

REPORT OF THE SPECIAL PROJECTS MANAGER FOR THE CONSIDERATION OF COUNCIL RE: ELLIOT LAKE ASSET NAMING AND RENAMING POLICY

OBJECTIVE

To provide Council with information re. the adoption of Municipal Asset Naming and Renaming Policy.

RECOMMENDATION

THAT the report of the Special Projects Manager dated March 29, 2021 be received;

AND THAT Council direct staff to proceed with the adoption of the City of Elliot Lake Asset Naming and Renaming Policy.



Steve Antunes
Special Projects manager



Daniel Gagnon
Chief Administrative Officer

BACKGROUND

Council has been approached several times in regards to renaming City Assets (primarily streets) to recognize the achievements and legacy of selected citizens of Elliot Lake. These requests have been sporadic and both Council and staff have no policy or guidance in place to direct them on fulfilling or denying these applications.

On February 1, 2021 at the meetings of the By-Law and Planning and the Recreation and Culture Standing committees, direction was given to staff to prepare a renaming policy in regards to municipal assets. As per that direction, staff prepared an initial draft of the policy and presented it to both committees March 1. Both committees provided valuable feedback to staff for the formation of an updated draft.

ANALYSIS

This updated draft took into account suggestions offered from the committees including:

- Use of ceremonial names.
- Applications may be made in writing as well as on line and through a standard application form.
- If multiple applications are received for the same asset, it shall be Council who decides on which applicant is selected.
- Streets can be named after a business under certain conditions.
- Review of asset renaming will be done once a year vs bi-annually.
- Costs of renaming the assets will not fall on the applicant. Although the cost of application still remains.
- The creation of a separate Memorial Item and Sponsorship Policy that will exist alongside this policy.

The policy does outline a process for receiving applications and the methodology that names are approved for addition to the Names Reserves List. These names may then be used for the renaming of selected assets.

A question that arose in the initial presentation surrounded the cost of renaming assets, particularly streets. Staff research has indicated that in the case of a street, the hard cost is limited to the purchase of a new sign. Soft costs are plentiful as staff need to reach out to multiple organizations to register the new street name as well as the cost of installing the physical sign.

Staff's research involved connection with other municipalities for their input. The common message from these conversations involved a recommendation to avoid renaming if possible. The impact is great on residents, the Municipality, visitors and emergency services. The impact is felt by delays in the updating of maps (printed and electronic) which may lead to confusion of visitors and in severe



cases delays in providing emergency services. The suggestion was offered to focus more on “Ceremonial” naming vs full renaming of a street. This process involves adding a ceremonial name to the street sign but does not affect existing maps or street addresses. The naming of trails, parks or other municipal assets carries less of an impact, although the hard cost of renaming these assets is higher as the signage is much more costly than a standard street sign.

As per the committee’s direction, a separate sponsorship policy focusing on the renaming of assets in conjunction with another party in exchange for monetary compensation or in-kind consideration will be presented to the next Economic Development Standing Committee.

FINANCIAL IMPACT

Financial impact will be directly linked to the number of applications received and the assets being renamed.

LINKS TO STRATEGIC PLAN

The recommendations align with the strategic goal to Review and update by-laws, policies, and procedures.

SUMMARY

Staff is recommending that Council approve and adopt the Asset Naming and Renaming Policy.

