



Municipal Naming Policy

Category:	Municipal Services
Policy Number:	LS-POL-02
Department:	Legislative Services
Policy Type:	Corporate
Approval by:	Council, approved by Council Resolution No. 091-2026
Programs & Services	Governance Support
Effective Date: March 23, 2026	Review Date: March 23, 2031

1. Policy Statement

The Town of Collingwood is committed to providing a fair, consistent and efficient process while respecting the important need for public consultation and governance with respect to naming, renaming or dedication of Municipal Assets such as parks, and facilities, as well as the major elements of such municipal assets.

The naming process aims to honour individuals, recognize significant contributions (including and not limited to volunteers, sponsors and donors), preserve the cultural heritage and help articulate the vision of the community.

2. Purpose

The purpose of this policy is to establish the process and criteria for naming, renaming or dedicating Municipal Assets such as streets, bridges, parks, structures, open spaces, and facilities as well as the major elements of such municipal assets, including the methods by which the public may provide suggestions and comments. This policy also outlines the criteria and process for recognizing sponsors and donors through the naming of municipal assets.

3. Definitions

Commemorative: shall refer to the official naming of a municipal street, park or facility after a person, persons or family name.

Elements: components of a facility or park, including but not limited to pools, arenas, parking lots, plazas, courtyards, gardens, lawns, recreation fields, wings, halls, auditoriums, galleries, lounges, lobbies, meeting rooms.

Memorials: a discreet memorial such as a tree or a bench in a park or public space, dedicated to a person or group which may include a plaque; does not include flowers, floral arrangements, images, tokens, tributes, religious offerings, ashes, etc.

Municipal Assets: refers to bridges, municipal streets, municipally owned parks and facilities, including major elements thereof.

Municipal Facility: refers to Town-owned buildings including but not limited to Town Hall, Fire Hall, Library.

Municipal Names Registry: a central repository of all approved names including names submitted that qualify, but may not be chosen by the Municipal Naming Committee for a particular asset, but that could be considered for future assets. It shall also include records related to the history of the names selected for assets, when previously recorded for use as street names and/or as of the date of implementation of this policy.

Approved Street Name List: a central repository of street names that have been reviewed and accepted in accordance with the Municipal Naming Policy and applicable procedures, including names not yet assigned to a specific asset.

4. Scope

This policy applies to all employees of the Town of Collingwood as well as members of Council and the public with respect to naming of municipal assets and provides an opportunity for memorial trees and benches to be installed.

The Town acknowledges that community members may use colloquial or historic references for locations; however, such usage does not create or imply an official name, naming rights, or entitlement to formal recognition.

The policy is not intended to address:

- **Civic Public Art:** A separate Public Art Policy and a set of procedures exists for the acquisition of public art in Collingwood. Public Art is defined as original art works of a permanent nature located inside or outside, but routinely accessible to the public at no cost.

5. Principles of the Policy

When naming, renaming, or dedicating a Municipal Asset, at least one principle must be applied:

- 5.1. **Historical Significance:** Names should reflect the historical significance of the area or individual being honoured. Names acknowledge local or Indigenous heritage, history, and/or recognize unique features and geography (e.g. such as names that relate to local history, places, and events, native wildlife, fauna and natural features or unique characteristics of a neighbourhood or area).
- 5.2. **Community Relevance:** Names should resonate with the community and give a sense of place, reflect the Community Based Strategic Plan values, and celebrate the distinguishing characteristics and uniqueness of Collingwood.

- 5.3. **Inclusivity:** The naming process should be inclusive and consider diverse perspectives, ensuring representation of all segments of the community.
- 5.4. **Preservation of Identity:** Names should preserve the identity and heritage of the municipality or pre-colonial settlement, avoiding commercial or transient associations.
- 5.5. **Longevity:** Names should have lasting relevance, with consideration for their enduring impact on the community.
- 5.6. **Recognition of Contributions:** Names may reflect the contributions of sponsors and donors who have made significant financial or in-kind contributions to the Town of Collingwood.
- 5.7. **Memorial Dedication:** Memorial trees and benches must support the preservation, safety, and ongoing maintenance of public open spaces. Memorial dedications shall be discreet and consistent with Town standards, ensuring that memorial installations do not interfere with the public's enjoyment of recreational areas or with the Town's operational requirements.

6. Roles and Responsibilities

- **Council:** Reviews the recommendation(s) of the Municipal Naming Committee.
- **Departments:** Support naming initiatives, maintain records, and implement approved asset names.
- **Municipal Naming Committee:** Reviews name submissions and, in accordance with this Policy, approves names for inclusion in the Municipal Names Registry and/or provides recommendations, as applicable to Council.

7. Policy

7.1. Naming Principles

When a Municipal Asset is named, renamed or dedicated, the following principles shall be applied:

- 7.1.1. Names shall be unique; name duplication and similar sounding or spelled names shall be avoided.
- 7.1.2. Names should give a sense of place, continuity, belonging and celebrate the distinguishing characteristics and uniqueness of Collingwood.
- 7.1.3. Names should maintain a long-standing local area identification with the residents of Collingwood.
- 7.1.4. Names should promote pride in the Town of Collingwood, acknowledge local heritage, history, and recognize unique features and geography (such as names that relate to local history, places, and events, native wildlife, flora, fauna and natural features or unique characteristics of a neighbourhood or area).

- 7.1.5. All Town naming shall be in a manner that will provide an easy and recognizable reference to the Town's citizens, users, and visitors.
- 7.1.6. Names shall not be discriminatory, derogatory or political in nature; names conveying a secondary negative or offensive connotation, any sexual overtones, inappropriate humour, slang or double meanings shall be avoided.
- 7.1.7. The re-use of former street names shall be discouraged to avoid confusion with property records management.
- 7.1.8. Names shall assist with emergency response situations by being consistent with street names and geographical locations.
- 7.1.9. Names with hyphens, apostrophes or dashes shall be discouraged but may be considered on an individual basis.
- 7.1.10. Names may, on an exceptional basis, honour the significant contributions of an individual or family.
- 7.1.11. Names may recognize the contributions of organizations such as a partnership with or without financial contributions
- 7.1.12. The cost associated with a naming/renaming (including but not limited to signage, ceremonial costs, legal costs, etc.) will be the responsibility of the Town when the naming/re-naming has been initiated by the Town and will be the responsibility of the community or Corporate entity when the naming/re-naming has been initiated by the community/Corporate entity. Compensation for costs incurred by the Owner or the occupant for any change of address will not be granted.
- 7.1.13. The Town of Collingwood makes all final decisions concerning what is placed or occurs on Town property and in its buildings, including signage, public art, commemorative items, etc.
- 7.1.14. Names associated with a sponsorship will be considered when a donation amount relates to the valuation of the Naming Right for the facility, park or element thereof, in accordance with the Municipal Naming Procedure.
- 7.1.15. Naming in honour of elected or appointed public officials, Town administrative officials or staff shall occur posthumously.
- 7.1.16. Municipal Assets are not intended to provide the facilities and/or function of memorial purposes normally found at cemeteries.
- 7.1.17. Council shall retain the right not to name certain facilities of broad community importance such as (but not limited to) Town Hall.

7.1.18. The intent of naming is for permanent recognition. The renaming is strongly discouraged as it significantly impacts numerous individuals, service areas and the community. Exceptions may be made where sponsorships or agreements are made for a defined naming period.

7.1.19. A commemorative name should only be used once.

7.2. Municipal Naming Committee

7.2.1. A Municipal Naming Committee shall be established by municipal staff and three members of the public in accordance with the Municipal Names Procedure.

7.2.2. The Committee's mandate is to review naming applications and develop recommendations regarding the naming of specific municipal assets for Council's consideration, in alignment with the Municipal Naming Policy and Municipal Naming Procedure.

7.2.3. Recommendations of the Municipal Naming Committee shall be consistent with the Principles of this Policy and shall adhere to all requirements outlined in the Municipal Names Procedure.

7.3. Public Consultation / Open Call for Name Submissions

7.3.1. The Town supports meaningful public engagement in naming processes. Public consultation requirements appropriate to the scale and significance of the Municipal Asset are defined within the Municipal Naming Procedure.

7.3.2. For Municipal Assets deemed by Council to be significant, unique, or of broad public interest, Council may direct that an open call for name submissions be undertaken, in accordance with the Municipal Naming Procedure.

7.4. Petition

7.4.1. Council may consider petitions regarding proposed names, provided they meet standards for verification and compliance with the Municipal Naming Policy and the Municipal Names Procedure. Detailed petition requirements and workflows are addressed in a Municipal Naming Procedure.

7.5. Registry and Schedule Management

The Town shall maintain two official naming resources to support consistent application of this policy:

7.5.1. Schedule A – Approved Street Name List

Building Services is responsible for maintaining Schedule A, the Approved Street Name List. This includes ensuring that all street names added to the list have been reviewed for conformity with this Policy and the Municipal Naming Procedure.

7.5.2. Schedule B – Municipal Names Registry

Legislative Services is responsible for maintaining Schedule B, the Municipal Names Registry. This includes ensuring that all names proposed for municipal assets have been reviewed for conformity with this Policy and the Municipal Naming Procedure, and that additions to the Registry, and that additions to the Registry have been approved by the Municipal Naming Committee.

7.6. Naming of Municipal Facilities, Elements, Parks and Trails

7.6.1. Existing Names

Most existing parks, municipal buildings, facilities, and trails already have officially designated names. These names shall remain in place unless formally changed through Council decision and in accordance with the Municipal Naming Procedure.

The Town does not recognize or assign informal, honorary, colloquial, or community-used names to portions of parks, public spaces, or municipal assets. All Town-recognized names must be approved through the formal Municipal Naming Procedure.

No alternate, secondary, partial, honorary, or informal names will be assigned by the Town to existing municipal assets that already possess an official name.

7.6.2. 7.6.2 Naming Sources and Eligibility

Names for municipal facilities, elements, parks, and trails shall be selected from the Municipal Names Registry. Names should reflect, where appropriate:

- a) Individuals, groups, or businesses who donated the property;
- b) Individuals, groups, or businesses who contributed financially to its development, enhancement, renovation; or
- c) Geographical references including adjacent roads, neighbourhoods, natural features, or landmarks.

7.6.3. Trail Naming Requirements

The naming of trails, paths, links, and active transportation corridors must support clarity, usability, and consistency across the municipal network. The following principles apply:

a) Naming Authority

All naming and renaming of trails shall be approved by Council, based on the recommendation of the Municipal Naming Committee.

Advisory groups or committees may provide input when requested, but no external committee holds naming authority.

b) Evaluation Criteria

When considering names for trails, the Municipal Naming Committee shall assess:

- **Connectivity:** Whether an existing trail name should be extended to maintain continuity between trail segments.
- **Wayfinding:** Whether the name supports clear navigation and helps users understand destinations or the purpose of the route.
- **History, Geography, and Landmarks:** Alignment with meaningful local heritage, natural features, or geography.
- **Names of People:** Trails should **not** typically be named after individuals to avoid unintended future implications, unless there is clear and exceptional justification.
- **Meaning and Appropriateness:** Names must be understandable, non-offensive, non-ambiguous, and suitable for public use by all ages.
- **Threshold Consideration:** Very short access points, connectors, or minor links generally should **not** be formally named unless there is a demonstrated community need.

c) Submission Requirements

- Any naming proposal involving trails must include sufficient background, rationale, and evidence addressing the above criteria.
- Staff will compile all relevant information and present recommendations to the Municipal Naming Committee for review and final approval.

7.6.4. Signage and Recognition

To ensure consistent public use of approved names:

- Facilities, parks, and trailheads should have signage placed at primary access points and visible from public areas.
- Where a named sub-element of a property exists (e.g., rooms, amenities, trail segments), permanent signage shall be installed on or near the named feature to ensure ongoing recognition.

7.7. Renaming of Municipal Facilities, Elements, Parks and Trails

7.7.1. Renaming Principles

Renaming of a municipal facility, park, trail, structure, or open space is discouraged and shall be undertaken only in exceptional circumstances such as:

- Expiry of a financial donation or sponsorship;
- Relevance or meaning of the existing name has changed;
- Newly available historical information warrants a review;
- Functional or geographical changes (e.g., trail realignment, expansion, or consolidation);
- Strong community benefit or need.

All renaming requests must follow the full Municipal Naming Procedure and are subject to approval by the Municipal Naming Committee.

7.7.2. Notification for Names Honouring Individuals

Where a facility, park, or trail is named after an individual, notification must be provided to that person—or, if deceased, their next of kin—prior to a renaming taking effect. Notification must occur early enough to allow for transparent communication and meaningful dialogue.

7.8. Review and Removal of Names

Names included in the Municipal Names Registry or Approved Street Name List are intended to reflect the values, integrity, and long-term interests of the Town of Collingwood.

A name that has not been used may be reviewed by the Municipal Naming Committee for potential removal from the Municipal Names Registry.

For the renaming of an existing Municipal Asset, Council shall review requests where circumstances arise that may reasonably call into question the appropriateness of continued recognition, including but not limited to:

- Criminal charges or convictions;
- Significant legal proceedings or findings by a court, tribunal, or regulatory body;
- Conduct or actions that are demonstrably inconsistent with the Town's values, policies, or Code of Conduct; or
- Reputational risk to the Town supported by credible, verifiable information.

Requests for review may be submitted by members of the public, Town staff, or Members of Council. Submission of a request does not imply wrongdoing or predetermine an outcome.

All reviews shall be conducted in a fair, impartial, and confidential manner, in accordance with applicable legislation, including the *Municipal Act, 2001* and the *Municipal Freedom of Information and Protection of Privacy Act*.

7.9. Memorial Trees and Benches

Memorial trees and benches may be installed in Town parks and public open spaces as a form of individual or community remembrance. Memorial trees and benches do not constitute the naming or renaming of a municipal asset.

Recognition installations (such as plaques acknowledging contributions) do not constitute the naming or renaming of a municipal asset or any portion thereof. Such recognitions shall not establish an official or informal name for any municipal space.

7.9.1. Eligibility and Intent

All memorial trees, benches, and plaques must conform current Town practices related to materials, design, installation, accessibility, and maintenance requirements. No enhancements, attachments, decorations, or alterations to memorial trees, benches, or plaques are permitted.

7.9.2. Ownership of Donated Items

All memorial trees, benches, and plaques become the sole property of the Town once installed.

7.9.3. Donation Periods

- Benches and plaques will be maintained for a period of fifteen (15) years, during which the Town may replace the bench or plaque up to two times if necessary.
- Trees and plaques will be maintained for a period of twenty-five (25) years, during which the Town may replace the tree up to two times if necessary.
- After the donation period expires, memorial items will be maintained to standard municipal service levels; however, replacements due to vandalism, damage, or natural deterioration will not be undertaken.

7.9.4. Costs

All costs associated with the installation of memorial trees, benches, and plaques shall be borne by the donor.

7.9.5. Vandalism and Damage

The Town is not responsible for repairing or replacing memorial trees, benches, or plaques damaged through vandalism, severe weather, or other events beyond Town operations. Where feasible, the Town may work with the donor to coordinate rehabilitation or replacement of the memorial item at the donor's expense. Graffiti

removal will be attempted but replacement will not occur unless required for public safety.

7.10. Sponsorship, Donor Recognition and Advertising

7.10.1. The Town may consider naming opportunities for sponsors and donors who have made significant contributions to the Town of Collingwood.

7.10.2. The town shall not allow sponsorship or the acceptance of donations, directly, or through third party arrangements which:

- Promotes the sale or use of tobacco, vapes or vaping products, marijuana, promotes pornography or any other illegal activity, or promotes support of the distribution, production or sale of a life-threatening product.
- Present demeaning or derogatory portrayals of individuals or groups or contain any message that could cause offence when considered by a reasonable person in the context of prevailing community standards;
- Promotes, portrays, or condones the stereotyping of any group or discrimination as defined by the Human Rights Code;
- Is in contradiction to the town's expressed values and principles.

7.10.3. Sponsorship and/or donations shall not be accepted from individuals or corporations currently not in good standing with the municipality.

7.10.4. Naming and sponsorship arrangements for public areas and municipal assets can be established for a fixed term when there is direct benefit to the community.

7.10.5. A Sponsorship and Donor Agreement must be established, outlining the terms and conditions of the naming rights.

7.10.6. All sponsorship and donor naming proposals involving the naming or renaming of a Municipal Asset shall be reviewed by the Municipal Naming Committee and require Council approval, regardless of monetary value.

7.10.7. All sponsorship agreement contracts over \$50,000 may be reviewed by the town's legal representative to ensure protection from risk and compliance to legislation and should be reviewed by the town to ensure that all terms and deliverables meet ethical and financial best practices as set forth by this procedure and by the Canada Revenue Agency.

7.10.8. The town shall reserve the right to terminate an existing sponsorship or naming agreement should conditions arise that make it no longer in the best interest of the town. In these situations, the agreement shall dictate the terms of terminations.

7.10.9. The town shall reserve the right to reject any unsolicited proposal or otherwise that has been offered to the town.

7.10.10. Advertisement of a product or service shall not act as the town's endorsement of any one product or service over another.

7.10.11. Prior to entering into any advertising agreement, the Town must be satisfied that the agreement will:

- enhance the municipality's programs and services to benefit the community
- not influence municipal decision-making processes

- not prove detrimental to the municipality's image
- not act as the municipality's endorsement of a product, service, or business
- not constitute communication by or on behalf of the municipality
- not breach or conflict with any existing municipal advertising agreement
- not conflict with any applicable laws, municipal bylaws, or policies

7.11. Prohibited Naming Requests

7.11.1. The Town will not consider naming requests that:

- a) Seek to assign informal or honorary names without following the Municipal Naming Procedure;
- b) Apply to portions of already-named municipal assets unless the Town has established the area as a separate element;
- c) Relate to retroactive naming of areas where long-standing informal names or historic community references already exist; or
- d) Offer no clear municipal or community benefit as required under the Naming Principles.

7.12. Exceptions

In keeping with its power set out in the *Municipal Act, 2001*, Council may assign a commemorative name by resolution, notwithstanding the provisions included in the Municipal Naming Policy.

8. References and Related Documents

- Schedule A – Approved Street Name List
- Schedule B – Municipal Names Registry
- Municipal Naming Procedure
- Municipal Naming Application Form
- Civic Addressing By-law

9. Consequences of Non-Compliance

Non-compliance with this policy or its procedure may result in a submission or request not being considered or approved. The Town may take any administrative action deemed necessary to ensure alignment with applicable policies, by-laws, and regulated requirements.

10. Review Cycle

Regular reviews of this policy shall be conducted to ensure its effectiveness and relevance to evolving community needs and values.

11. Revision History

MAR., 23 2026 – Approved by Council by Resolution No. 091-2026 and replaces Street Naming Policy, Facility Naming Policy, Civic Addressing Policy, and Memorial Bench and Tree Program Policy