



## Council Policy

**Policy Title:** Naming of City Assets  
**Policy Number:** CP2024-03  
**Report Number:** EC2024-0012  
**Adopted by/Date:** Council / April 30, 2024  
**Effective Date:** April 30, 2024  
**Last Amended:** N/A  
**Policy Owner:** Business & Engineering Services

### 1. Policy Statement

The City of Calgary is committed to the careful and deliberate Naming of Assets, reflecting the identity of Calgary communities and their aspirations while enabling the effective naming system that aids with wayfinding. This Naming Policy has been established to articulate the principles and procedures that guide the decision-making process when Naming or Renaming City Assets.

### 2. Purpose

This Policy establishes clear and consistent guidelines for Naming and Renaming of City Assets.

### 3. Definitions

In this Policy:

**“Asset Steward”** means the Director (or designate) of the business unit deemed most appropriate to manage Naming and Renaming applications for a given Asset or class of Assets, as determined by the Policy Steward on the advice of all impacted City teams;

**“City Asset”** or **“Asset”** means a mappable asset owned by The City and managed directly by The City or by a Partner;

**“Community”** means a distinct geographical area that meets the criteria for one of two community types. Industrial districts (commonly referred to as “industrial parks” or “business parks”) are communities that are zoned primarily for industrial and business purposes. Residential districts (commonly referred to as “communities” or “residential communities”) are zoned to accommodate the infrastructure necessary for daily work and life;

**“Donation”** means a gift from a third party (**“Donor”**) to The City without any expectation of commercial, marketing and/or promotional benefit in return;

**“Grief Naming”** means the practice of Naming a City Asset to memorialize someone who has tragically passed away; differs from posthumous commemorative Naming, which involves recognizing individuals for their notable contributions to society after their passing;

**“Minor Assets”** means City Assets of relatively small scale that affect local areas; this classification excludes Communities and roadways;



**“Naming”** means the practice of assigning a name to a City Asset through an administrative decision by Council or Administration (differs from naming assets through the sale of naming rights as part of Sponsorship arrangements);

**“Neighbourhood”** means a sub-component of a residential Community district that exists when a portion of a Community is distinct in character or purpose from other parts of the same Community;

**“Partner”** means an independent organization that has an established relationship with The City and collaborates with The City to manage infrastructure and provide services to Calgarians as defined in the *Investing in Partnership Policy* (CP2017-01);

**“Philanthropic Naming”** means the practice of Naming a City Asset according to the wishes of a Donor, in recognition of their significant Donation to The City;

**“Partner Asset”** means any asset owned by a Partner;

**“Policy”** means this *Naming of City Assets Policy*;

**“Policy Steward”** means the designate appointed by the Chief Administrative Officer, acting on behalf of Council, responsible for ensuring adherence to this Policy and overseeing compliance with Policy procedures. In instances where this Policy lacks specifications on meeting requirements, fails to address a particular issue, or requires interpretation, the authority falls to the Policy Steward. The Policy Steward may make recommendations in the form of a Policy guide, procedural document, or formal ruling on the application or interpretation of the policy. These recommendations are informed by analytics, best practices, and risk management considerations.

**“Private Roadway”** means a roadway without a registered Road Right of Way with the Land Titles Office;

**“Public Roadway”** means a roadway with a registered Road Right of Way with the Land Titles Office;

**“Related Authority”** means an organization related to The City including but not limited to a City of Calgary wholly owned subsidiary or legislated body;

**“Renaming”** means a practice of replacing the existing Asset name with a new name through a decision of Council or Administration;

**“Secondary Roadway Naming”** means a practice of displaying a secondary roadway name on street signs for the entire roadway or for a portion of the roadway; and

**“Sponsorship”** means a contractual arrangement with a defined term over which an external organization (**“Sponsor”**) provides in-kind or financial support for a City Asset in return for commercial/marketing/promotional benefits associated with being publicly denoted as a sponsor of the City Asset (as defined in The City’s *Sponsorship of City Assets Policy*).



#### **4. Applicability**

4.1 This Council Policy applies to all parties involved in Naming and Renaming of City Assets and/or Private Roadways:

- (a) Members of Council and impacted Council Committees;
- (b) Administration;
- (c) Partners; and
- (d) Naming applicants.

4.2 This Council Policy does not apply to:

- (a) Naming of City assets as part of Sponsorship arrangements which is regulated by The City's *Sponsorship of City Assets* Policy;
- (b) Naming of assets owned by Related Authorities or Partners; and
- (c) Naming of larger areas within the city comprising of several Communities or naming of smaller areas within Communities (Neighbourhoods or smaller developments).

#### **5. Naming Principles**

Giving names to the places we work, play, and live in is an important part of building community. Within the city of Calgary, names provide a consistent method of identifying Assets and locations. They also serve as a means of recognizing our unique history, culture, and environment. It is important that we name Assets in a way that allows them to fulfill these roles. Naming of Communities, Public and Private Roadways and other City Assets shall be based on the following principles:

##### **5.1 Distinct**

For some Asset types, the primary purpose of Naming is to aid in wayfinding. This is particularly true of roadways and Communities, which must have distinct names that allow them to be quickly identified and located by emergency services, postal workers, delivery drivers, and anyone navigating the city. In addition to striving for names that are distinctly Calgarian, Asset names should be unique within the city's boundaries to minimize potential risks and confusion.

##### **5.2 Local**

Calgary's geography, pre- and post-contact history and culture set us apart from other communities in Alberta and around the world. Naming the public Assets that feature in our daily lives is an important opportunity to recognize those qualities that make our city what it is. For this reason, preference is given to Asset names that are drawn from our local environment, communities, and heritage over those without a specific relationship to Calgary. Whenever



possible, the name of an Asset should also be relevant to the Asset itself, not just Calgary as a whole.

Choosing an appropriate name for an Asset involves looking at its historical, current, and future uses, as well as consulting the affected citizens. The people who live near or use an Asset will nearly always be able to propose a more relevant name than someone who has only ever seen it on a map. First Nations are also frequently able to provide Naming suggestions based on an area's traditional land uses or an Asset's proximity to a significant cultural site.

Appropriate sources for names may include (but are not limited to):

- Local wildlife (i.e., plants, animals)
- Geographical and topological features (i.e., hills, creeks, valleys)
- Meteorological phenomena
- Notable historic events and locations that are relevant to the Asset
- Language and culture of local communities

The Naming Policy embraces and celebrates the diverse cultural heritage and histories of our local communities when such names hold significance and relevance within the local context. Names associated with religion shall be given careful consideration and should recognize the significant community contributions of local individuals. Large public-serving institutions (such as post-secondary institutions or medical facilities) with religious-associated names may be also supported by the Naming of City Assets that assist wayfinding.

### **5.3 Inclusive**

A strong Asset Naming system must incorporate diverse perspectives and leave room for all affected citizens to share their ideas. This refers to making a conscious effort to seek out new opinions, rather than operating on the first come, first-serve basis that has traditionally characterized citizen-led Naming initiatives.

Going forward, The City will be incorporating the principles of our *Engage* policy into Naming practices, in order to ensure that public engagement on Naming initiatives is fulsome, transparent, and inclusive (may have limited application to Naming of new Communities and Public Roadways or in cases of Philanthropic Naming). The City of Calgary also commits to continuously reassessing Naming procedures to find barriers that may be adversely impacting participation or inclusive Naming outcomes. These may include access to information, Naming costs, and technical requirements that could be modified to accommodate more diverse Naming practices.

In addition to ensuring that the Naming process is accessible and equitable, The City (or the applicant when it comes to Naming of new Communities and Public Roadways) shall invite Traditional Knowledge Keepers to weigh in when Naming Assets that may be relevant to one or more First Nations (these are usually land-based Assets). This will help to avoid overwriting existing names or missing opportunities to recognize important traditional knowledge. Similarly, when an Asset is likely to be significant for another community, The City will inform them when it is being named and invite them to participate in the Naming process if they have any suggestions or feedback they wish to share.



City Asset names shall promote shared values of progress, inclusion, and respect for all members of our community. When a name is proposed, best efforts should be taken to ensure that the name is not linked with discrimination, oppression, or racism. Names that are otherwise offensive, derogatory or propagate hate are also not permitted.

#### **5.4 Enduring**

Municipal Assets are named to last. When The City approves a name, it is intended to carry significance for many years, generally for the duration of the Asset's use/life span. This means that names associated with individuals or current events must be evaluated carefully before they are approved, in order to ensure that they remain positive and meaningful as time passes. When Assets are named after individuals or organizations, it is generally done to recognize their significant contributions to the community, which may include major philanthropic gifts. Land ownership alone is not sufficient for Naming a City Asset after an individual or family, nor is simply being a longtime community member.

Naming City Assets after individuals is generally done posthumously, or in some cases when a living nominee is permanently retired from their field. Exceptions to this may be made for certain Asset types in order to recognize philanthropic Donors.

### **6. Naming of Communities**

#### Requirements

The Naming of Communities is governed by the Naming principles discussed in Section 5 in addition to, or unless otherwise stated in, the following regulations:

6.1 Communities shall not be named after individual people or families.

#### Procedure

At the Area Structure Plan development stage, a vision for future residential Community names is generally developed. Later Community Naming applications should fit the parameters described in the Area Structure Plan. This allows for holistic Community Naming that is informed by the site's unique features and the vision for its future.

A Naming application for an individual Community, which is generally submitted by a developer, is reviewed by the Asset Steward within City Administration, who compares it with the broader Area Structure Plan Naming vision, if one exists. If the Naming proposal concerns First Nations or heritage organizations, the applicant is responsible for conducting such engagement. The Asset Steward then circulates the proposal among the impacted internal and external parties for review.

The Policy Steward reviews the feedback and determines whether the proposal aligns with this Policy. Naming proposals that are not supported for approval by Administration because they do not meet the Policy requirements shall not be put before the Calgary Planning Commission and City Council unless accompanied by a request for Policy amendments.



If an application is determined by the Policy Steward to be aligned with this Policy (or has minor issues but is still supported for approval by Administration), the Asset Steward then prepares a report for the Calgary Planning Commission and Council outlining the background behind the proposed name and highlighting any concerns identified during the engagement phase. The Calgary Planning Commission then discusses the report and makes a recommendation to Council, who makes the final decision to approve or reject the proposed name.

## **7. Naming of Public Roadways**

### Requirements

The Naming of Public Roadways is governed by the Naming principles discussed in Section 5, in addition to, or unless otherwise stated in, the following regulations:

7.1 Roadways can be named or numbered, subject to numbering requirements outlined in the Policy procedural documents.

7.2 Roadways shall not be named after a living person.

7.3 Community name may be used as a roadway name within the Community.

7.4 Roadways within Communities can be named using words deriving from the Community name.

7.5 Roadways within Communities can be named using a theme.

7.6 Secondary Roadway Naming shall be limited to displaying original roadway names that are no longer in use, with the purpose of creating awareness of local history. Furthermore, it shall be permitted only in cases where the secondary name has specific historical value beyond simply having existed in the past.

### Procedure

New roadways in Calgary are typically built in conjunction with new developments, which means that proposed roadway names are frequently submitted in batches by the developer. When the new Community is governed by an Area Structure Plan, roadway names are usually chosen based on the Naming scheme identified in the Area Structure Plan, if such a scheme exists. Otherwise, the developer submits a list with enough names to cover all the planned roadways within the development (these may or may not include a roadway type designation such as “Drive” or “Crescent,” and may or may not identify which name will be used for which roadway). Roadways may also be named on an individual basis, through an application from a developer or be initiated by The City Administration. If the Naming proposal concerns First Nations or heritage organizations, the applicant is responsible for conducting such engagement. In all cases, the application is received by an Asset Steward who circulates the proposal among the impacted internal and external parties for review.

The Policy Steward reviews the feedback and determines whether the proposal aligns with this Policy. Naming proposals that are not supported for approval by Administration because they do



not meet the Policy requirements shall not be put before the Calgary Planning Commission and City Council unless accompanied by a request for Policy amendments.

If an application is determined by the Policy Steward to be aligned with this Policy (or has minor issues but is still supported for approval by Administration), the Asset Steward then prepares a report for the Calgary Planning Commission and Council outlining the background behind the proposed name and highlighting any concerns identified during the engagement phase. The Calgary Planning Commission then discusses the report and makes a recommendation to Council, who makes the final decision to approve or reject the proposed name. Secondary Roadway Naming is approved by the Asset Steward.

After obtaining Council's approval for roadway names, a developer must submit to The City's Addressing Officer an addressing plan demonstrating the Naming or numbering of each roadway, along with suggested roadway type designations based on the guidelines outlined in the Policy procedural documents. The City's Addressing Officer circulates the addressing assignment plan to internal and external impacted parties and approves it if no concerns are discovered. Upon receiving approval, the applicant can proceed with registering the newly named/numbered roadways at the Land Titles Office.

## **8. Naming of Private Roadways**

### Requirements

The Naming of Private Roadways is governed by the Naming principles discussed in Section 5, in addition to, or unless otherwise stated in, the following regulations:

8.1 Private Roadways can be named following Naming requirements for Public Roadways. Additionally, applicants may use a simplified Naming process by using Public Roadway names previously approved by Council for use in the Community where the Private Roadway is located together with Private Roadway type designations.

### Procedure

When the owner of a Private Roadway wishes to formally name that roadway for purposes of addressing, navigation, or for any other reason, they must apply to The City in order to have it integrated into the city-wide roadway system. Such applications are submitted to The City's Addressing Officer who circulates the proposal among the impacted internal and external parties for review.

The Policy Steward reviews the feedback and determines whether the proposal aligns with this Policy. If an application is determined by the Policy Steward to be aligned with this Policy (or has minor issues but is still supported for approval by Administration), it is approved by The City's Addressing Officer and added to the municipal roadway system.

## **9. Naming of Other City Assets**

Naming of all City Assets that are not roadways or Communities is covered under this Section of the Policy. Such Assets are subject to the Naming principles outlined in Section 5, in addition to, or unless otherwise stated in, the following regulations:



## Requirements

9.1 Philanthropic Naming of City Assets is reserved for the recognition of major philanthropic gifts: a Donation must be the Asset itself (such as land for a park) or include a financial contribution that covers the majority of the Asset's value, in order for the Asset to be permanently named according to the Donor's wishes. If a Donation does not meet these requirements but is still indispensable to the Asset's existence or improvement, the Asset Steward may choose to offer the Donor a limited term Naming opportunity to acknowledge their generosity.

9.2 "Grief Naming" is only allowed for Minor Assets and may only be initiated with community support after a waiting period of one year.

## Procedure – City-Managed Assets

City Assets (excluding Communities and roadways) are most commonly named in response to applications from external parties. The Naming application is submitted to The City along with evidence of initial community support for the application. Upon receiving the application, the Asset Steward, in consultation with the Policy Steward, determines whether the Naming proposal is aligned with this Policy requirements.

Naming proposals that meet Policy requirements are circulated by the Asset Steward among the impacted internal parties, along with external parties such as impacted community associations and First Nations or heritage organizations when the proposal is deemed relevant to their purview. Broader public engagement is also conducted according to the standards laid out in the City's *Engage* policy (Philanthropic Naming is excluded from the broader public engagement requirements). Such engagement is highly dependent on the size and impact of the Asset but aims to create inclusive and transparent conversation about the proposal.

Depending on the outcome of such engagement, the application may proceed to the approval stage. In all cases, the findings of the engagement process are taken into consideration by the Asset Steward and the approving body. City Council is responsible for approving the Naming of most City Assets, except for Naming of Minor Assets which is approved by the Asset Stewards.

When an Asset Naming requires Council approval, the Asset Steward prepares a report for the Executive Committee and Council discussing the proposed name, its background, and any additional support or concerns from the public engagement findings. The Executive Committee then discusses the report and makes a recommendation to Council, who makes the final decision to approve or reject the proposed name.

## Procedure – Partner-Managed Assets

When Partners manage City Assets, the Assets are embedded in the Partners' strategic plans for their operations. Under these plans, the Naming of Assets is often integral part of the Partner's vision and branding. When managing a City Asset, a Partner is responsible for key steps in Naming process, including conducting public engagement and using the results to develop and propose a name for the Asset. Naming of Assets managed by Partners shall be in





alignment with this Policy and shall be approved by Council. Naming of Minor Assets managed by Partners shall be approved by the Asset Steward with the exception of temporary Naming of Minor Assets which is within Partner's authority.

## **10. Renaming Principles**

Renaming of City Assets, including the Renaming of Communities and roadways, shall be grounded in the following principles:

### **10.1 Responsive**

The City renames Assets for a variety of reasons. In some cases, a name no longer reflects the values or story it was chosen to represent and has instead acquired discriminatory or otherwise negative connotations. Additionally, Renaming an Asset maybe necessary for more technical reasons, such as the rerouting of a roadway or a recently discovered name duplication. The decision to rename an Asset should be made in response to the particulars of the situation, which may include evolving needs, values, and perspectives in the community in addition to the financial, logistical, and legal considerations that are inherent to every Renaming file. Asset Renaming will not be approved or rejected without a careful evaluation of all these factors.

### **10.2 Adaptive**

Public engagement on Renaming files shall be conducted to the standards of The City's *Engage* policy. The scope and nature of community engagement will be dependent on factors such as the divisiveness and the impact of the proposed Renaming. The timeline of a Renaming file shall ensure that there is time for meaningful consultation and conversation to occur.

### **10.3 Collegial**

The principle of collegiality recognizes that The City does not hold a monopoly on knowledge and research regarding the existing Asset's name, nor does any other individual or group. Anyone with a relevant perspective or information that may impact a Renaming file is encouraged to participate in the conversation and shall be given the opportunity to submit a statement to The City during the review process.

## **11. Renaming of Communities, Public Roadways and Other City Assets**

### **Procedure – City-Managed Assets (Two-Step Renaming)**

Renaming process is initiated when The City receives an application, from either an external party or internally. However, the content and processing of this application depends on the nature of the Renaming proposal. When Renaming is being suggested for reasons related to the integrity of the original name, the process has two steps: deciding whether to remove the existing name, and selecting a new name to replace it, if it is found to be unacceptable. This means that there are two application phases for Renaming files that deal with sensitive Asset names.



First, an application is submitted to The City detailing the applicant's concerns regarding the existing name and the reasons they feel it should be removed, along with evidence of initial community support for the application. This application must not include any suggestions for alternate names. Applicants who have proposed a new name for the Asset will be asked to revise their application before it is made public. This allows to prevent any opinions about a proposed new name from clouding the review of the existing name.

Upon receiving the application, the Asset Steward, in consultation with the Policy Steward, determines whether the reasons for the proposed Renaming align with the Naming and Renaming Principles detailed in this Policy. Next, The City shares the proposal with relevant parties (such as cultural organizations, those involved in the original Naming, First Nations, Anti-Racism Action Committee and/or other impacted committees, groups, and organizations) and the impacted community association. Public engagement is also conducted according to the standards laid out in the City's *Engage* policy. Once the engagement period has passed, the Asset Steward compiles the findings of these consultations into a report for the Calgary Planning Commission/Executive Committee and Council, who make the decision to remove or keep the name.

If Council votes to remove the name, the second application phase begins. The initial applicant is invited to submit a Naming application that shall follow Procedure – Partner-Managed Assets outlined in Section 9. Similar to Naming, most Renaming decisions are made by the Council, except for Minor Assets, which are reviewed and approved by the Asset Stewards.

#### Procedure – City-Managed Assets (One-step Renaming)

In situations when there is no issue with an existing name or where Renaming is required to address duplication, roadway alignment, addressing or other issue impacting navigation or wayfinding, Renaming happens in one step, following the standard Naming procedure for that Asset type.

As with Naming, most Renaming decisions are made by Council. Exceptions are made for one-step Renaming files, where the approval could be provided by the Asset Steward, in the following cases:

- a) Renaming of a Minor Asset; and
- b) Renaming of an existing Public Roadway to address duplication, roadway alignment, addressing or other issue impacting navigation or wayfinding by using previously pre-approved roadway name, numbering a roadway, changing its type, or extending the name of the existing roadway.

#### Procedure - Partner-Managed Assets

Renaming requests for Partner-managed Assets are reviewed by Partners. If Partner decides to proceed with Asset Renaming, Procedure – Partner-Managed Assets outlined in Section 9 shall be followed.



**12. Renaming of Private Roadways**

Private Roadways may be considered for Renaming when the existing name is being contested due to issues related to the existing name’s integrity, or for technical reasons related to addressing or duplication. Private Roadways may also be renamed for any reason at the request of the owner, on the condition that the owner pays for all expenses incurred by Renaming, including, but not limited to, readdressing fees and new signage.

When Renaming is initiated at the request of the owner, they must apply to The City in order to have the name changed in the city-wide roadway system. This application must include the reason for the name change and the proposed new name. Such applications are submitted to The City’s Addressing Officer, who circulates it among subject matter experts to determine whether the new name meets the Private Roadway Naming requirements outlined in Section 8. The Policy Steward reviews the feedback and determines whether the proposal aligns with this Policy. If an application is determined by the Policy Steward to be aligned with this Policy (or has minor issues but is still supported for approval by Administration), it is approved by The City’s Addressing Officer.

**13. Amendment(s)**

Date of Council Decision	Report/By-Law	Description
April 30, 2024	EC2024-0012	New policy – replace Municipal Naming, Sponsorship and Naming Rights policy with this policy and the Sponsorship of City Assets policy

**14. Review(s)**

Date of Policy Owner’s Review	Description