



Policy Name: Corporate Asset Naming	Policy No: S201-03
Committee approval date:	-
Council approval date:	February 11, 2013
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Department/Division:	Council

1. Purpose

The purpose of this policy is to establish the guiding principles and procedures for naming corporate assets belonging to The Corporation of the Town of Pelham (“the Town”) including roads, bridges, parks, trails, open spaces, memorials, buildings, other municipal property, public art acquired in accordance with Policy No. S100-16, Public Art Policy, and donations made in accordance with Policy No. S400-11, Donations to the Town of Pelham.

2. Policy Statement

The Town recognizes that naming corporate assets in public spaces is an opportunity to provide information and education and to encourage reflection on significant histories and values. Asset naming reflects community values by visibly demonstrating how the Town and its residents choose to honour the past, acknowledge the present, and shape the future.

The Town is committed to naming corporate assets in a manner that encourages diversity and inclusion, promotes a broader awareness of history and its impact on communities, and confronts the legacy of colonialism and systemic racism in public spaces. This policy is intended to create and promote an inclusive, reflective, and equitable community landscape, with particular emphasis on honouring Indigenous People and Veterans.

This policy applies where the Town seeks to name or rename corporate assets in furtherance of its commitment to diversity, inclusion, awareness, and equity.

This policy does not apply to certain forms of recognition or acknowledgment that are designed for specific objectives, including civic honours, awards or tributes given by the Town, donations or sponsorships to which Policy No. S400-11 does not apply, fee-for-service programs such as the Community Dedication Program, temporary recognitions such as flag raisings, or programs recognizing persons that have lost their lives in the line of duty.



3. Definitions

“Approved Name Registry” means a central repository of all Names approved for use in naming Corporate Assets.

“Clerk” means the Clerk of the Town.

“Commemoration” means an item of tangible property that acknowledges or is designed or intended to acknowledge the memory of one or more people, places, events, or ideas.

“Consultation” means the act of engaging with an individual or group through written or verbal communication to gather information, to gain insight, or to obtain knowledge and understanding from said individual or group to accomplish the objectives set out in this policy.

“Corporate Asset” means any of the following that is situated in a Public Space and is owned by the Town:

- roadways;
- road allowances;
- bridges;
- trails;
- open spaces;
- parks;
- park elements including but not limited to walkways, bicycle paths, fountains, gardens, landscape features, and playgrounds;
- buildings;
- rooms within buildings; and
- any other land, structure, installation, or item of tangible property that belongs to the Town.

“Council” means the municipal Council of the Town.

“Equity Deserving Group” means a group of people who, because of systemic discrimination, face barriers that prevent them from having the same access to the resources and opportunities that are available to other members of society, and that are necessary for them to attain just outcomes.



“Indigenous Peoples” refers to the distinct societies of First Nations, Inuit and Métis Peoples in Canada.

“Name” means a word or set of words by which a person, group, animal, place, event, idea, or thing is known, addressed, described, or referred to that will be displayed on a specific Commemoration or to provide identification to a Corporate Asset as set out in this policy, and **“Named”** and **“Naming”** have corresponding meanings. **“Public Art”** means Public Art as defined in Policy No. S100-16.

“Public Space” means an area on or within property owned by the Town that is accessible to the general public including but not limited to parks, open spaces, roadways, trail systems, and areas of buildings or structures owned or managed by the Town that provide unrestricted physical or visual access to the general public.

“Town” means The Corporation of the Town of Pelham or the geographic area of the municipality, as the context requires.

“Veteran” means any former member of the Canadian Armed Forces who completed basic training and was released from service, any person who in wartime served in any armed force of Canada, any Allied Force, or the Merchant Navy, and/or any former regular member of the Royal Canadian Mounted Police.

4. General Provisions

4.1 Guiding Principles

The Town’s decision-making with respect to the Naming of Corporate Assets will be guided and informed by the following principles:

a. *Be Informed by Historical Research, Traditional Knowledge, and Community Insights*

Name selection will be grounded in historical and/or community-based research that is carefully and ethically undertaken. Research may consider a range of primary and secondary sources, such as the Pelham Historical Society, history books, articles, peer-reviewed academic research, archival materials, and artifacts.

b. *Be Supported by Communities Through Meaningful Consultation*

Name selection is supported by meaningful consultation with, and input from, a wide variety of voices in the community, reflecting different perspectives and experiences. This can be achieved through various



methods such as letters, surveys, online engagement, and/or community dialogues.

The Town recognizes that communities are diverse and, as such, have multiple opinions and experiences. Acknowledging these differences is crucial when planning the community engagement and consultation process.

The Town is committed to learning from Equity-Deserving Groups what constitutes meaningful consultation for them. By actively seeking input on this policy and its implementation, the Town can ensure that Equity-Deserving Groups are given ample time and opportunity to participate in the decision-making process.

c. Honour Indigenous Ways of Knowing and Being

The Town of Pelham is situated on treaty land, steeped in the rich history of the First Nations such as the Hatiwendaronk, Haudenosaunee and the Anishinaabe, including the Mississaugas of the Credit First Nation. This territory is covered by the Upper Canada Treaties and is within the land protected by the Dish with One Spoon Wampum Agreement.

In alignment with the Truth and Reconciliation Commission of Canada's Calls to Action, the Town is committed to Consultation with Indigenous Peoples, Indigenous rights-holders, Elders, knowledge keepers, language carriers, and urban Indigenous communities to develop Commemorations that honour Indigenous ways of knowing and being. Naming future roads, parks and other infrastructure after Indigenous peoples, concepts and traditions is a potentially significant way to further reconciliation and demonstrate appreciation for Indigenous ways of knowing and being.

d. Prioritize Names of Significance to Veterans, Indigenous Peoples, and Equity-Deserving Groups

Naming should reflect the diversity of the Town's residents. To create public spaces that are inclusive and representative of diversity, the Town will prioritize names of significance to veterans, Indigenous Peoples, and other equity-deserving groups. Priority will also be given to celebrating untold stories currently not represented in public spaces.



Names can acknowledge a variety of subjects that are significant to Veterans, Indigenous Peoples, and Equity-Deserving Groups, including but not limited to:

- i. individuals or communities, whether living or deceased, young or old, widely or locally renowned, Canadian, immigrants or refugees;
- ii. historical events, whether tragic or triumphant;
- iii. values or concepts of importance to to aforementioned populations;
- iv. cultural principles; and
- v. languages.

e. *Connect to the Histories and Cultures of the Town, Ontario or Canada*

Priority will be given to Names with historical or cultural ties to the Town, followed by names connected to Niagara Region, Ontario, or Canada. By emphasizing names relevant and connected to the local area, the Town seeks to uncover the diverse histories and narratives that have shaped the experiences and communities within the Town.

f. *Reflect Prominent Natural Features, Landforms and Botanical Names in the Community*

The Town of Pelham is rich in natural features and assets. The community includes the Ontario Greenbelt and the Niagara Escarpment. Names of natural landforms, species and native/local wildlife flora and fauna should be recognized.

4.2 Name Collection

a. *Nomination Process*

Any resident of the Town and the owner of any business operating in the Town may nominate a Corporate Asset Name for consideration by the Town.

Nomination forms are available on the Town website and can be provided by the Clerk in alternate format(s) upon request.

Nomination forms must be completed and accompanied by the following:

1. Information demonstrating the relevance and significance of the proposed Name, which may include historical information



about an event and/or biographical information about a person or organization to which the proposed Name relates.

2. Documentation demonstrating substantial support for the nomination, including letters or other expressions of support from Veterans, Indigenous Peoples and Equity-Deserving Groups.
3. If applicable, documentation from an authorized family member or legal representative of the person or organization to which the proposed Name relates, supporting and/or authorizing the naming request.

b. Consultation

In addition to receiving nominations under paragraph 4.2.a, the Town will actively engage in Consultation with Indigenous Peoples and Veteran organizations to gather input and proposed Names that reflect Indigenous or Veteran communities.

The Town will accept Name submissions from Indigenous Peoples and Veteran organizations as frequently as they are provided and will add them to the Approved Name Registry. The Town will actively seek additional names as the Approved Name Registry is utilized and diminishes.

4.3 Name Selection

Proposed Names will be assessed by the Clerk's Office, in conjunction with the Community Planning and Development Department, based on the Guiding Principles contained within this Policy. All Names accepted for use will be listed in the Approved Name Registry and identified as being in immediate use or available for future consideration. The Town will select Names from the Approved Name Registry as and when required. If the Approved Name Registry no longer contains available Names, the Town may seek additional names in accordance with the Guiding Principles in this Policy.

In addition to the Approved Name Registry maintained by the Clerk, the Community Planning and Development Department will maintain a list of approved Names suitable for the Naming of public roadways that will be constructed by developers in new subdivisions.

Public roadway Names will be jointly selected by the Town and the developer of the subdivision as part of the development application process.



If a developer requests consideration of a Name that is not on the Approved Name Registry, the Director of Community Planning and Development will review the request, provided that the proposed Name aligns with the Guiding Principles in this Policy.

If the Town and the developer are unable to reach an agreement on public roadway Names, the final decision rests with the Town.

Notwithstanding any provision of this Policy, Names will not be accepted for use if they:

- incorporate, include, or refer to the name of any tobacco, alcohol or cannabis company;
- lend themselves to inappropriate shortforms or modifications;
- are associated with colonialism and its derivatives, such as “pioneer” or “loyalist”;
- are discriminatory in relation to any protected grounds under the Ontario *Human Rights Code*, R.S.O. 1990, c. H.8; or
- reflect persons or groups that have a documented history of misconduct or actions that do not align with the Town’s values and principles.

4.4 Renaming of Corporate Assets

Corporate Asset Names that are approved and in use cannot be changed without Council approval. Council shall assess any request or proposal to change the Name of a Corporate Asset in accordance with the Guiding Principles in this Policy.

5. Attachments

Town of Pelham Naming of Corporate Assets – Nomination Form



**Naming of Corporate Assets
Nomination Form**

Please refer to Policy S201-03 regarding eligibility and criteria.

Section 1:

Nominator's Information		
Name (Individual or Organization):		
Mailing Address:		
Phone Number:	Home:	Cell:
Email:		
Affiliation to Nominee:		

If the proposed name is intended to honor an individual or organization, please complete the section below. If the proposed name is not related to an individual, please proceed to Section 3.

Section 2:

Nominee's Information		
Name (As you would like it to appear):		
Mailing Address:		
Phone Number:	Home:	Cell:
Email:		
Nominee Signature or two (2) signing authorities of the organization being nominated:		
Nominee: _____		
Authority 1 Name: _____ Authority 2 Name: _____		
Signatures:		
Authority 1: _____ Authority 2: _____		



Section 3:

Names unrelated to an Individual or Organization	
Name Request:	
Meaning of Name or Translation:	

Section 4:

If approved, the name will appear on the Municipal Names Registry. If you wish for the name request to be considered for a specific corporate asset, please identify it below:

Names unrelated to an Individual or Organization			
Municipal Road	<input type="checkbox"/>	Open Space	<input type="checkbox"/>
Municipal Building	<input type="checkbox"/>	Park	
Municipal Facility	<input type="checkbox"/>	Other (please specify	<input type="checkbox"/>
Room	<input type="checkbox"/>	_____	
Trail	<input type="checkbox"/>	_____	

Section 5:

Please provide the following information to the Clerk’s Department together with the complete application form:

Supporting Documentation	Included
Individual and/or Organization Names	
Background information and/or biographical information (if named after an organization or an individual) demonstrating that the proposed name is of significance to the community and/or the Town.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Description demonstrating how the proposed name is consistent with the Guiding Principles contained within this Policy.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Documentation including letters from organizations and individuals providing substantial support for the request.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Documentation from the next of kin or legal representative supporting and/or authorizing the naming request.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Names unrelated to an Individual or Organization	
Background information demonstrating that the proposed name is of significance to the community and/or the Town.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Description demonstrating how the proposed name is consistent with the Guiding Principles contained within this Policy.	<input type="checkbox"/> Yes <input type="checkbox"/> No



Personal information contained on this form is collected under the authority of section 11 of the Municipal Act 2001, SO2001, c.25. The information will be used for the purpose of administering the Town of Pelham Corporate Asset Naming Policy. Questions about this collection should be directed to the Office of the Town Clerk.