawal (at any stage), the PD department designate forwards the naming proposal, any background reports and location information to the policy steward for record-keeping purposes;
- 5.5.9. Upon approval, rejection or withdrawal of a naming request, the policy steward shall:
  - 5.5.9.1. Track approved, rejected and withdrawn names in the appropriate asset naming repository, including any background information (Example naming reports, submissions, etc.), location and asset boundary; and,
  - 5.5.9.2. Notify addressing and mapping, operations and emergency response personnel of name changes.
- 5.5.10. The PD department designate shall inform the naming applicant of the name's final acceptance or rejection.
- 5.6. Procedure for the sponsorship of City owned and operated assets and/or programs:
  - 5.6.1. The asset steward shall be responsible for the sponsorship of a City asset or its subcomponents whereas the program manager shall be responsible for the sponsorship of a City service, program, project, event or activities;
  - 5.6.2. The asset steward and/or program manager shall obtain approval for the concept of sponsoring the proposed asset/program from the General Managers of all impacted departments prior to soliciting sponsors or agreeing to a sponsorship proposal;
  - 5.6.3. The General Managers shall determine whether the potential sponsor aligns to The City's mandate and policies;
  - 5.6.4. The asset steward and/or program manager shall:
    - 5.6.4.1. Evaluate the sponsorship opportunity, including verification that the sponsorship proposal is complete;
    - 5.6.4.2. Ensure that a valuation has been completed for the asset and/or program to be sponsored;



- 5.6.4.3. Circulate the sponsorship proposal to the affected stakeholder groups for feedback;
- 5.6.4.4. Consult with The City's Chief Financial Officer's Department (CFOD) regarding tax implications of the sponsorship;
- 5.6.4.5. Research the appropriateness of the proposed sponsorship;
- 5.6.4.6. Evaluate the proposed sponsorship against the requirements and criteria described in this policy; and,
- 5.6.4.7. Create of the sponsorship agreement in consultation with The City's Law department and CFOD as appropriate.
- 5.6.5. The asset steward and/or the program manager shall assess proposals using Schedule E, "Sponsorship requirements;"
- 5.6.6. For sponsorship proposals over \$100,000, the policy steward shall support the asset steward and/or program manager with the interpretation of policy requirements and to validate that the sponsorship proposal meets the requirements described in this policy;
- 5.6.7. Final authorization to enter into the sponsorship agreement is as follows:
  - 5.6.7.1. Sponsorship agreements valued up to \$24,999 shall be authorized/approved by the manager of the affected business unit division;
  - 5.6.7.2. Sponsorship agreements valued between \$25,000 and \$99,999 shall be authorized/approved by the director(s) of the business units(s) impacted; and,
  - 5.6.7.3. Sponsorship agreements valued over \$100,000 shall be authorized /approved by the Director(s) and General Manager(s) for the business unit(s) impacted, including the Deputy City Manager and approved by The City Solicitor.
- 5.6.8. The asset steward and/or program manager shall notify the policy steward and the successful sponsor regarding the approval of the sponsorship proposal;

5.6.9. The policy steward shall track all sponsorship opportunities, including supporting documentation, in the appropriate repository and shall report all sponsorships valued over \$100,000 to Council annually.

5.7. Procedure for the sale of naming rights for City-owned and operated assets:

5.7.1. The asset steward shall obtain approval for the concept of naming rights of the proposed asset from the General Managers of all impacted departments prior to negotiating or agreeing to a naming rights proposal;

5.7.2. If the agreement involves more than one department, the asset steward approval shall also obtain approval from The City's Deputy City Manager and The City's Chief Financial Officer;

5.7.3. The asset steward shall conduct the necessary research with all appropriate stakeholders in order to ensure that:

5.7.3.1. The appropriate level of market sounding and asset valuation has been appropriately completed;

5.7.3.2. Revenue for The City has been maximized; and,

5.7.3.3. The naming rights offer is not in conflict with existing contractual obligations or strategy.

5.7.4. The asset steward shall ensure that The City's Supply Management group and the Law department are consulted for any potential conflict with preferred vendor agreements or contracts;

5.7.5. The asset steward shall ensure that the CFOD is consulted regarding any tax implications of the naming rights agreement;

5.7.6. Naming rights opportunities shall be assessed by the asset steward using Schedule F, "Requirements for the sale of naming rights for City owned and operated assets;"

5.7.7. Solicitation and negotiation of the sale of naming rights shall only be conducted by City staff that has been

specifically designated by the asset steward, or by outside contract as approved by the asset steward;

- 5.7.8. Consideration of naming rights agreements over \$100,000 shall be done in conjunction with the policy steward to ensure the appropriate due diligence, asset valuation and market research has been conducted on behalf of The City. The policy steward shall verify that the requirements of this policy have been met;
- 5.7.9. The asset steward shall prepare a report, along with the recommended sale of naming rights agreement, and make a recommendation for consideration of the PFC and for final decision by Council;
- 5.7.10. Upon the name's approval, rejection or withdrawal (at any stage), the asset steward shall forward the sale of naming rights agreement, any background reports, and location information to the policy steward for record-keeping purposes;
- 5.7.11. Upon approval, rejection or withdrawal of a naming request, the policy steward shall:
  - 5.7.11.1. Track approved, rejected and withdrawn naming rights agreements valued over \$100,000 in the appropriate asset naming repository, including any background information (Example naming reports, submissions, etc.), location and asset boundary;
  - 5.7.11.2. Provide annual reporting to Council regarding the status of naming rights agreements; and,
  - 5.7.11.3. Notify addressing and mapping, operations and emergency response personnel of name changes.
- 5.7.12. The asset steward shall inform the sale of naming rights applicant of the name's final acceptance or rejection to allow the applicant to install the appropriate signage indicating the name.

5.8. Procedure for the sale of naming rights for City-owned and partner operated assets:

- 5.8.1. The partner shall submit to the asset steward an application for naming rights, in a form prescribed by the asset steward, for naming rights. The application form must provide for required information to be submitted, such that the naming or

re-naming proposal can be evaluated by the asset steward;

- 5.8.2. The asset steward shall coordinate The City's process and all required follow-through with the partner in accordance with this policy;
- 5.8.3. The asset steward shall evaluate the application and ensure naming rights agreement meets the requirements set out in Schedule G, "Requirements for the sale of naming rights for City owned, partner operated assets;"
- 5.8.4. The asset steward shall coordinate the writing of the committee report to the PFC for a recommendation to Council regarding the sale of naming rights:
  - 5.8.4.1. The report shall include the fundamental terms and conditions under which the naming rights proposal is recommended be approved, any conditions associated with the recommended approval and whether the policy provisions have been met by the partner.
- 5.8.5. If the policy requirements are not met, the asset steward and partner shall meet to attempt resolve the matter. If the matter cannot be resolved between the partner and Administration, the asset steward shall report to Council with a recommendation;
- 5.8.6. Upon approval of the fundamental terms and conditions for the naming rights, the partner shall enter into a naming rights agreement with the organization purchasing the naming rights;
- 5.8.7. The naming rights agreement between a partner and an organization purchasing the naming rights must adhere to the fundamental terms and conditions prescribed by Council:
  - 5.8.7.1. The partner may not relinquish to the organization any aspect of the partner's right to manage and control the asset(s); and,
  - 5.8.7.2. The partner may not provide any further rights to the organization other than those provided by The City in the approved fundamental terms and conditions or any other agreement with The City.

- 5.8.8. The partner shall submit to the asset steward the authorized naming rights agreement between the partner and organization purchasing the naming rights for City record-keeping purposes;
- 5.8.9. The asset steward shall provide details of naming rights of City-owned and partner-operated asset to the policy steward;
- 5.8.10. The policy steward shall provide guidance to all City departments regarding the interpretation and application of this policy;
- 5.8.11. The policy steward shall ensure the tracking and annual reporting of asset names for City-owned and partner-operated assets to Council; and,
- 5.8.12. The asset steward(s), in consultation with the policy steward, may develop guidelines to contribute to the overall direction and priorities set out by Council as well as clarify the implementation and administration for naming rights, including the application for naming rights.

## **6. SCHEDULES**

The following schedules are included in this policy:

- 6.1. **Schedule A:** Requirements for Naming Proposal Submissions
- 6.2. **Schedule B:** Requirements for Naming City Owned Assets
- 6.3. **Schedule C:** Requirements for Naming Communities, Neighborhoods and Subdivisions
- 6.4. **Schedule D:** Requirements for Naming Public and Private Roadways
- 6.5. **Schedule E:** Sponsorship Requirements
- 6.6. **Schedule F:** Requirements for the Sale of Naming Rights for City Owned and Operated Assets
- 6.7. **Schedule G:** Requirements for the Sale of Naming Rights for City Owned, Partner Operated Assets



**7. AMENDMENT(S)**

Date of Council Decision	Report/Bylaw	Description

**8. REVIEW(S)**

Date of Policy Owner's Review	Description



## **SCHEDULE A: REQUIREMENTS FOR NAMING PROPOSAL SUBMISSIONS**

In order to be considered, the following information shall be provided along with any naming request:

1. Name of individual(s) who brought honor and/or made a special contribution to Calgary and/or whose name(s) has been forwarded by individuals, groups or organizations who feel that a person is deserving of recognition;
2. Background and reasons why the name should be considered; if an individual, the person's field of endeavor. Example, civic affairs, parks, sports, etc. and a brief biography;
3. Names of historical sites, significant events, geographic features, or other basis for naming;
4. Biographical/background information if named for person or event, including historical significance of names and/or location where name is to be used;
5. Where appropriate, names nominated by the general public shall include a written consent from the nominee or his/her estate that use of the name is granted;
6. Proposed wording for signage or plaque related to asset naming;
7. Map noting location of asset which is to be named;
8. Letters of support from recognized organizations in support of the naming request; and,
9. Letter from requester including identification of any associated costs and confirmation of funding source(s).

## **SCHEDULE B: REQUIREMENTS FOR NAMING CITY OWNED ASSETS**

This Schedule does not apply to the naming of communities, neighbourhoods, subdivisions and the roadways contained within them. See Schedule C for the naming of communities, neighbourhoods and subdivisions and Schedule D for the naming of the roadways within them.

The following requirements are evaluated by Administration as part of the approval process for any proposed asset naming:

1. Only assets in common use by the public should be specifically named;
2. Names selected shall be evaluated using the following criteria:
  - a. The extent to which the name reflects Calgary's heritage and/or furthers a sense of community;
  - b. The extent to which the name may be regarded as offensive;
  - c. The degree to which the name may be precedent setting;
  - d. The extent to which the name is used elsewhere in Calgary;
  - e. The extent to which a name could be confused with another facility;
  - f. The extent the name is problematic for dispatching emergency services personnel;
  - g. The ability of the proposed naming to withstand the test of time;
  - h. The presence of the original name if the name is to be changed;
  - i. The degree to which the name coincides or conflicts with the geographical or topological features, landmarks or historical significance/background and/or ownership of the location;
  - j. The extent that the proposed name poses a problem when/if a plaque/cairn/fountain, or some such, is created; and,
  - k. The opportunity for alternative means to recognize citizens' contributions other than naming a City-owned asset.
3. When naming assets, only the names of the following individuals, groups



or organizations shall be considered:

- a. Names of former elected representatives of Calgary City Council, Members of Parliament (federal), Canadian Senate (federal), and Members of the Legislative Assembly (provincial);
  - b. Names of notable Calgarians, Canadians, international individuals or groups that have displayed exemplary public or community service; and,
  - c. Names of individual(s), group(s) or organization(s) who have donated the asset or have contributed significantly to the total costs of the asset, taking into account land, capital, and operating expenses as appropriate.
4. When naming assets after individual persons, the practice shall be to use names of persons who are retired and/or deceased and therefore no longer active in their field;
5. All nominations shall be accompanied by a written explanation and supporting documentation which demonstrates alignment of the proposed name and the naming criteria set in this policy;
6. Assets, once named, shall not normally be renamed. Council may consider renaming an asset on an exceptional basis when new information regarding the effectiveness of that asset name becomes apparent;
7. City-owned work areas and assets shall be named according to this policy and as operational procedures require;
8. Notwithstanding the above, exceptions may be made to honour a long time respected employee who was connected with the services being provided from that building or asset; and,
9. Regional recreation facilities shall be made available for sponsorship and naming rights. Whereas regional recreation facilities can be unique in terms of partners, design and components, each regional recreation facility team shall develop its own sponsorship and naming rights package for individual components.



## **SCHEDULE C: REQUIREMENTS FOR NAMING COMMUNITIES, NEIGHBORHOODS AND SUBDIVISIONS**

The following requirements are evaluated by Administration as part of the approval process for any proposed community, neighbourhood and subdivision naming:

1. The area name should reflect Calgary's heritage and/or further a sense of community;
2. Community, neighbourhood and 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;
3. 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;
4. Abbreviations in subdivision names are not permitted (Example Varsity Est. for "Estates", Cambrian Hts. For "Heights", etc.);
5. Names containing a hyphen or apostrophe are considered acceptable for subdivision names. Approved names of this type are also considered legitimate if spelled without the hyphen or apostrophe;
6. Three-or-more word subdivision names are not permitted; and
7. Communities, neighbourhoods or subdivisions, once named, shall not normally be renamed. Council may consider renaming on an exceptional basis when new information regarding the effectiveness of that name becomes apparent.



## **SCHEDULE D: REQUIREMENTS FOR NAMING PUBLIC AND PRIVATE ROADWAYS**

### **General Naming Requirements:**

The following general requirements are evaluated by Administration as part of the approval process for any public roadway naming:

1. Roadways shown on area structure plans are to be named or numbered. Roadway names shall be historically significant for the region (versus the community), or selected from a list of candidate names maintained by the policy steward for such purposes;
2. 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;
3. 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);
4. Words used as street types (GREEN, PARK, VIEW, etc.) are not permitted for use in compound names selected as roadway names;
5. Street names shall not exceed 14 characters in length (NOTE: Street names currently exceeding 14 characters shall not be changed to comply with this policy change). City computer systems shall 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;
6. Prefixes and abbreviations within roadway names are not permitted;
7. Names that are hyphenated or contain an apostrophe are not permitted;
8. 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;
9. Three-or-more word roadway names are not permitted;

10. The practice of dual name roadways is not permitted. The following exception types are permitted on approval by Council:
  - a. 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); and,
  - b. Naming for the purpose of recognition of international/national event or activity. (Example: Olympic Way was named to recognize the 1988 Winter Olympics).
11. Alphabetic designations ONLY for street names: (Example A Street", "B Street", etc.) shall not be permitted;
12. 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;
13. Roadways within designated industrial areas shall be named and/or numbered consistent with this policy;
14. Grid numbered streets and avenues are not permitted to deviate significantly from their assigned alignments;
15. Where transportation requirements dictate a deviation of a thoroughfare from its theoretical grid alignment, the street shall be named, as opposed to being numbered, commencing with a major intersection;
16. Roadways within new subdivisions are to be numbered only if the following conditions are met:
  - a. the roadway traverses a significant and meaningful distance along specified alignments with minimal deviations, and either:
    - i. the roadway intersects with major roadways; or,
    - ii. the roadway intersects with other numbered roadways of significant length.
17. 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);
18. 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;
  19. The lettering of street types and numeric qualifiers on municipal street signs shall be of equal size and style as street names, and street type information on signs shall be lettered in full, or abbreviated as shown on the pages following (see subsection on Street Types);
  20. Naming of roadways using a defined theme shall be permitted if proposed names meet the following requirements:
    - a. Themes must be simple and commonly understood unless reflecting a theme of Canadian national or local significance;
    - b. 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;
    - c. Theme and names suggested should be able to withstand the test of time (i.e. no fad names shall be permitted);
    - d. 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;
    - e. When there are many names in use throughout Calgary that could be associated with a proposed theme, despite their location, theme naming shall not be permitted;
    - f. 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;
    - g. Where words used within a theme are not as easily recognized as being associated with the theme, prefixes or other qualifiers may be used; and,

- h. Differences in spelling (Example Wolfe vs. Woolf) are not sufficiently distinctive and would require some qualification (Example Thomas Wolfe vs. Virginia Woolf).

### **Specific Naming Requirements:**

- 21. The following criteria applies to specific roadway classifications (defined in the Calgary Transportation Plan and maintained by the Transportation department):
  - a. Skeletal roads – Are named after historically significant individuals and/or historically significant cultural groups, including Aboriginal people and groups.
  - b. Arterial streets - Are named after historically significant individuals or their geographic location and:
    - i. 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; and,
    - ii. Where arterial streets cross a skeletal road, 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.
  - c. The naming of Collector and Local Streets (numbered or named) within a community shall either be:
    - i. historically significant for the community;
    - ii. follow a theme; or,
    - iii. considered from Council approved names maintained by the policy steward.
  - d. Local roads (less than collector) may bear the same name even across a community collector, so long as the roads meet at the same intersection;
  - e. Cul-de-sac street types are to be used solely for non-through streets with only one intersection (Example Bay, Place, etc.) and:

- i. Where appropriate, all cul-de-sac accessible from the same through street share the same name as the through street;
- ii. The practice of qualifying cul-de-sac sharing the same name and type (Example 100 James Place, 200 James Place, etc.) is endorsed and encouraged, where the cul-de-sac are accessed from the same roadway; and,
- iii. 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.
- f. Where possible, streets designated as crescent and/or close shall share the same name as that used for the intersecting roadway;
- g. Street types "Way" and "Bay" shall not be used with the same street name; and
- h. Street types "Road" and "Drive" shall not be used with the same street name.

### **Street Types:**

- 22. All public and private roadways shall utilize valid street types in order to:
  - a. Provide a sense of familiarity with the road configuration;
  - b. Enable one street name to be used for several thoroughfares, thus reducing the number of street names required for any given subdivision; and,
  - c. Reflect the hierarchy of roadways in Calgary (as presented in the street type definition list following).
- 23. 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 shall be selected for use;
- 24. 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 is to be applied to signage and computer database applications. At the discretion of the approving authority within Transportation, additional street types may be approved for use and/or street types may be removed as appropriate.

Name	Abbreviation	Description
<b>High Speed, Limited Access Roadways</b>		
HIGHWAY	(HI)	Refers to federal or provincial designated roadways (Example Trans-Canada Highway, Highway 22X, etc.)
TRAIL	(TR)	Applied to major transportation arteries which span more than one area of the city (Example Deerfoot TR, Blackfoot TR, Sarcee TR, Crowchild TR, Glenmore TR), and which are often assigned Aboriginal names.
<b>Major Streets and Collectors</b>		
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 (Example 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. (Example Elbow DR, Fairmount DR, Canyon Meadows DR).
STREET	(ST)	Used to describe numerically designated north-south roadways but not exclusive to numerically designated roadways.
<b>Local Streets (non cul-de-sac)</b>		
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, cul-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 (cul-de-sac).
<b>Local Streets (cul-de-sac)</b>		
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.
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 cul-de-sac near water, or located on escarpments/hills where a noticeable view is present.
ROW	(RO)	For use in describing cul-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.

### Private Roadways:

25. Private roadway names shall be submitted by developers to the Transportation Department in order to review compatibility with the public roadway system and compliance with the appropriate City policies, including public roadway naming;
26. While the Transportation asset steward does not have the authority to approve naming of private roads, they should work with the developer/owner to create more meaningful address descriptions for structures located thereon and to align with all public roadway criteria to ensure public safety and way finding;
27. Private roadway names may be appealed to the CPC if necessary. Otherwise, nor formal approval or involvement by CPC or Council is required;
28. Roadway intersections shall be signed by the developer/property owner in such a fashion as to ensure that individual sites thereon can be located easily;
29. The City shall sign intersections where the private roadway intersects with the public roadway network;



30. The City shall 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);
31. The manufacturing and installation of private street signs is the responsibility of The City at the cost of the Developer; and,
32. Street signs should be in place in advance of buildings being occupied.



## **SCHEDULE E: SPONSORSHIP REQUIREMENTS**

The following requirements are evaluated by Administration as part of the approval process for any sponsorship opportunity:

1. This schedule does not apply to:
  - a. Independent foundations or registered charitable organizations that The City may receive benefit from. However, where assets are owned and managed by The City or owned by The City and operated by an independent foundation, registered charitable organization, society or nonprofit organization under an agreement with The City, this policy shall apply unless otherwise approved by order of City Council;
  - b. Gifts or donations to The City;
  - c. Funding obtained from other orders of government through formal grant programs;
  - d. City sponsorship support of external projects where The City provides funds to an outside organization;
  - e. Third parties who enter into market rate agreements including leases for property of The City, or hold permits with The City for activities or events;
  - f. The Calgary Police Service; and,
  - g. The sale of naming rights.
2. The City supports the ongoing practice of entering into sponsorship agreements with third parties as a revenue generating strategy to offset the costs of City owned assets/programs and where such partnerships are mutually beneficial to both parties. All sponsorship opportunities shall be consistent with all applicable policies set by The City. Under the conditions of this policy, The City's staff may continue to solicit such sponsorship;
3. The purpose of the policy requirements as outlined is to ensure that The City's assets, programs and interests are safeguarded and protected from undue risk;
4. Solicitation and negotiation of sponsorship shall be conducted by City staff

- that are specifically designated by the asset steward, or by outside contract as approved by the asset steward. Asset stewards are responsible for ensuring that staff understand the requirements of this policy and that they are provided with appropriate guidance and or training related to sponsorship practices. All sponsorship agreements shall be negotiated in good faith and represent The City in a professional manner;
5. The proposing department shall work with the CFOD and the Law department regarding the financial/tax and legal implications of the sponsorship agreement, respectively;
  6. Sponsorship proposals shall be in writing and shall:
    - a. Outline the marketing benefits that shall be exchanged between both parties;
    - b. Follow The City's existing financial management policies including the Donation and Sponsorship Guidelines;
    - c. Demonstrate that the appropriate level of due diligence regarding the sponsorship opportunity has been undertaken, including the use of a competitive process, market research and a valuation of the asset/program that is proposed to be sponsored;
    - d. Outline the term (duration) of the agreement;
    - e. Include the details of the exchange of funds, in-kind service(s) and marketing benefits, including both what The City shall receive from the sponsor, and what benefits are to be provided to the sponsor;
    - f. Use of templates prepared and approved by The City Solicitor for sponsorship agreements are recommended to minimize risks to The City and to create efficient internal practices for sponsorship. If templates are not used, agreements should be reviewed by the Law Department to ensure compliance to legislation, etc;
    - g. Be signed by an authorized representative of both The City and the sponsor; and,
    - h. Be sent to the policy steward upon approval for tracking and reporting purposes.
  7. Terms for all agreements shall not exceed five years unless authorized by the General Manager(s) of the impacted department(s) and the Deputy City Manager;



8. The City shall only enter into agreements with sponsors who align to The City's mandate and policies;
9. The City shall not enter into agreements with organizations when the proposed agreement is in conflict with the provisions of any City collective agreement;
10. All bylaws of The City, including sign bylaws shall be adhered to; and,
11. All provincial and federal laws governing sponsorship shall be adhered to.





## **SCHEDULE F: REQUIREMENTS FOR THE SALE OF NAMING RIGHTS FOR CITY OWNED AND OPERATED ASSETS**

The following requirements are evaluated by Administration as part of the approval process for the sale of naming rights for City owned and operated assets:

1. This schedule does not apply to:
  - a. Independent foundations or registered charitable organizations that The City may receive benefit from. However, where assets are owned and managed by The City or owned by The City and operated by an independent foundation, registered charitable organization, society or nonprofit organization under an agreement with The City, this policy shall apply unless otherwise approved by order of City Council;
  - b. Gifts or donations to The City;
  - c. Funding obtained from other orders of government through formal grant programs;
  - d. City sponsorship support of external projects where The City provides funds to an outside organization;
  - e. Third parties who enter into market rate agreements including leases for property of The City, or hold permits with The City for activities or events;
  - f. The Calgary Police Service; and,
  - g. Sponsorship.
2. The purpose of the policy requirements as outlined is to ensure that The City's assets and interests are safeguarded and protected from undue risk;
3. The City supports the ongoing practice of entering into naming rights agreements with third parties where such partnerships are mutually beneficial to both parties in a manner that is consistent with all applicable policies set by The City. Under the conditions of this policy, The City may continue to solicit such agreements in accordance with the following principles:
  - a. High quality, sustainable community, cultural and recreational programs and facilities are desirable;

- b. The City supports revenue generation from naming rights and sponsorship agreements when these arrangements directly benefit the community and The City;
  - c. Decisions that flow from these principles shall be considered and made within the context of prudent business practices and maximize revenue from the asset;
  - d. In the interest of maintaining public trust and civic pride, transactions covered by these principles are to uphold and support the positive image of the community and The City; and,
  - e. Negative impacts to citizens, program users and The City are to be minimized.
- 4. Asset stewards shall conduct the necessary research prior to developing a naming rights opportunity to ensure that revenue for The City is maximized and that the naming rights offer is not in conflict with existing contractual obligations or strategy. Supply Management shall be consulted for any potential conflict with preferred vendor agreements;
  - 5. Consideration of naming rights agreements over \$100,000 shall be done in conjunction with the policy steward to ensure the appropriate due diligence and market research has been conducted on behalf of The City;
  - 6. The City shall not relinquish to the naming rights purchaser any aspect of The City's right to manage and control The City's assets, facilities, or programs;
  - 7. Proceeds received by The City for the naming rights agreement are to be used for:
    - a. the enhancement and maintenance of the named asset;
    - b. the provision of programs and services directly related to the mandate of the property; and,
    - c. investments whose proceeds contribute to the delivery of City services;
  - 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 City shall publicly promote the naming rights opportunity for a minimum two-month period and hold discovery meetings with organizations interested in purchasing naming rights;
10. The name shall demonstrate The City brand, shall include the community name or quadrant location, and considers community and historical significance;
11. All bylaws of The City, including sign bylaws shall be adhered to;
12. All provincial and federal laws governing sponsorship shall be adhered to; and,
13. Naming rights proposals shall be in writing and shall:
  - a. Outline the marketing benefits that shall be exchanged between both parties;
  - b. Follow The City's existing financial management policies including the Donation and Sponsorship Guidelines;
  - c. Demonstrate that the appropriate level of due diligence regarding the sponsorship opportunity has been undertaken, including the use of a competitive process and/or market research;
  - d. Include a valuation analysis that confirms the financial value of the naming rights opportunity, including the time value of money, as conducted by either an independent third party or The City;
  - e. Include a risk/benefit analysis that supports the naming or renaming and associated term;
  - f. Demonstrate public support for the naming rights and term;
  - g. Outline the term (duration) of the agreement;
  - h. Explain the details of the exchange of funds (including specific information as to how The City shall use the proceeds), in-kind services(s) and marketing benefits, including both what The City shall receive from the sponsor, and what benefits are to be provided to the sponsor;
  - i. Use templates prepared and approved by The City Solicitor for sponsorship agreements are recommended to minimize risks to The City and to create efficient internal practices for sponsorship. If templates are not used, agreements should be reviewed by the



Law Department to ensure compliance to legislation, etc.;

- j. Demonstrate the name and the use of signage, branding and advertising and how the name advises the purpose of the asset;
- k. Demonstrate the costs for promotion of the naming or renaming of an asset as part of the specific naming rights agreement and not The City's annual operating budget;
- l. Be signed by an authorized representative of both The City and the sponsor; and,
- m. Be sent to the policy steward upon approval for tracking and reporting purposes.



## **SCHEDULE G: REQUIREMENTS FOR THE SALE OF NAMING RIGHTS FOR CITY OWNED, PARTNER OPERATED ASSETS**

The following requirements are evaluated by Administration as part of the approval process for the sale of naming rights for City owned and operated assets:

1. For the sale of naming rights of City-owned, partner-operated assets, the director for the business unit(s) responsible for the asset is to be considered the asset steward;
2. This section applies to partners seeking to name or rename City-owned assets under their control and operation. It is 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 they deem necessary for financial sustainability related to City-owned assets they operate. The City similarly acknowledges its own stewardship responsibility and interest in protecting City property, creating public value, and ensuring revenue for an asset is maximized;
3. The policy applies to naming rights for the public display of an organization's name or rename of the overarching name for the asset not sponsorship of one or more of the partner's services, programs, projects, events, interior assets or activities. Sponsorship of components within an asset remains the authority of the partner;
4. The following principles must be reflected in any naming rights approved under this policy:
  - a. High quality, sustainable community, cultural and recreational programs and facilities are desirable;
  - b. The City supports revenue generation from naming rights and sponsorship arrangements when these arrangements directly benefit the partner, community and The City;
  - c. Decisions that flow from these principles shall be considered and made within the context of prudent business practices and maximize revenue from the asset;
  - d. In the interest of maintaining public trust and civic pride, transactions covered by these principles are to uphold and support the positive image of the partner, community and The City; and,
  - e. Negative impacts to citizens, program users, and The City are to be minimized;

5. Council shall approve fundamental terms and conditions for proposed naming rights;
6. Administration shall include the requirement to comply with this policy in any lease, license of occupation and other applicable agreement with a partner;
7. The asset steward shall recommend to Council approval for a naming or re-naming for a fixed term when the following provisions are met by the partner in the application for naming rights:
  - a. The Purpose and Principles set out in this Schedule as noted above are met;
  - b. The City, as the owner of the asset is permanently identified and displayed in accordance with The City of Calgary branding guidelines, at the asset, for the duration of the term;
  - c. The name includes the community name or quadrant location, and considers community and historical significance; and,
  - d. Proceeds received by the partner for the naming rights are declared to be used for the named asset only as follows:
    - i. enhancement and maintenance of the named asset;
    - ii. provision of programs and services directly related to the partner's mandate; and,
    - iii. investments whose proceeds contribute to the delivery of the partner have mandated services.
  - e. There is demonstrated public support for the naming rights and term;
  - f. The asset analysis that provides the financial value of the naming rights to the partner is equivalent to a naming rights' asset valuation including the time value of money, as conducted by an independent third party, or The City, for the asset being named;
  - g. The partner must publicly promote the naming rights opportunity, for a minimum two-month period, and hold discovery meetings with organizations interested in purchasing naming rights;
  - h. Demonstration that the organization purchasing the naming rights supports a positive image of the partner organization, The City, and community;



- i. The partner does not relinquish to the organization purchasing the naming rights any of the partner's rights to manage and control the asset;
- j. A risk/benefit analysis that supports the naming or re-naming, and associated term;
- k. The partner shall fund all naming rights for naming or renaming and sponsorship activities and naming rights must not result in additional costs to The City; and,
- l. All associated activity and transactions must conform to applicable federal and provincial statutes, and to all applicable municipal bylaws and policies.