

CITY OF NIAGARA FALLS

By-law No. 2023 - 033

A by-law to establish an Honourary Street Name Policy to provide an alternative means to recognize prominent people within the City of Niagara Falls.

WHEREAS under section 11(1) of the Municipal Act, 2001, R.S.O. 2001, c. 25, a municipal corporation has the powers of a natural person including by-law making powers respecting matters regarding highways, such as naming highways

THE COUNCIL OF THE CORPORATION OF THE CITY OF NIAGARA FALLS ENACTS AS FOLLOWS:

1. The policy entitled "Honourary Street Naming Policy" attached to this by-law as Schedule "A" be approved.
2. This by-law comes into force on the day it is passed.

Read a First, Second and Third time; passed, signed and sealed in open Council this 18th day of April, 2023.

WILLIAM G MATSON, CITY CLERK

JAMES M DIODATI, MAYOR

SCHEDULE “A”

Honourary Street Naming Policy – City of Niagara Falls

Introduction

Street names are an important part of the community fabric as names contribute to a sense of place, community, and identity within the City of Niagara Falls. An Honourary Street name can reflect and acknowledge its unique location, history, geography, environment and/or neighbourhood. Honourary Street names should be considered and selected with care and should be subject to an established process and set of criteria and principles. This policy establishes the criteria, principles, and process by which Council may consider the honorary street naming in a transparent, equitable and efficient manner.

Purpose:

The Honourary Street Naming Policy is intended to establish:

- A clear process for the naming of Honourary streets that is transparent, equitable and efficient.
- Criteria and principles to assess the appropriateness of a name to ensure that the names are consistent with the identity, values and character of the City of Niagara Falls and the area or neighbourhood served.

This policy applies to all proposals for Honourary Street naming in the City of Niagara Falls.

Definitions:

“Honourary Name” means a name that commemorates an individual, individuals, family or organization, event, place, or natural features.

“Naming” means officially dedicating a name to an honorary street sign topper;

“City” means the City of Niagara Falls;

Application Submission:

Applicants shall submit a completed City of Niagara Falls Honourary Street Name application form to Planning, Building and Development Services, providing sufficient information and evidence as to how the proposed name satisfies the Naming Principles and Criteria of this policy. An application will be considered complete if the following information is submitted:

- A rationale for the naming request which addresses the Naming Criteria and Principles of this policy; and,
- Documentation that substantiates the rationale (e.g., articles, certificates, awards, service records, pictures, maps, excerpts from books or articles, historical documents, research articles or documents etc.).

If the applicant is proposing to name a street after an individual or organization the following information is also required to be provided by the applicant:

- Background information and/or biographical information demonstrating that the proposed name is of significance to the community and/or the City and is directly linked to the area where the honorary street name topper is being requested; and,
- A letter addressed to the City from the individual or organization being honoured, or if the individual is deceased, or the organization no longer exists, from their next of kin or legal representative or past members of the organization, granting permission to place an honorary street name topper.

Naming Principles and Criteria:

1. The following principles shall be applied:

- a) Names shall be based on persons associated with the City of Niagara Falls;
- b) Names shall be based on local history, organizations, places, events, or culture;
- c) Names shall be based on persons who demonstrate excellence, courage, or exceptional service to the citizens of the City of Niagara Falls;
- d) Names shall be consistent with a neighbourhood identity and community commitment;
- e) Names shall be based on native wildlife, flora, fauna, or natural features related to the community and the City of Niagara Falls;
- f) Names shall be unique. Name duplication and similar sounding names shall be avoided: and,
- g) Names shall portray a strong positive image of the City, give a sense of place, continuity and belonging and celebrate the distinguishing characteristics and uniqueness of the City.

2. Names shall not:

- a) Be political in nature;
- b) Be or perceived to be discriminatory or derogatory of race, color, ethnic origin, gender identity or expression, sexual orientation, religion, or creed;
- c) Be corrupted or modified names or names associated with controversial or divisive persons or views.

3. Naming Criteria:

- (a) Proposals for Honourary street names shall be submitted to the Senior Manager of Policy Planning or their designate for consideration;
- (b) Should there be multiple requests, a short list of names shall be randomly selected on an annual basis and reviewed for conflicts with existing street names;
- (c) Street or portion thereof that is chosen to be identified as an Honourary street shall bear an approved honourary street sign topper;
- (d) Approval of a proposed Honourary Street name shall be the responsibility of the Senior Manager of Policy Planning or their designate, in consultation with the Information Systems Manager;
- (e) This policy is not a substitute for the existing Street Naming Policy or Parks Naming Policy.
- (f) The Honourary Street name will remain on the chosen street for a period of 5 years with an option to renew for an additional 5 years after which time the honourary street sign topper is removed and returned to the applicant.
- (g) The City reserves the right to re-consider the Honourary Street name if it is found that the individual's personal character is or was such that the continued use of their name would not be in the best interest of the community.
- (h) In cases where names are affiliated with individuals or organizations, the following criteria must be met:
 - i. The contributions of the individual or organization must be well-documented and broadly acknowledged within the community;
 - ii. A direct relationship or association must exist between the individual or organization and the area for the Honourary Street naming;
 - iii. The reputation of the individual or organization must be honourable and beyond reproach to be considered for naming or renaming;
 - iv. In the case of an individual being an elected official or civil servant, he/she must be retired from public service or deceased;
 - v. Written permission shall be obtained from the individual or organization for such naming;
 - vi. If the individual is deceased, written permission shall be obtained from the next of kin or legal representative for such naming; and,
 - vii. If permission from the individual or organization cannot be obtained, the City may approve the name if the applicant is able to demonstrate reasonable documented efforts to obtain consent to the satisfaction of the City.

Application Review

Each application for naming shall undergo a process wherein staff will review the application for conformity to this policy and will circulate the application to relevant stakeholders for review and comment on the suitability of the application. City of Niagara Falls Planning staff, Fire Services and GIS will consider appropriateness of a proposed name and to ensure that there is no conflict with existing street names. Recreation and Culture staff will consider the proposed name with respect to compliance with the Naming and Renaming of City Property Policy.

The duration of the review process will be dictated by the nature of the naming application.

Name Selection

Following application review, City staff shall submit a report to Council, outlining their review process and offering a recommendation for consideration. The report shall include but not be limited to:

- a) A complete application form;
- b) Background and biographical information;
- c) Documentation supporting the request;
- d) Option(s) for consideration;
- e) Recommendation

Term Limit

The Honourary Street Name sign will remain in place for a term of 5 years with an option to renew for an additional 5 years.

Final Decision

The final decision on the Honourary Street Name shall be made by Council.

Costs

Applicant or nominator pays an application fee of \$177 and \$237 for each sign topper (one for each end of the street) for a total fee of \$651 + HST = \$735.63