



The Town of

Beaumont

Council Policy #31 R-2

COUNCIL NAMING POLICY

Approved by Council Resolution #15/09/06

this 8th day of September, 2015

PURPOSE:

- The Town of Beaumont currently requires policy and procedures for selecting and applying names or designations to roads, neighbourhoods, parks, trails, and municipal facilities. Council wishes to promote a distinctive and unique identity, based on the local history, culture, and heritage.
- Establishing a Names Reserve List, Naming Policies, and Naming Procedures will maintain and promote this identity, while ensuring expediency for the Administration, proponents, and the community to move ahead with named areas or facilities. Associated fees and charges will both cover staff time and related costs for processing, and discourage frivolous applications.
- This policy will accommodate any sponsorship initiatives that are in accordance with the Corporate Partnership Policy.

POLICY STATEMENT:

- The primary function of naming development areas, parks, major trails, municipal facilities, and roads is to recognize and commemorate noteworthy persons associated with Beaumont; reflect Beaumont's heritage; and to recognize the flora, fauna and natural features of the community.
- Notwithstanding the above, Council recognizes that, on a case by case basis, there may be benefits to naming and renaming Town facilities and rooms within these facilities as part of the Corporate Partnership Program, which will provide a benefit to the Town, residents, and Corporate Partners.
- Municipal Facilities or rooms within Municipal Facilities that have been named to reflect Beaumont's heritage shall not be renamed as part of a Corporate Partnership opportunity.

SCOPE/APPLICATION:

- Council will adhere to this Policy in addressing matters of naming municipal infrastructure as referred to it by the Administration, and in conjunction with other established policies.

The Council Naming Policy pertains to:

- Streets
- Parks
- Major Trails
- Neighbourhoods
- Municipal Facilities (unless identified as part of a Corporate Partnership Opportunity)

Approval History *(To be filled in by Legislative Clerk)*

Approval Date: March 11, 2008	Inquiries/Contact Person <i>Municipal Planning Services Manager; Director, Parks, Recreation & Culture, and Economic Development Officer</i>
Revision Date: April 27, 2010	
Revision Date: September 8, 2015	
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1.0 Names Reserve List Policy:

(Names Reserve List is Schedule "A" to Town of Beaumont Naming Policies)

- 1.1 The Planning & Development Department will maintain a Names Reserve List for the Town.
- 1.2 When names are proposed to be added to the Names Reserve List, Administration will review for compliance with the criteria detailed below and prepare a report submitted to Council for consideration. Council will consider submitted requests on a quarterly basis.
- 1.3 The name of a person must meet at least one of the following criteria:
 - 1.3.1 An original inhabitant, pioneer, or settler of the local Beaumont area;
 - 1.3.2 A person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the Town of Beaumont, Province of Alberta, or Canada;
 - 1.3.3 A person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes;
 - 1.3.4 A person who risks his or her life to save or protect others; and
 - 1.3.5 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 Town of Beaumont, Province of Alberta, or Canada.
- 1.4 Names to be honoured reflect the French Canadian cultural and ethnic heritage of the community and early pioneers who have contributed significantly to the Town.
- 1.5 Names, other than a person, may reflect a historical event significant to Beaumont.
- 1.6 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, or road when unique or extenuating circumstances warrant.
- 1.7 Names of living persons should be used only in extenuating circumstances.
- 1.8 Names to be avoided:
 - 1.8.1 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 shall be avoided.

2.0 Naming/Renaming:

- 2.1 Where the Administration is the proponent for a name or name change, the name shall be drawn from the Names Reserve List.
- 2.2 Names of living persons should be used only in extenuating circumstances.

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2.3 Names to be avoided:

- 2.3.1 Names being a duplicate of an existing road, neighbourhood, park, or municipal facility in Beaumont or in the municipalities surrounding Beaumont shall be avoided, unless the name for a park is to correspond to the neighbourhood name.
- 2.3.2 Similar sounding names to others already in use should be avoided.
- 2.3.3 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 shall be avoided.
- 2.3.4 Names that could be construed as advertising a particular business shall be avoided; unless part of a naming or renaming of a Town facility or room within a Town facility as part of a corporate partnership initiative pursuant to the Corporate Partnership Policy.

2.4 Incidents for naming/renaming not dealt with in this policy shall be at the discretion of the Administration.

3.0 Road Naming/Renaming Policy:

3.1 Generally, streets should not be re-named.

3.2 In the event of a proposed renaming, Administration will review the request for statutory compliance and compliance with Naming procedure. If compliant, a report will be submitted to Council. Council will then hear the request and determine approval.

3.3 Local and neighbourhood level streets shall be numbered according to the existing grid system.

3.4 Exception: these streets may be named, if:

- 3.4.1 The name is drawn from the Names Reserve List; AND
- 3.4.2 The name reflects a historical or geographical connection to the particular neighbourhood.

3.5 Major collectors and arterials should be numbered. They may be named only if:

- 3.5.1 Directional variations of road alignments would create inherent confusion for the delivery of public services; municipal addressing; and the public at large, if the roads were numbered.

3.6 Names must come from the Names Reserve List, or be consistent with the criteria of the Names Reserve List Policy.

3.7 If a road is named, the Administration shall be responsible for the appropriate designation (with consideration of suggestions from the proponent).

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3.8 Only a person's last name should be used for a street name.

3.9 Names to be avoided:

- 3.9.1 Street names being a duplicate of an existing street in Beaumont or in the municipalities surrounding Beaumont shall be avoided.
- 3.9.2 Similar sounding names such as Beach Avenue and Peach Avenue, or Apple Hill Road and Apple Road should be avoided.
- 3.9.3 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 shall be avoided.
- 3.9.4 Names for public streets that could be construed as advertising a particular business shall be avoided.

3.10 The re-use of former street names should be discouraged because of the confusion this causes in property records management.

3.11. The preference in all cases is for numbered roads according to the grid system. This provides clarity and ease of use to residents, visitors, and Emergency Services.

4.0 Neighbourhood, Park, Major Trails, and Municipal Facility Naming/Renaming Policy:

4.1 Parks and Major trails

- 4.1.1 Names must come from the Names Reserve List, or be consistent with the criteria of the Names Reserve List Policy.
- 4.1.2 In the event of a proposed renaming, Administration will review the request for statutory compliance and compliance with Naming procedure. If compliant, a report will be submitted to Council. Council will then hear the request and determine approval.
- 4.1.3 Town level parks and major trails shall be named after a person, a historical event significant to Beaumont, or the flora and fauna of the local area or the geographical or topographical feature of the local area.
- 4.1.4 Neighbourhood level parks should be named after the neighbourhood they are located in, or draw from the Names Reserve List.
- 4.1.5 The descriptive word "Park" shall be assigned to the name of the park.
- 4.1.6 The descriptive word "Trail" or "Path" shall be assigned to the name of a trail.

4.2 Neighbourhood

- 4.2.1 Names must come from the Names Reserve List, or be consistent with the criteria of the Names Reserve List Policy.

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- 4.2.2 In the event of a proposed renaming, Administration will review the request for statutory compliance and compliance with Naming procedure. If compliant, a report will be submitted to Council. Council will then hear the request and determine approval.
- 4.2.3 Neighbourhoods shall be named after a person, a historical event significant to Beaumont, or the flora and fauna of the local area or the geographical or topographical feature of the local area.
- 4.2.4 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.
- 4.2.5 The marketing name of a neighbourhood shall not be similar as the official name previously assigned to another neighbourhood in Beaumont.

4.3 Municipal Facilities/Rooms within a Municipal Facility

- 4.3.1 The naming or renaming of Municipal Facilities or rooms within Municipal Facilities shall be done in accordance with the Corporate Partnership Policy, as this will provide a financial benefit to the Town, residents, and the Corporate Partner. If it is determined that the naming or renaming of a Municipal Facility or a room within a Municipal Facility should not be part of a Corporate Partnership opportunity, the guidelines below will be followed:
- 4.3.2 Names must come from the Names Reserve List, or be consistent with the criteria of the Names Reserve List Policy. General municipal facilities (see next, 6.3.2) are excluded.
- 4.3.3 General municipal facilities shall be named according to the facility's function, i.e., Town Office or Town Hall.
- 4.3.4 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.
- 4.3.5 In the event of a proposed naming or renaming, Administration will review the request for statutory compliance and compliance with Naming procedure. If compliant, a report will be submitted to Council. Council will then hear the request and determine approval.
- 4.3.6 Stormwater management facilities (wet) shall be named after the park where they are situated or adjacent or the neighbourhood in which they are located. Descriptive words to be assigned include:
- Stormwater Management Facility
- 4.3.6.a If the stormwater management facility is located within or adjacent to a park, park signage may refer only to the park name, without reference to the stormwater facility.

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AUTHORITY/RESPONSIBILITY TO IMPLEMENT:

- The Municipal Planning Services Manager; Director of Parks, Recreation, and Culture; and Economic Development Officer must ensure that the requirements of this Policy are met and updated as required.

Mayor

Legislative Clerk

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