

# Council Policy



Policy Name: Community Identification System

Policy No.: PRL 040

Effective Date: November 17, 2015

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## **STATEMENT:**

The Regional Municipality of Wood Buffalo wishes to establish and maintain an orderly system for the naming of communities, subdivisions, public facilities, streets and multi-family projects and appropriate addressing of lots. The Regional Municipality of Wood Buffalo will also consider requests from external organizations and individuals to name municipal facilities, parks and playgrounds, trails and amenities based on a Council approved name sale agreement.

## **PURPOSE AND OBJECTIVE:**

The objective of this policy is to:

1. Establish a sense of identity and ensure ease of location.
2. Recognize and honour early explorers, pioneers and those who contributed to the development of the Municipality.
3. To name streets according to functional classification for ease of identity, for example: trail, boulevard, drive, road, way, crescent, avenue, etc.
4. Establish a consistent approach, criteria and guidelines specific to selling the names of Regional Municipality of Wood Buffalo facilities, parks and playgrounds, trails and amenities as a means of recognizing support from an external organization or individual.

## **PROCEDURE:**

### **01 Definitions**

01.01 Committee – A Committee of Council established for the purpose of recommending the naming (identifying) community, subdivisions, public facilities, streets, multi-family projects and addressing of lots. The Community Identification Committee shall consist of the following membership:

- (a) Two Council members appointed by Council Policy, one shall sit as Chair of the Committee, and one who shall sit as a member of the committee
- (b) One member appointed by Council, who shall represent the Historical Society,

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- (c) Four (4) members, appointed by Council, who shall be residents within the Municipality. When considering rural naming options, the rural councillor of the ward concerned shall be consulted through circulating in advance and getting comments
  - (d) One Planning & Development staff member who shall be appointed by the Manager, Community Development Planning of Planning and Development Department.
- 01.02 Community Identification Signage – Subdivision Sign erected to identify the Subdivision Name.
  - 01.03 Multi-Family Projects - Townhouse complexes, apartment complexes, public housing.
  - 01.04 Public Facilities – municipal buildings, public parks, arenas, treatment plants and fire halls.
  - 01.05 Bridges – the naming of bridges.
  - 01.06 Ethical Screening Report – An independently commissioned report, conducted by an Ethical Screening agency on behalf of the Regional Municipality of Wood Buffalo, which profiles the organization’s ethical practices.
  - 01.07 Exempt Facilities – Regional Municipality of Wood Buffalo public facilities that have been constructed and/or operated through a partnership agreement where the agreement provides conditions specific to naming rights and approvals.
  - 01.08 Municipal Facilities – Refers to any building, structure or area of land owned by or under the direction and control of the Regional Municipality of Wood Buffalo, including among other things: leisure centers, sports and fitness facilities, arenas, parks, parks amenities, trails, and exhibition facilities.
  - 01.09 Operating Agency – Any board or agency, other than a municipal department, which has the responsibility for managing a municipal facility.
  - 01.10 Revenue Contract – A contract as defined by the Purchasing Department of the Regional Municipality of Wood Buffalo.
  - 01.11 Sponsorship – A mutually beneficial business arrangement or partnership between the Regional Municipality of Wood Buffalo and an external party (individual, company, organization or enterprise), wherein the external party contributes funds, goods or services to a Regional Municipality of Wood Buffalo facility in return for recognition, acknowledgement, other promotional considerations or benefits.
  - 01.12 Sponsorship Broker – An external agency responsible for assessing market value of naming rights and negotiation with the potential partner on the Municipality’s behalf.

**02 Responsibilities**

02.01 Council will have the authority to:

- (a) Approve/Recommend any amendments to this policy.
- (b) Approve/Recommend the names of communities, streets and public facilities.
- (c) Approve/Recommend the names of subdivisions and multi-family projects.
- (d) Approve/Recommend standards for Municipal Identification Signage (street signage).

02.02 Chief Administrative Officer to:

- (a) Ensure procedures are in place and adhered to, to implement this policy.
- (b) Be responsible for assessment of any name sale opportunity.
- (c) Serve as the Regional Municipality of Wood Buffalo contact for receipt of name sale proposals.
- (d) Seek concept approval from Council prior to initiating negotiations with a potential partner.
- (e) Conduct the necessary review and analysis of name sale proposals pursuant to this policy.
- (f) Oversee public consultation processes to measure community support for the name sale.
- (g) Prepare and present a report for Council on the name sale agreement addressing how it meets criteria outlined in this policy.

02.03 Community Identification Committee to:

- (a) Recommend to Council names for all highways within the Municipality in accordance with the Public Highway Development Act. All requests for naming highways are to be submitted to Chief Administrative Officer and then to Alberta Transportation for review, prior to moving forward to Council.
- (b) Recommend to Council names for public facilities.
- (c) Recommend to Council names for subdivisions and multi-family projects and the roads within them.

- (d) Provide comments and recommendations to Council regarding the proposed name for any requests from external organizations and individuals to name municipal facilities, parks and playgrounds, trails and amenities that are based on a Council approved name sale agreement.

02.04 Manager, Development Services of Engineering Department to:

- (a) Inspect and approve community identification signage (subdivision signage) erected in accordance with a development agreement, subject to standards set forth in the Uniform Traffic Control Devices for Canada, Engineering Standards Policy or this Policy.

Manager, Municipal Operations to:

- (b) Budget for and maintain all municipal identification signage (street signage) within the Municipality.
- (c) Provide for a duplicate street/identification sign. This sign shall be presented in a Council meeting to the family of a person in whose honour a street/facility or community is named.

02.05 Manager, Community Development Planning of Planning and Development Department to:

- (a) Provide in all development agreements that the developer is responsible for the provision and erection of all community identification signage within the approved subdivision(s).
- (b) Refer all subdivision applications to the Community Identification Committee for future naming.
- (c) Provide house numbering for all subdivision plans which have street names approved by Council.
- (d) Maintain an index of all street and subdivision names with a compendium to explain the origin of each name and why it was used.
- (e) Maintain an ongoing list of names to be considered for community identification in the future.
- (f) Provide one (1) member of the Planning and Development Department to attend the Community Identification Committee meetings and provide any necessary administrative support needed.

**03 Procedure/General Provisions/Terms of Reference**

03.01 Community Names - The basic purpose of using distinctive community names shall be to establish a sense of identity. Selection of suitable names shall have regard to:

- (a) Physical features, e.g., Beacon, Hill, River, etc.
- (b) Different types of land use, e.g., residential, commercial, industrial, etc.
- (c) Different types of development, e.g., town housing, apartments, single-family.
- (d) Common theme around which the area is planned, e.g., a park or parkway system, golf course, lake, etc.
- (e) Historical theme, e.g., pioneers of aviation, Fathers of Confederation, Lieutenant Governors of Alberta, etc.

03.02 Subdivision Name - Next to street names, the name associated with a subdivision has the most significance in providing identity in a Municipality. The following guidelines are provided to assist in suggesting an appropriate name:

- (a) Each subdivision or series of adjacent subdivisions in a neighbourhood should have a distinctive name not used by another subdivision.
- (b) Names shall not duplicate street names, neighbourhood names or community names used elsewhere in the Municipality.
- (c) The major street in a subdivision shall carry the same name as the subdivision.
- (d) Names are encouraged, unless already used, which:
  - (i) Are related to the names of the local neighbourhood or community.
  - (ii) Are related to natural and/or man made features in the area.
  - (iii) Give recognition to significant historical events, persons, businesses or activities in the area.
  - (iv) Relate to the name of major arterials adjacent to the subdivision.

03.03 Street Names - The classification of the type of street should be based on configuration to provide an easy means of identification. Consistency of classification will assist in recognition of particular locations and ease of movement.

- (a) Identifiers:

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- (i) Trail - Freeway, expressway.
  - (ii) Boulevard - Major arterials divided by a landscaped centre median.
  - (iii) Drive - Secondary arterials (collectors).
  - (iv) Road - Collector facility which may run in any direction.
  - (v) Way - A minor roadway that changes direction or begins and ends on the same street.
  - (vi) Hill or Rise - As road or way, but with slope for most of its length.
  - (vii) Gate - A short roadway which gives access to a subdivision from a major street or roadway.
  - (viii) Crescent - "U" shaped minor roadways connecting to only one (1) street.
  - (ix) Place - Cul-de-sac.
  - (x) Lane - Elongated cul-de-sac.
  - (xi) Bay - Relatively short cul-de-sac.
  - (xii) Green or Garden - Crescents with internal open space or park.
  - (xiii) Close - "P" shaped minor roadways with one (1) means of access/egress.
  - (xiv) Avenue - Any roadway with an east-west orientation in a grid system.
  - (xv) Street - Any minor roadway or, in a grid system, any roadway with a north-south orientation.
  - (xvi) Court or Square - Townhouses or apartments where the central area contains an open space or the buildings are related to a similar open space and where parking areas may replace roadways.
  - (xvii) Esplanade - Main street style commercial and mix-use corridors that provides for wide walkable spaces along both sides of the road to provide a focus on commercial and recreational experience to pedestrians.
  - (xviii) Gateway – Entrances or major roads providing access to a subdivision.
- (b) General:
- (i) In a multi-family development, a common name may be used with a numbered prefix. The name for each development would include a block

number, i.e., "100 Fort McMurray Place", but the lot address would be stated as "Unit 104 - 100 Fort McMurray Place", etc.

- (ii) Continuous streets should have one (1) name unless a bend in the street sharper than 110° makes a change in name practical and/or desirable.
- (iii) Street names shall not have similar sounding names.
- (iv) The use of the same name that identifies a street within a subdivision is not recommended. ie: Williams Drive, Williams Road, Williams Garden and Williams Place.
- (v) Names must not be difficult to pronounce and/or spell.
- (vi) Each identifier should be appropriate for the street, for example, a cul-de-sac could be called "Curved Place".
  - a. Names are encouraged which:
    - Are related to the name of the community, subdivision or neighbourhood in which the street is located.
    - Are related to other names in the subdivision.
    - Are related to the natural and man-made features in the area.
    - Give recognition to significant historical events, persons or uses in the area.
- (viii) "Theme" - All street names within a subdivision will conform with a theme or start with the first letter of the subdivision. Themes or first letters must be pre- selected by the Committee.
- (ix) After a name is approved by Council, a sign [procured through clause 02.04 (c)] shall be presented in a Council meeting to the family of such a person after whose name a street/facility or community is named to honour and recognize his/her contributions to the community.

03.04 Lot Numbering (House Numbering) - The purpose of lot numbering is to provide the final means of locating an individual house within the identification system.

- (a) In the Lower Townsite, lot addressing has been assigned by increments of two (2). Where possible, all new development in the Lower Townsite should be numbered in conformity to this existing system.
- (b) In new areas of the Municipality, lots will be numbered from the point nearest to the main access road to the street, commencing at one-hundred (100), with even numbers on the north/west side of the street and odd numbers on the south/east side of the street as follows:

- (i) For single family residential lots, ascending by increments of four (4).
  - (ii) For commercial, institutional or multi-family lots ascending by increments of two (2) for each 6.096 metres (twenty (20) feet) of frontage measured at the front yard set-back with the number nearest to the centre being assigned as the number for that lot.
- (c) For a bay, cul-de-sac or close, lots will be numbered in ascending order by increments of four (4) as follows:
- (i) Where access is from the north side of the main street commencing at one-hundred (100) for corner lots which have frontage on the main street and one-hundred-two (102) for lots which are separated from the main street.
  - (ii) Where access is from the south side of the main street commencing at one-hundred-one (101) for corner lots which have frontage on the main street and one-hundred- three (103) for lots which are separated from the main street.
- (d) For a corner lot that is facing two sides of a street, the lot numbering will be assigned by the way the front entrance to the home is facing.
- (c) Outside the Urban Service Areas or industrial areas, lot numbering shall be assessed on an individual case basis, attempting to follow the existing procedures where possible.

03.05 Multi-Family Projects - The basic purpose for naming multi-family projects is to establish local identity. The following guidelines are provided to assist in selecting an appropriate name:

- (a) Each multi-family project should have a distinctive name not used by another project.
- (b) Names should not duplicate street, neighbourhood, subdivision or planning community names used elsewhere.
- (c) Names are encouraged, unless already used, which:
  - (i) Are related to the street on which the project is located.
  - (ii) Are related to the name of the subdivision, neighbourhood or planning community in which it is located.
  - (iii) Are related to natural or man-made features in the area.



(iv) Give recognition to significant historical events, persons or uses in the area.

(v) Relate to the shape, size, texture or other features of the project.

03.06 Public Facilities - The naming of public facilities provides for ease of identification of one (1) facility from another.

(a) Each facility should have a distinctive name not used by another facility.

(b) Names should not duplicate street, neighbourhood, subdivision or community names used elsewhere in the Municipality.

(c) Names are encouraged, unless already used, which:

(i) Are related to the street on which the project is located.

(ii) Are related to the name of the subdivision, neighbourhood or community in which it is located.

(iii) Are related to natural or man-made features in the area.

(iv) Give recognition to significant historical events, persons or uses in the area.

(v) Relate to shape, size, texture or other features of the facility.

(d) Public facilities should be identified by the activity it is representing, ie: Thickwood Arena, Cassleman-Lush Skateboard Park, The Haxton Building, Hawkins Fire Hall 1, C.A. Knight Recreational Centre, or the Jean Family Boat Launch.

(e) Provide comments and recommendations to Council regarding proposed name sale.

03.07 Name sale Agreements

(a) Name sale agreements shall be established in a manner that is organized and consistent that safeguards the Municipality's assets and interests, enhances access and fairness, and results in optimal balance of overall benefits to the Municipality and the community.

(b) A corporation or external organization or individual may become the namesake of a new or existing municipal facility as recognition for its financial support, where such support is mutually beneficial to the Municipality, corporation or external organization and community, and is consistent with all aspects of existing

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Municipal guidelines and policies.

- (c) Municipal facilities must be linked only with external organizations that are compatible with, complementary to, and reflective of the Municipality's values and mandate.
- (d) The Municipality's profile and responsibility as owner/operator of the facility must be ensured through the agreement.
- (e) In accordance with a revenue contract and investment policy, an external organization, corporation or individual must meet the following selection criteria:
  - (i) the compatibility of the party's product, customers and promotional goals.
  - (ii) the record of involvement in community projects, events and a willingness to participate.
  - (iii) the desirability of the association.
  - (iv) the timeliness of readiness to make a deal.
  - (v) the actual value to the Municipality in cash, or in kind, of the proposal.
  - (vi) the organization does not derive all or a portion of its income from tobacco.
  - (vii) The organization should not conduct a significant portion of its business in, or with, a country or countries that do not provide racial equality within its or their political boundaries.
- (f) The support provided must equal current market value of the facility's naming rights.
- (g) The recognition desired by the organization is consistent with municipal policies, procedures and bylaws.
- (h) If the name is intended to replace an existing facility name, the organization should take into consideration the history and "legacy" of the current facility name, by amalgamating or including the existing name in the proposed new name.
- (i) Administration will not actively solicit name sale proposals.
- (j) After being approached by potential partner, concept approval for Administration to explore a name sale opportunity is sought from Council.
- (k) The Council reserves the right to retain a Sponsorship Broker to initiate negotiations with the potential partner on behalf of the Municipality to confirm

market value of the facility's naming rights.

- (l) The external organization, corporation or individual must provide details regarding their sponsorship contribution, the value of the contribution and recognition desired including signage expectations and specifications based on the Sponsorship Broker assessment.
- (m) The Council reserves the right at its sole discretion to commission a confidential ethical screening report on the potential partner to be used for decision purposes.
- (n) The Community Identification Committee is asked to review and make comments and or recommendations regarding the proposed name in the name sale agreement.
- (o) A public consultation process is initiated to determine the level of community support for the name sale.
- (p) An assessment of the proposed name sale agreement using the criteria outlined in this policy will be conducted by the Chief Administrative Officer.
- (q) A report on the name sale agreement complete with the naming recommendation will be presented to Council.
- (r) Subsequent to Council's approval, the Chief Administrative Officer or designate will prepare a formal agreement.
- (s) Monies received from the sale of the name of a facility will be put into the facilities operating or capital budgets.

#### **APPROVAL, MANAGEMENT AND REFERENCES:**

This policy shall be accessed in 2 years from its effective date to determine its effectiveness and appropriateness. This policy may be accessed before that time as necessary to reflect organizational change.

Approving Authority: Council  
Approval Date:

Revision Approval Dates: 18/9/89, 15/7/91, 11/16/93, 02/20/06, 05/26/2015  
Review Due:

Policy Manager: *Manager, Community Development Planning*

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Department Contact:

Manager, Community Development Planning

Legal References:

Cross References:

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Mayor

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Chief Legislative Officer

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Date