

TOWN OF STRATFORD - COUNCIL POLICY			
NAME:	COMMEMORATIVE NAMING POLICY	POLICY NUMBER:	2015-AE-01
COMMITTEE:	ACCOUNTABILITY AND ENGAGEMENT	APPROVAL DATE:	July 8, 2015

1. Introduction

The Town of Stratford recognizes that public commemoration provides an opportunity to recognize and honour a person or group of persons that have made a significant contribution to the Town or an event that significantly shaped the Town. This policy sets out the process by which the Stratford Town Council will consider the commemoration of persons, groups or events through the naming of parks, places or infrastructure within the Town. In addition to the commemoration contemplated in the policy, Council may also erect monuments or memorials to commemorate exceptional contributions or events in the Town's history.

2. Purpose

The purpose of this policy is to provide clear guidance regarding commemorative naming of parks, places or infrastructure in The Town of Stratford to ensure:

- consistency and fairness in naming;
- the appropriateness of the proposed commemorative name; and
- a proper and transparent approval process.

3. Application

Any member of the public, Council or staff may submit an application for commemorative naming of parks, places or infrastructure in The Town of Stratford. The application form (Appendix A) must be filled out completely with supporting documentation.

4. Criteria for Commemorative Naming

In order to have parks, places or infrastructure commemoratively named one or more of the following criteria shall apply:

- a. In the case of a person or group of persons,
 - i. the nominee(s) must have made a unique and significant contribution through outstanding achievement or distinctive service that brings special credit to Stratford, Prince Edward Island or Canada; and/or

- ii. the nominee(s) must have made a significant financial contribution towards the park, place of infrastructure that is being named.
- b. In the case of an event to be commemorated, the event must have occurred in the Town

5. Application Review Process

- a. Applications for Commemorative Naming shall be submitted to the Community Engagement Coordinator for evaluation. Submissions which are considered incomplete will be discussed with the applicant and advice provided on creating a more effective application.
- b. The Completed application shall be forwarded to the Accountability and Engagement Committee who shall confirm that:
 - i. Council has authority to approve the name (i.e. the name relates to a Town owned or managed asset);
 - ii. the proposed name will not duplicate an existing name and will not cause confusion;
 - iii. the application meets the criteria in Section 4;
 - iv. in the case of a person(s), if that person is deceased, a family representative has provided written approval for the use of the name.
- c. The Accountability and Engagement Committee will make a recommendation to the Committee of the Whole Council to approve or deny the application.
- d. If recommended for approval, Council shall either deny the application or pass a resolution stating their intent to approve the application at the following meeting.
- e. If no serious concerns about the application are raised following the notice of intent, then Council shall pass a resolution to approve the application.

6. Public Recognition

When Council approves an application for a commemorative name, a plaque shall be installed on or near the parks, place or infrastructure in Accordance with the template in Appendix B.

7. Exceptions

This policy does not apply to:

- a. the naming of public streets which shall be named in accordance with the Street Naming and Numbering Policy
- b. a program to dedicate benches or trees in honour of deceased persons when the bench or tree is paid for by the sponsor.
- c. the naming of parks, places or infrastructure after significant geographical, historical, or ecological features upon the recommendation of the Heritage Sub-Committee.
- d. the naming of parks, places or infrastructure pursuant to a sponsorship agreement.

Appendix A – Commemorative Naming Application

TOWN OF STRATFORD COMMEMORATIVE NAMING APPLICATION FORM		
APPLICANT INFORMATION		
Applicant Name (in full):		
Business or Organization (if applicable):		
Applicant is: ☐ Resident ☐ Business or Organization Representative ☐ Property Owner ☐ Town Councillor ☐ Town Employee ☐ Other (please specify):		
Relationship to Nominee:		
Address:		
Municipality:	Province:	Postal Code:
Telephone:	E-mail:	
NOMINATION DETAILS		
Requested Name(s) for Recognition (in full):		
Company or Organization (if applicable):		
Nominee(s) is/was (please check all that apply): ☐ Resident ☐ Organization ☐ Business/Property Owner ☐ Town Councillor ☐ Town Employee ☐ Other (please specify):		
Nominee(s) is/are: ☐ Living ☐ Deceased (please specify number of years):		
Address:		
Please provide up to 200 words in support of your application:		

COMMEMORATIVE LOCATION & DETAILS

Please identify the request to name: ☐ Park ☐ Place ☐ Infrastructure

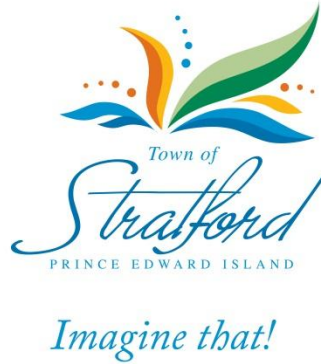
Location/Address (if applicable):

Description/extent of request:

Please use this space to provide any additional information:

NOTE: REQUESTS FOR COMMEMORATIVE NAMING WILL ONLY BE GRANTED WHEN APPLICATIONS ARE IN CONFORMITY WITH THE TOWN'S COMMEMORATIVE NAMING POLICY. THE FINAL DECISION WILL REST WITH COUNCIL.

Appendix B – Commemorative Naming Plaque Template



(Commemorative Name) (Infrastructure)

This (infrastructure) is named in honour of (Commemorative Name) for their outstanding contribution to Stratford, to Prince Edward Island or to Canada