



Purpose:

The purpose of the Asset Naming Policy is to provide for a fair, consistent, and efficient process while including the important need for public consultation and legislative approvals with respect to naming, renaming of municipal assets.

Definitions:

“Commemorative” shall refer to the official naming of a municipal asset, after a person, persons, or family name.

“Municipal Asset” refers to municipal roads, parks, trails, open spaces, buildings, memorial areas, or any municipal facilities.

“Zorra Names Registry” shall mean a central repository of all Council approved names for assets and shall include the historical or background information for each name.

Policy:

Under the provisions of the Municipal Act, 2001, S.O. 2001, c.25, the municipality has the authority to name or change the name of a private/and or local road or a municipal asset.

This policy establishes the processes and criteria for naming, renaming or dedicating Municipal Assets such as roads, parks, trails, open spaces, buildings, memorial areas and other municipal facilities and shall include the methods by which the public may provide recommendations and comments.

The main objectives of this policy are:

- To provide direction on how to apply for approval to name, re-name or dedicate municipal assets,
- To ensure the application of a defined consultation/application process to encourage community participation,
- To ensure a clear, efficient and timely naming process,
- To ensure the application of key criteria,
- To ensure the compilation of a comprehensive Names Registry to act as one central repository for all approved names for assets,
- To ensure a proper approval process and the importance of the role of Council.

The policy applies to any organization, partnership or individual requesting the naming of a municipal asset.



General Provisions

The naming, renaming and dedication of Municipal Assets shall be the responsibility of the Council of the Township of Zorra. Council may, at any time, direct that a specific name be used for a specific asset. On occasion, the Council of the Township of Zorra may wish to acknowledge the activities and significant contributions, either financial or otherwise, of an organization, a person(s) or family, to the community through the naming of a municipal asset. The intent of naming is for permanent recognition. The renaming of assets is strongly discouraged as it significantly impacts numerous individuals, Township departments, emergency services and the community.

The Director of Corporate Services/Clerk (The Director) shall be responsible for the administration of this policy and shall compile a Zorra Names Registry which shall include the significance of each name selected. The Director shall ensure that the individual or next of kin (if possible) have approved the use of the names in the registry. The list of names in the registry shall include categories such as Veterans, Prominent Citizens, Geographical, Historical Elements, etc. The names registry and all additions or amendments shall be approved by Council.

The public, a developer or an organization will have the opportunity to provide name suggestions by completing the Zorra Names Registry Request Form. (Schedule B) The name will only be considered if historical or background information is included, without this information Council shall not consider the request. Proposed names will be posted on the Township website and social media for public comments. Following public consultation, the names will be provided to Council for review and approval.

Where asset naming is required for a subdivision or development within the Township, the Applicant will be required to select the asset/road names from the Zorra Names Registry. It is recommended that the Applicant provide a theme for asset naming. Once the Applicant has made a selection by completing the Zorra Asset Name Request Form (Schedule C), the asset names will be brought forward to Council for consideration and endorsement.

Where the naming of an asset is requested by an individual, group, organization or partnership, the selection shall be requested by completing the Zorra Asset Name Request Form. Once the requested name has been reviewed by the Director, the request will be brought forward to Council for consideration and endorsement.

The cost associated with a naming/renaming (including but not limited to signage, ceremonial costs, legal costs, etc.) will be the responsibility of the Township when the naming/re-naming has been initiated by the Township and will be the responsibility of the Community/Developer or Corporate entity when the naming/renaming has been initiated by the Community/Developer/Corporate entity or is part of a land use planning development.



The form of signage shall be consistent with Township signage guidelines.

The Township of Zorra makes all final decisions concerning what is placed on Township assets.

Criteria for Naming

When a Municipal asset is named, re-named or dedicated, the following principles shall be applied:

- Names shall be unique; name duplication and similar sounding or spelled names shall be avoided.
- Names should give a sense of place, continuity, belonging and celebrate the distinguishing characteristics and uniqueness of Zorra Township.
- Names should maintain a longstanding local area identification with the residents of Zorra and the rationale associated with the use of a particular name shall be understandable.
- Names should promote pride in the Township of Zorra, 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).

Names should promote significant geographical, neighbourhood and historical elements;

- 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.
- The re-use of former names shall be discouraged to avoid confusion with property records management and emergency services.
- Names shall assist with emergency response situations by being consistent with road names and geographical locations.
- Names with hyphens, apostrophes or dashes shall be discouraged but may be considered on an individual basis.
- Names may, on an exceptional basis, honour the significant contributions of an individual or family and shall include written documentation of approval by the individual and/or next of kin to be honored (if available/possible).

Names shall recognize, on an exceptional basis, significant contributions that organizations, partnerships or individuals have made to public life and the well-being of the people of Zorra Township with or without financial contributions.

- Naming in honour of elected or appointed public officials, Township administrative officials or staff shall occur post service.

Next Revision Date

This policy shall be reviewed every 5 years. The next revision date is January 2026.

Accessible Formats

If you require this document to be in an accessible format, please contact the Director of Corporate Services at clerk@zorra.ca or 519-485-2490 ext. 7228.



Schedule A – Procedures for the Municipal Asset Naming Policy

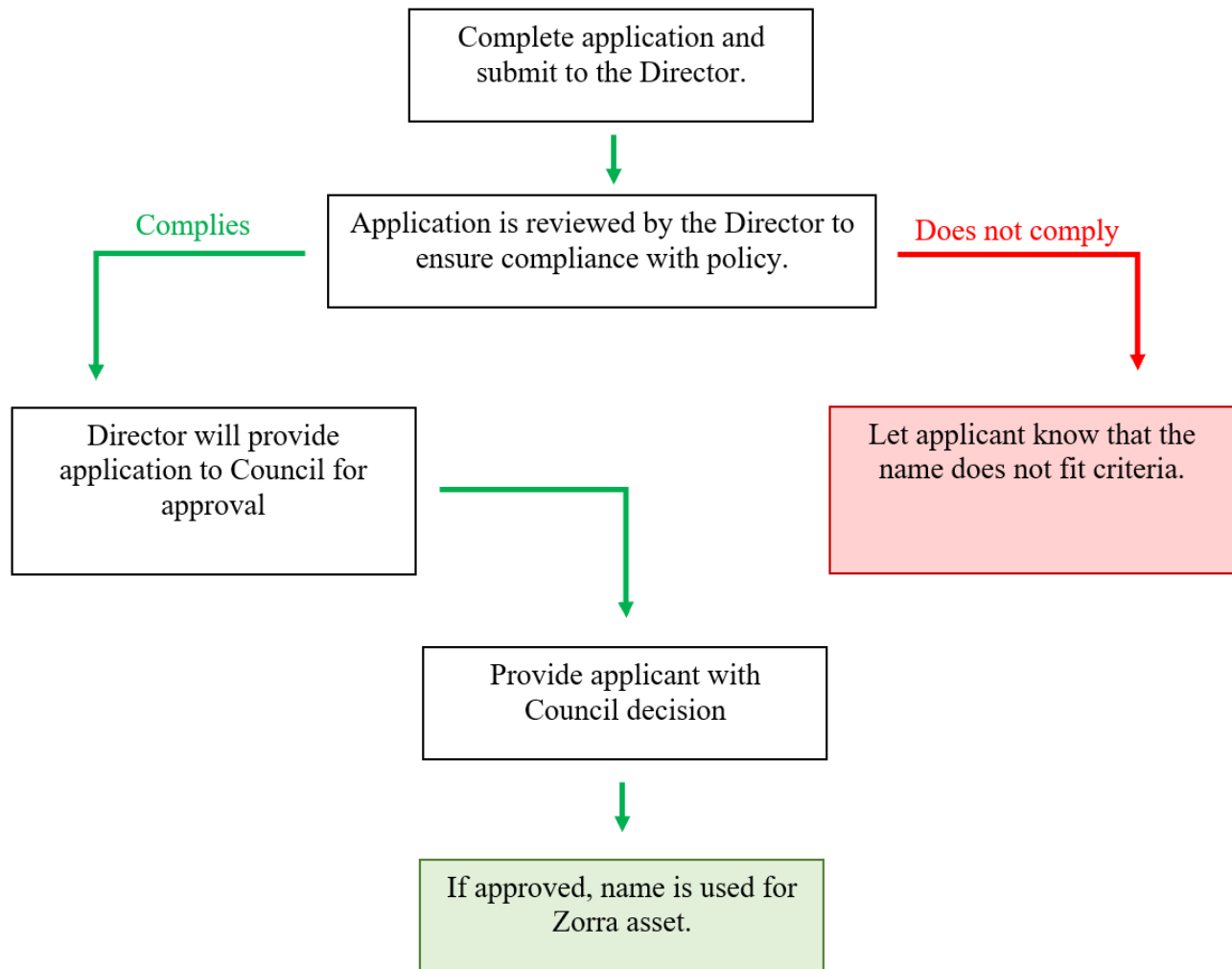
The Township Director of Corporate Services/Clerk, (the Director) or designate will be the designated contact between the community, developers, other municipalities, and those requesting information regarding asset naming.

Upon receipt of an application for a name to be added to the Zorra Names Registry, the Director will do an initial review to ensure all proposed names meet the asset naming criteria, the 9-1-1 criteria, and other tasks as required. Proposed names will be sent to Oxford County Planning, Director of Public works as well as the Zorra Township Fire Chief for review to ensure similarities and duplications with any existing asset names do not exist.

Following the initial review of all proposed names for the Zorra Names Registry, the names will be posted on the Township website for 14 days to allow for public comments. All comments received will be presented as part of the background information for Council. Following Council approval, the name will be added to the Zorra Names Registry.

Upon receipt of an application for use of a Zorra Asset Name, the Director will do an initial review to ensure all proposed names are included in the Zorra Names Registry. The Director will present the application to Council for endorsement and approval.

Schedule B – Zorra Asset Name Use



Schedule C – Zorra Name Registry

