
Municipal Naming Policy

Policy Number: CP225/2022
Approval Date: September 27, 2022
Supersedes Policy: PED323/2020 Commemorative Naming

SECTION A

1.0 Policy Statement

The Town of Morinville is committed to providing a fair, consistent, and efficient process while respecting the important need for public consultation and legislative approvals with respect to Commemorative Naming, Heritage Naming, and Sponsorships and Naming Rights.

- 1.1 Commemorative Naming – Residents and surrounding community members may honour or preserve the memory of special events, individuals, groups of individuals, and community organizations through the dedication of a park bench or a tree.
- 1.2 Heritage Naming – On occasion, the Town of Morinville may wish to honour special events or outstanding achievements, distinctive service, or significant community contributions of an individual or group through naming a Town Asset such as streets, parks, trails, and facilities or components thereof.
- 1.3 Sponsorships and Naming Rights – The Town of Morinville recognizes and supports Sponsorship and Naming Rights as an alternative revenue generation strategy to offset costs associated with the provision of municipal services. Sponsorship and Naming Rights arrangements shall benefit both the Town and the Sponsor or Naming Rights Purchaser with a final goal of generating revenue to enhance the experience of the users of the Town program, event, activity, project, or Town Asset or to allow for the Town program, event, activity, or a project to exist.

2.0 Policy Purpose

2.1 In General:

- 2.1.1 Streamline and outline the process of Municipal Naming; Commemorative Naming, Heritage Naming, and Sponsorship and Naming Rights.
- 2.1.2 Provide naming guidelines and criteria that reflect Morinville's heritage; and to recognize both the engineered and natural features of the community.
- 2.1.3 Provide corporate guidelines based on best practices.
- 2.1.4 Uphold the Town's stewardship role with respect to Town Assets and interests.
- 2.1.5 Establish a Names Reserve List.
- 2.1.6 The policy protects from the risk of losing revenue associated with sponsorships as well as naming assets for controversial figures.

3.0 Definitions

All definitions include the plural form of the terms.

- 3.1 **"Administration"** means the administration of the Town.
- 3.2 **"Advertising"** means a contractual arrangement for a defined period of time where a third party provides a financial contribution in return for rights to place a single message on a medium (e.g., billboard, transit shelter, etc.) where the content is controlled by the third party and approved by the Town for certainty, an Advertising arrangement does not provide the third party with further substantive rights such as in Naming Rights or Sponsorship arrangements.
- 3.3 **"Applicant"** means the Town department, non-profit tenant of a Morinville-owned facility, citizen, group of citizens, entity or organization which makes a formal request to Morinville via the CAO for the Municipal Naming to all or a portion of a Town Asset.
- 3.4 **"CAO"** means the Chief Administrative Officer of Morinville, appointed by Council, or the Director(s) of Department(s) designated by the Chief Administrative Officer.
- 3.5 **"Commemorative Bench"** means a park bench that is installed, owned, and maintained by the Town and approved for inclusion in the community Commemorative Naming program.
- 3.6 **"Commemorative Naming"** means honoring or preserving the memory of special events, individuals (living or deceased), groups of individuals, and community organizations.
- 3.7 **"Commemorative Plaque"** means a cast bronze tablet provided by an applicant.

- 3.8 **"Commemorative Tree"** means a tree purchased and installed by the Town on behalf of an applicant.
- 3.9 **"Council"** means the duly elected officers of Morinville and the Chief Elected Officer or Mayor.
- 3.10 **"District"** means a collection of neighbourhoods that are determined by the CAO to comprise a district.
- 3.11 **"Facility"** means any property, complex, structure, or building (interior or exterior) owned or controlled by Morinville.
- 3.12 **"Facility Amenities"** means all public spaces within a municipal building, structure or area of land owned by the Town, including all interior and exterior facility components. This could be rooms within facilities such as meeting rooms, common areas, bleachers, concession areas, or components thereof.
- 3.13 **"Fees"** means the amounts paid to the Town as specified in the Fees and Charges Bylaw.
- 3.14 **"Heritage"** means tangible culture (such as buildings, monuments and artifacts) and intangible culture (such as traditions, language and person(s)) that has a shared significance connected to the past.
- 3.15 **"Naming Rights"** means a contractual arrangement for a defined term where a third party (i.e., community organization or individual) provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights for the inclusion and public display of the third party's name as part of the name of a Town Asset.
- 3.16 **"Naming Rights Purchaser"** means third party who purchasing Naming Rights for a Town Asset.
- 3.17 **"Neighbourhood"** means primarily residential geographic sub-area within the Town of a size where social connections and face-to-face interactions are likely.
- 3.18 **"Park"** and **"Trail"** means any area of land under the direction and control of the Town used for active or passive recreational activities. Includes all Park and Trail features (KM markets, trail signs, etc.).
- 3.19 **"Sponsor"** means third party who provides sponsorship.
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- 3.20 **"Sponsorship"** means a contractual arrangement for a defined term where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights to be publicly denoted as being a sponsor of a Town service, program, event, activity or sub-component of a Town Asset and/or rights for the inclusion and public display of the third party's name as part of the name of a Town service, program, event, activity or sub-component of a Town Asset.
- 3.21 **"Term"** means the duration of the Commemorative Naming, Heritage Naming, and/or Sponsorship and Naming Rights period as set by this policy and Council approval.
- 3.22 **"Town Asset"** means an item, object, thing (including a service, program, event, or activity) or real estate property (Facilities and Facility Amenities) owned by the Town.
- 3.23 **"Town"** means the municipal corporation of the Town of Morinville.

4.0 Renaming Town Assets:

- 4.1 Notwithstanding the above, the Town recognizes that, on a case-by-case basis, there may be benefits to renaming Town Assets at its sole discretion and at the expiry of Sponsorship and Naming Rights.
- 4.1.1 This Municipal Naming Policy does not pertain to naming of Neighbourhoods and Districts, however, on a case-by-case basis, there may be benefits to renaming Neighbourhoods and Districts at the sole discretion of the Town.
- 4.2 Proposals to rename existing Town Assets will only be considered in exceptional circumstances. Existing names will not be changed without consideration of:
- 4.2.1 the historical significance of existing naming.
- 4.2.2 the impact on the individual or organization associated with the existing name.
- 4.2.3 the cost and impact of changing existing signage, rebuilding community recognition, and updating records.
- 4.2.4 consistency with the mission, vision, or values of Morinville.

PART 1 – Commemorative Naming

5.0 Commemorative Naming Scope:

- 5.1 Commemorative Benches with plaques
- 5.2 Commemorative Trees with plaques

6.0 Commemorative Naming Requirements

6.1 General:

- 6.1.1 The Town reserves the right to refuse any application to commemorate any individual, event, or groups and organizations deemed not to align with the values of the Town of Morinville.
- 6.1.2 At no time will the Town display text deemed to be inappropriate in nature, or supporting discrimination, prejudice, or violence.
- 6.1.3 Commemorative Naming will be a 10-year term.
- 6.1.4 Applicants will have 90 days at conclusion of the term to renew their term for Commemorative Naming. Renewal applications follow the same process as new applications.
- 6.1.5 Fees established for the implementation of a Commemorative Naming arrangement and/or renewal of terms shall be set at an amount that recovers all costs associated with implementation of the commemoration.
- 6.1.6 Applications for Commemorative Naming shall include:
 - 6.1.6.1 a proof of the plaque, including text, that meets the requirements set out in Naming Requirements.
 - 6.1.6.2 a list three potential site locations of an existing park bench which the Applicant wishes to use as a Commemorative Bench, or,
 - 6.1.6.3 choice of a preferred tree species from available selection determined by the Administration.
 - 6.1.6.4 full payment to the Town of Morinville of any required fees.
- 6.1.7 Where appropriate, written consent from the individual, group or organization being named, or their legal representative prior to consideration.

6.2 Requirements for Commemorative Naming of Park Benches:

- 6.2.1 The number of approved Applicants for Commemoratives Benches will be limited to the number of park benches available for use in the program at any time.

- 6.2.2 Administration will assist Applicants to locate an available bench should their preferred location be unavailable.
 - 6.2.3 Commemorative Benches will remain the property of the Town.
 - 6.2.4 The Town will endeavor to maintain all Commemorative Benches at their original locations but reserves the right to re-locate any Commemorative Benches if required for any reason.
 - 6.2.5 In the event a Commemorative Bench is no longer serviceable before end of term, the Town will provide a replacement bench and re-install the plaque on the replacement bench. Repair and Replacement, as well as life-cycle replacement, will be completed as Town resources and budgets allow.
- 6.3 Requirements for Commemorative Naming of Trees:**
- 6.3.1 Commemorative Trees shall only be newly planted trees. Tree planting will take place no more than twice annually, in the Spring and the Fall.
 - 6.3.2 Only the Administration are permitted to plant trees under this policy.
 - 6.3.3 Administration will consult with Applicants to locate a specific planting location for trees within a pre-defined area(s).
 - 6.3.4 The Town reserves the right to determine which tree species or varieties may be used as Commemorative Trees.
 - 6.3.5 Once planted, Commemorative Trees become the property of the Town.
 - 6.3.6 The Town will maintain trees installed under this program as required and will replace individual trees that are removed due to disease, death, or other reasons. Repair and Replacement, as well as life-cycle replacement, will be completed as Town resources and budgets allow.
- 6.4 Requirements for Commemorative Plaques:**
- 6.4.1 Images are not permitted on plaques.
 - 6.4.2 A Commemorative Bench or Tree may have a maximum of one Commemorative Plaque affixed at one time.
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- 6.4.3 Commemorative Plaques on Commemorative Benches and Trees will remain the property of the Applicant and, when applicable, plaques will be returned to the Applicant at the conclusion of the term, where the Applicant has provided accurate contact information and has advised the Town of any changes to their contact information during the term.
- 6.4.4 Should the Town determine a Commemorative Plaque is no longer serviceable before end of term, the Town will return the plaque to the Applicant who may choose to supply a replacement plaque for installation.
- 6.4.5 Where a Commemorative Plaque is removed due to damage and the Town is unsuccessful in contacting an Applicant within 180 days, the Applicant will be deemed to have forfeited any remaining term.
- 6.4.6 Should an Applicant request to withdraw from the agreement prior to the end of the term or at any other time, the Commemorative Plaque will be removed and returned to the Applicant and no refund will be owed to the Applicant.
- 6.4.7 The Town assumes no responsibility or claims or damages resulting from errors in layout, formatting, or design, including but not limited to errors in wording, spelling, or other inaccuracies related to inscribed information that has been approved by the Applicant.
- 6.4.8 The Town will not be held responsible or liable for the theft, damage or vandalism of any supplied Commemorative Plaques but will endeavor to remove superficial vandalism, such as graffiti, to the best extent possible.
- 6.4.9 Only Town staff are permitted to affix and/or remove Commemorative Plaques from Commemorative Benches and Trees.
- 6.4.10 For Commemorative Benches and Trees, the cast bronze plaque will meet the specifications outlined by the Administration.

PART 2 – Heritage Naming

7.0 Heritage Naming Scope:

7.1 Town Assets:

- 7.1.1 Roads
 - 7.1.2 Facilities and Facility Amenities
 - 7.1.3 Parks and Trails (including park and trail features)
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8.0 Heritage Naming Requirements

8.1 General:

- 8.1.1 Names selected for Heritage Naming and Renaming must be drawn from the Names Reserve List.
- 8.1.2 Heritage Names selected for the Names Reserve List must have at least one of the following criteria:
 - 8.1.2.1 The person(s) may have historical significance to Morinville and its development.
 - 8.1.2.2 The person (s) may have historical significance to the communities surrounding Morinville, including Alexander First Nation and Canadian Forces Base Edmonton.
 - 8.1.2.3 The person(s) may have demonstrated excellence, courage, or exceptional service to Morinville, the Province of Alberta, or to Canada.
 - 8.1.2.4 The person(s) may have achievements that were extraordinary in the scholastic, professional, or public service arenas.
 - 8.1.2.5 The person(s) may have an extraordinary community service record such as volunteering or provide extraordinary help or care to individuals, families, or groups, or supported community services or humanitarian causes.
 - 8.1.2.6 The person(s) may have risked their life in extraordinary circumstances, or given his/her life to save or protect others
- 8.1.3 Other Heritage Naming Guidelines:
 - 8.1.3.1 Person(s) may be alive or deceased.
 - 8.1.3.2 Person(s), or members of their family lineage, need not be current residents of Morinville.
 - 8.1.3.3 The contributions of the individuals or group must be well documented and broadly acknowledged within the community.
- 8.1.4 Heritage Naming which reflects or implies a reference to any of the following will not be eligible for the Names Reserve List:
 - 8.1.4.1 Elected officials currently in office.
 - 8.1.4.2 Heritage Names which do not meet the criteria outlined in this Policy.
 - 8.1.4.3 Heritage Names which are inconsistent with the mission, vision or values of Morinville.

- 8.1.5 Where appropriate, written consent from the individual, group or organization being named, or their legal representative prior to consideration.
- 8.1.6 Names should not be divisive in nature. When an individual or group is identified by a name, best efforts should be taken to ensure that the name is not seen as linked with discrimination, oppression, and systemic racism nor in violation of community standards as they exist today. Names that are otherwise offensive, misleading, or ineffective are also not permitted.
- 8.1.7 Proposed Town Asset names shall be distinct from names Town Assets of similar nature used elsewhere in Morinville. Similar sounding names shall be avoided due to confusion it may create for citizens or emergency services. Duplicated or similar sounding names within the boundaries of deployment of regional emergency services shall be avoided.
- 8.1.8 Associated fees will be established to cover administrative time and related costs for processing and discourage frivolous applications.
- 8.1.9 Council will approve the costs of Heritage Naming Town Assets on a case-by-case basis based on budgetary and operational impacts.

8.2 Requirements for Heritage Naming of Public Roadways:

- 8.2.1 Arterial roadways shall be named after historically significant individuals and/or historically significant cultural groups, including indigenous people and groups in accordance with section 8.1.1 above.
- 8.2.2 Public roadways shall either be numbered or named after historically significant individuals/events or their geographic locations.
- 8.2.3 Heritage Naming shall occur externally from the conventional naming process for Roads approved at the discretion of the subdivision authority. Refer to Schedule A – Conventional Naming Requirements of Roads

8.3 Requirements for Heritage Naming of Town Facilities and Facility Amenities:

- 8.3.1 The proposed Town Facility or Facility Amenity names should either reflect Morinville's Heritage or local geographic feature(s), including engineered and natural features, and/or further a sense of community.

- 8.3.2 General municipal facilities shall be named according to the facility's function, i.e., Town Office or Civic Hall.

8.4 Requirements for Heritage Naming of Parks and Trails:

- 8.4.1 The proposed Park and Trail name should either reflect Morinville's Heritage or local geographic feature(s), including engineered and natural features, and/or further a sense of community.
- 8.4.2 Heritage Naming shall occur externally from the conventional naming process for Parks and Trails approved at the discretion of the subdivision authority. Refer to Schedule B – Conventional Naming Requirements of Parks and Trails

PART 3 – Sponsored Naming Rights

9.0 Sponsorship & Naming Rights Scope:

9.1 Town Assets:

- 9.1.1 Facilities and Facility Amenities
- 9.1.2 Parks and Trails (including park and trail features)

9.2 Other Town Assets:

- 9.2.1 Town service, program, event, activity, or sub-component of a Town Asset.

10.0 Sponsorships & Naming Rights Requirements

10.1 In General:

- 10.1.1 The Town shall only enter into agreements with Sponsors and Naming Rights purchasers who align to the Town's priorities and policies, including the Corporate Sponsorship and Community Partnership Policy.
- 10.1.2 All Sponsorships and Naming Rights (including Sponsorship and Naming Rights components associated with signage, branding, publicity, and advertising) shall adhere to all applicable Town bylaws and policies and all applicable provincial and federal legislation.
- 10.1.3 Administration is responsible for operation of this policy, ensuring staff understand the requirements of this policy and that they are provided with appropriate guidance and training related to Sponsorship and Naming Rights practices.

- 10.1.4 Solicitation and negotiation of Sponsorships and Naming Rights shall be conducted by Administration or through external contacts that are specifically appointed by the Administration. All Sponsorship and Naming Rights agreements shall be negotiated in good faith and represent the Town in a professional manner.
- 10.1.5 The Administration and Council reserves the right to decline any applications at their discretion.
- 10.2 Requirements for Sponsorships Secured by the Town:**
- 10.2.1 Sponsors provide goods, services, or financial contribution in return for inclusion and public display of Sponsor's name as part of the Town service, program, event, activity, or sub-component of a Town Asset.
- 10.2.2 Sponsorship agreements between the Town and the Sponsor shall, as a minimum:
- 10.2.2.1 Be in writing.
 - 10.2.2.2 Outline the Sponsorship contribution to be received by the Town and the benefits to be received by the Sponsor in return.
 - 10.2.2.3 Outline the term (duration) of the agreement.
 - 10.2.2.4 Be signed by an authorized representative(s) of both the Town and the Sponsor.
- 10.3 Requirements for Naming Rights of Town Assets:**
- 10.3.1 Naming Rights Purchaser provides goods, services, or financial contribution in return for inclusion and public display of the third party's name as part of the name of a Town Asset such as Parks and Trails, and Facilities and Facility Amenities.
- 10.3.2 The name of a Town Asset that can be confused with other Town Assets of similar nature shall include a Community name or geographic indicator. The name shall consider community and/or historical significance and/or advise of the purpose of the Town Asset.
- 10.3.3 All costs associated with the implementation of a Naming Rights arrangement shall be covered by the revenue generated from such sale and not from the Town's annual operating budget.
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10.3.4 Proceeds received by the Town for Naming Rights, unless designated by the donor of the proceeds, shall be applied to general revenue.

10.3.5 Naming Rights agreements between the Town and the Naming Rights Purchaser shall, as a minimum:

10.3.5.1 Be in writing.

10.3.5.2 Outline the Naming Rights contribution to be received by the Town and the benefits to be received by the Naming Rights purchaser in return.

10.3.5.3 Outline the term (duration) of the agreement.

10.3.5.4 Not relinquish to the Naming Rights purchaser any of the Town's rights to manage and control the Town Asset.

10.3.5.5 Be signed by an authorized representative(s) of both the Town and the Naming Rights purchaser.

11.0 Review of Policy

11.1 For the purpose of ensuring this Policy is reviewed for ongoing relevancy and necessity, with the option that it may be repassed in its present or an amended form following a review, this policy should be reviewed by December 31, 2025.

11.2 This policy shall remain in effect if the review date passes prior to formal review.

SECTION B

1.0 Reference to Policy and Legislation

Corporate Sponsorship and Community Partnership Policy
Fees and Charges Bylaw
Numbering of Streets, Parcels, and Buildings Bylaw

2.0 Persons Affected

Community Partners
Corporate Sponsors
Residents of the Morinville Region
Town of Morinville Administration
Visitors to Morinville

3.0 Divisional/Departmental Responsibility

Administrative Services
 Communications & Legislative Services
 Planning and Economic Development
Community & Infrastructure Services
 Infrastructure Services
 Community Services

4.0 Review/Revision History and Author

New Policy - September, 2022

Original Signed _____

Simon Boersma
Mayor

Original Signed _____

Michelle Hay
Interim Chief Administrative Officer

SCHEDULE A – Conventional Naming Requirements of Roads

- 1.0 Residential roadways within Neighbourhoods shall either be numbered or named. Roadway names should meet at least one of the following naming requirements:
 - 1.1 Follow a theme, preferably connected to the Neighbourhood name.
 - 1.2 Reflect local geographic feature(s), including both the engineered and natural features of the Neighbourhood.
 - 1.3 Reflect Neighbourhood/Morinville Heritage.
 - 2.0 Naming of roadways using a defined theme shall be permitted if the proposed names meet the following requirements:
 - 2.1 Themes must be simple and commonly understood.
 - 2.2 Where words used within a theme are not easily recognized as being associated with the theme, prefixes may be used (e.g., Lake Bonavista, Lake Lucerne, Lake Tahoe, Lake Wasa, etc.).
 - 3.0 Wherever possible, there should be only one name along a roadway's entire length to avoid driver confusion and due to directional signage requirements.
 - 4.0 Prefixes within roadway names are generally not permitted, unless integral for theme naming.
 - 5.0 Abbreviations within roadway names are not permitted.
 - 6.0 Names containing special characters (non-alphabetic and non-numeric characters), with the exception of a hyphen, are not permitted.
 - 7.0 Roadway names (not including a roadway type or quadrant identifier) shall not exceed 14 characters in length. Every number, letter, hyphen or space used in a roadway name shall be counted as one character in the 14-character limit (e.g., 100 Lake Erie Place (13 characters), 16A Street SE (3 characters), Beny-Sur-Mer Road (12 characters)).
 - 8.0 The re-use of former street names should be discouraged because of the confusion this causes in property records management.
 - 9.0 Dual naming of roadways is not normally permitted. However, secondary names may be used on signage in cases of historical, Heritage or community value at the direction of Council.
 - 10.0 Roadway names consisting of only alphabetic designations are not permitted (e.g., "A Street", "M Street", etc.).
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- 11.0 Numbered roadways oriented in a predominantly north/south fashion shall be assigned a roadway type "Street" only and numbered east/west roadways shall have the roadway type "Avenue" only. Roadway types "Street" and "Avenue" may also be used with named roadways. The Administration shall try, wherever possible, to apply roadway type "Street" to north/south roadways (named or numbered) and "Avenue" to east/west roadways (named or numbered).
- 12.0 Where a roadway deviates from its theoretical grid alignment, the roadway shall be named, as opposed to being numbered, commencing with a major intersection.
- 13.0 Roadways within new Communities shall be numbered only if a roadway traverses a significant and meaningful distance along specified alignments with minimal deviations and the roadway intersects with major roadways or other numbered roadways.
- 14.0 Roadways shall utilize valid roadway types maintained by the Administration's division responsible for addressing in order to:
 - 14.1 Reflect the hierarchy, topography, and configuration of roadways; and
 - 14.2 Enable one roadway name to be used for several roadways, thus reducing the number of roadway names required for new Communities.
- 15.0 Cul-de-sac roadway types are to be used solely for non-through roadways:
 - 15.1 Where appropriate, all culs-de-sac accessible from the same through roadway shall share the same name as the through roadway.
 - 15.2 Generally, where a through roadway terminates across an intersection and into a cul-de-sac, the roadway type of the cul-de-sac shall be different from the roadway type of the through roadway.
- 16.0 Roadway types "Way" and "Bay" shall not be used with the same roadway name (e.g., "Marquis Way" and "Marquis Bay").
- 17.0 Words used as roadway types (e.g., "Green", "Park", "View", etc.) shall not be permitted for use in compound names selected as roadway names (e.g., Coventry Park Drive, Skyview View).

SCHEDULE B – Conventional Naming Requirements of Parks and Trails

- 1.0 Abbreviations in Park and Trail names are not permitted.
- 2.0 Names containing a hyphen or apostrophe are acceptable. Approved names of this type are also considered legitimate if spelled without the hyphen or apostrophe.
- 3.0 The descriptive word “Park” shall be assigned to the name of the park.
- 4.0 The descriptive word “Trail” or “Path” shall be assigned to the name of a trail.