

**The Corporation of The Township of
Stone Mills**

By-law Number 2025-1320

**Being a by-law to adopt a Facility and Asset
Naming Policy**

Whereas The Council of the Corporation of the Township of Stone Mills deems it expedient to establish policies; and

Whereas Section 5(3) of the *Municipal Act, 2001*, Chapter 25, as amended, provides that a municipal power, including a municipality's capacity rights, powers and privileges under Section 9, shall be exercised by by-law;

Now Therefore the Council of the Corporation of the Township of Stone Mills hereby enacts as follows:

1. THAT the Facility and Asset Naming Policy identified as Schedule "A" attached hereto and forming part of this By-Law be hereby approved and adopted; and
2. THAT the Clerk of the Township of Stone Mills is hereby authorized to make any minor modifications or corrections of an administrative, numerical, grammatical, semantically or descriptive nature or kind to the By-Law and schedule as may be deemed necessary after the passage of this By-Law, where such modifications or corrections do not alter the intent of the By-Law; and
3. THAT this By-law shall come into full force and effect upon final passage.

ENACTED AND PASSED this 20th day of October, 2025

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John Wise, Reeve

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Brandi Teeple, Clerk

Schedule "A" - By-law
2025-1320



Facility and Asset Naming Policy

Policy Number	AD-3
Current Version	1.0
Initial Date of Adoption:	October 20, 2025
Initial Resolution Number:	7-697-2025
Department of Origin/author:	Clerk's Office
Review date:	As Required

1. POLICY STATEMENT:

The Township of Stone Mills is committed to providing a fair and consistent process to govern naming, renaming or dedication of municipal assets such as parks, and facilities, while respecting the need for public consultation and legislative approvals.

On occasion, Township of Stone Mills Council may wish to acknowledge the activities and significant contributions of a person, persons or family, to the community through the naming of a municipal asset.

This policy establishes criteria to name or rename Municipal Assets such as, parks, and facilities.

2. PURPOSE:

This policy establishes the processes and criteria for naming, renaming or dedicating Municipal Assets such as, parks, and facilities as well as the major elements of such municipal assets.

2.1 The main objectives of this policy are:

- a. To formalize the practice of naming municipal property, buildings and parks after significant geographical, neighbourhood and historical elements.
- b. To recognize, on an exceptional basis, significant contributions that organizations or individuals have made to public life and the well-being of the people of Stone Mills.
- c. To provide direction on how to apply for approval to name, re-name or dedicate municipal facilities (or rooms therein), or park.
- d. To ensure the application of a defined consultation process to encourage community participation.
- e. To ensure the application of key criteria to determine the validity of a commemorative name.
- f. To ensure the compilation of a comprehensive Names Reserves List to act as one central repository for all approved names for, parks, and facilities.
- g. To ensure a proper approval process and the importance of the role of Council is acknowledged.
- h. To establish a fee in order to cover staff time and related administrative costs for processing and to discourage frivolous applications.

- 2.2 The policy applies to all Township employees and persons acting on behalf of the Township, as well as members of Council and the public with respect to naming of municipal assets.
- 2.3 The policy is not intended to address:
- a. Individual memorial dedications such as commemorative benches, trees or plaques.
 - b. The naming of core facilities (Township Hall, fire halls, public libraries).
 - c. Corporate sponsorship of any Township asset. That is dealt with under the Township of Stone Mills Sponsorship and Advertising Policy.

3. DEFINITIONS:

For the purpose of this Policy, the following definitions shall apply:

Commemorative – shall refer to the official naming of a municipal park or facility (or rooms therein) after a person, persons or family name.

Elements – components of a facility or park, including but not limited to trails, 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, signs, tokens, tributes, religious offerings, ashes, etc.

Municipal Asset – refers to, municipally-owned parks and facilities, including major elements thereof.

Municipal Facility – refers to Township-owned buildings and their major elements including but not limited to, arenas, parking lots, plazas, courtyards, wings, halls, auditoriums, galleries, lounges, lobbies, meeting rooms.

Names Reserves List – a central repository of all approved names for, parks, and facilities including names submitted that qualify, but may not be chosen by Council for a particular asset, but that could be considered for future assets.

Naming Rights – refers to the granting by the owner of the right to name a piece of property or portions of a property, typically in exchange for financial consideration.

Parks – shall include parkland, open spaces, valley lands, environmentally-protected areas; references to Parks shall include major elements including but not limited to trails, gardens, lawns, recreation fields, courtyards, plazas and trails.

Sponsorship - A marketing-oriented, contracted arrangement that involves the payment of a fee or payment in-kind by a company in return for the right to a public association with an activity, item, person or property for mutual commercial benefit. Sponsorships may be in the form of financial assistance, non-cash goods or a contribution of skills or resources.

4. SCOPE

This policy applies to the (re)naming of municipal assets. (Re)naming of Municipal assets for a specified term in exchange for financial remuneration or in-kind services falls under the guidelines of the Township of Stone Mills Sponsorship and Advertising Policy.

5. COMMUNICATION

This policy will be communicated by:

- a. Posting on the Township of Stone Mills website;
- b. Availability on the internal policy drive accessible by staff;
- c. Printed copies will be made available at the Municipal Office for those without access to the internet.

6. GENERAL POLICY REQUIREMENTS

6.1 Policy Process

6.1.1 The following are the steps for executing the Policy:

- Application
- Name Review – Staff
- Name Review - Council
- Council approval for asset (re)naming
- Public consultation
- Renaming of asset – Ceremony (if applicable)

6.2 Applications for Naming/Renaming:

- 6.2.1 Applicant(s) shall obtain and submit a written Naming Application Form for civic naming of a particular facility or asset to the Clerk no later than 90 days in advance of the date that a decision is required by the proponent.
- 6.2.2 Where the Council or its Administration are the proponents for naming, the name may be drawn from the Names Reserve List or as otherwise determined by Council.
- 6.2.3 Upon receipt of an application, the Clerk shall circulate the application for review and comments to Senior Management to comment on,
- Suitability of the application and to review all proposed external civic names for the purpose of minimizing confusion for emergency response situations;
 - Confirmation of criteria;
 - Reference checks (if applicable).
- 6.2.4 Following technical circulation, a brief report will be presented to Council for initial review of the application prior to public consultation.
- 6.2.5 The Clerk shall arrange for a public meeting and advertise for same in a newspaper which has general circulation and on the Townships website. The public meeting will allow for members of the public to provide comment on the proposed name to Council. In addition, advertisements will provide an opportunity for the public to comment on the proposed naming for a period of 30 days.
- 6.2.6 Following receipt of the information and the public meeting and input, the Clerk shall then prepare a report for Council's consideration at a Council meeting providing a,
- Recommendation
 - Rationale for recommendation
 - Confirmation of the individual's / organization's endorsement
 - Whether or not a ceremony is required and timing of same
 - Future contributions to financing and ongoing maintenance (if applicable)

The report may be considered "in camera" in accordance with the Townships procedural by-law, "personal matters about an identifiable individual, including municipal or local board employees."

- 6.2.7 Council shall make a decision taking into account information obtained from the public meeting, input and information contained in the Clerk's

report.

6.2.8 Council has final authority to approve or amend any recommendation.

6.2.9 A nominee shall have the right to request an appeal of Council's decision, by submitting a written letter outlining the reasons for the appeal.

6.2.10 Council decision is final.

6.3 Name Principles:

6.3.1 Names should give a sense of place, continuity, belonging and celebrate the distinguishing characteristics and uniqueness of Stone Mills.

6.3.2 Names should maintain a long-standing local area identification with the residents of Stone Mills.

6.3.3 Names should promote pride in the Township of Stone Mills, 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).

6.3.4 The rationale associated with the use of a particular name shall be understandable to the majority of Stone Mills residents.

6.3.5 Names with hyphens, apostrophes or dashes shall be discouraged but may be considered on an individual basis.

6.3.6 Names may, on an exceptional basis, honour the significant contributions of an individual or family. The name of a person must meet at least one of the following criteria:

a. An original inhabitant, pioneer, or settler of the local Stone Mills area.

b. A person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the Township of Stone Mills, Province of Ontario, or Canada.

c. A person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes.

d. A person who risks his or her life to save or protect others.

e. A person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to the Township of Stone Mills, Province of Ontario, or Canada.

6.3.7 Names relating to individuals or family names will require the consent of the family member or estate.

6.3.8 Names of living persons should be used only in extenuating circumstances.

6.3.9 Naming in honour of elected or appointed public officials, Township administrative officials or staff shall occur posthumously.

6.3.10 Proposed names that portray aboriginal significance or are after an aboriginal individual, organization or event will require consultation with aboriginal communities and adherence to appropriate aboriginal practices or protocols.

6.3.11 Names to be avoided:

a. Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, colour, creed, political affiliation or other social factors.

b. Names conveying a secondary negative or offensive connotation, any sexual overtones, inappropriate humour, slang or double meanings.

c. Names being a duplicate of an existing, neighbourhood, park, or municipal facility in Stone Mills or in the municipalities surrounding Stone Mills shall be avoided, unless the name for a park is to correspond to the neighbourhood name.

d. Similar sounding names to others already in use should be avoided.

e. Names that could be construed as advertising a particular business shall be avoided, unless part of a (re)naming of a Township facility or room within a Township facility as part of the Stone Mills Sponsorship and Advertising Policy.

6.3.12 At a meeting of Council, approved names will be placed on the Names Reserve List followed by a Council vote of approval on specific (re)naming requests.

6.3.13 Names not immediately used will remain on the Names Reserve List for potential use on a future project.

6.3.14 Notwithstanding the above, the name of a person or a name other than a person, not identified on the "Names Reserve List" may be assigned to a neighbourhood, park, municipal facility, when unique or extenuating circumstances warrant.

6.4 Public Consultation

6.4.1 Once approved by Council, all (re)naming projects undertaken by the Township of Stone Mills will be subject to a thirty-day public input period. During this time, any objections to approved (re)naming can be made directly to Township Staff either in writing or through the Naming Objection Form located on the Townships website.

6.4.2 Objections will be dealt with on a case-by-case basis with Council determining the validity of the objection.

6.4.3 Council has the ability to overrule any objections.

6.4.4 (Re)naming approvals that have received no objections will proceed.

6.5 Signage Guidelines and Costs:

6.5.1 The form of signage shall be consistent with the Township of Stone Mills signage practices.

6.5.2 The cost associated with a (re)naming (including but not limited to signage, ceremonial costs, legal costs, etc.) will be the responsibility of the Township of Stone Mills. Costs associated with (re)naming a Township asset with a corporate partner are outlined under the Sponsorship and Advertising Policy.

6.5.3 The Council of the Township of Stone Mills makes all final decisions concerning what is placed or occurs on Township property and in its buildings.

7. Parks and Major Trails

7.1 Names must come from the Names Reserve List.

7.2 The descriptive word "Park" shall be assigned to the name of the park.

7.3 The descriptive word "Trail" or "Path" shall be assigned to the name of a

trail.

- 7.4 The (re)naming of parks and major trails with Corporate Partners shall fall under the Township of Stone Mills Sponsorship and Advertising Policy.

8. Neighbourhood

- 8.1 Names must be approved by Council or come from the Names Reserve List.
- 8.2 Neighbourhoods shall be named after a person, a historical event significant to Township of Stone Mills, or the flora and fauna of the local area or the geographical or topographical feature of the local area. Neighborhoods are not eligible for (re)naming with corporate partners.
- 8.3 The official neighbourhood name may differ from the marketing names of a neighbourhood; however, any neighbourhood entry feature sign, as approved by Administration must identify the official neighbourhood name with prominence equal to the marketing name.
- 8.4 The marketing name of a neighbourhood shall not be similar as the official name previously assigned to another neighbourhood in Stone Mills.
- 8.5 Neighborhoods shall not be named after a business and are not eligible to take part of the Township of Stone Mills Sponsorship and Advertising Policy.

9. Municipal Facilities/Rooms within a Municipal Facility:

- 9.1 Names must be approved by Council or come from the Names Reserve List.
- 9.2 Municipal recreation and cultural facilities may be named after the neighbourhood in which they are located, the name of a person, a geographical designation, an organization, an historical event, or sponsor.
- 9.3 The (re)naming of Municipal Facilities or rooms within Municipal Facilities with Corporate Partners shall fall under the Township of Stone Mills Sponsorship and Advertising Policy.

10. Responsibilities

- 10.1 The Clerk's Office shall be responsible for accepting applications for (re)naming and for ensuring that names proposed meet the approved name principles. The Clerk will prepare a report for Council of requests for (re)naming of assets. Upon selection of assets to be renamed, the Clerk shall post for public scrutiny the assets to be renamed on the Township website. Upon the conclusion of the 30-day waiting period, if there are no objections, direction will be given to Public Works to purchase signage pursuant to the approved request for (re)naming. The Clerk's office will then be required to notify the applicant and make arrangements for a public unveiling of the renamed asset. Prior to Official unveiling the Clerk's office shall notify all required Township and Provincial services of the change of asset name.
- 10.2 In the event that there is a public objection, the Clerk shall report to Council for direction. If approved the Clerk shall proceed as above. If denied, the Clerk shall inform the applicant that their application was denied.
- 10.3 Public Works shall be responsible for the procurement and installation of signage based on the Clerk's direction.
- 10.4 Council shall be responsible for approving names to be added to the names reserve list as well as the (re)naming of the asset. In the event of a public objection during the consultation period, Council shall direct staff to/not proceed with the (re)naming of the asset.

11. Delegation Of Authority

- 11.1 The (re)naming and dedication of municipal assets shall be the responsibility of the Council of the Township of Stone Mills. Council may, at any time, direct that a specific name be used for a specific street, facility, park or element thereof.
- 11.2 Opportunities for (re)naming not dealt with in this policy shall be at the sole discretion of Council.

12. Policy Review

- 12.1 The Policy shall undergo a review once every four years, or more often as needed.

Version	Date	Resolution/By-law	Reason for Change
V1.0	Oct 20, 2025	7-697-2025	Originating Document