



Council Policy

Policy Title: Municipal Naming, Sponsorship and Naming Rights Policy
Policy Number: CP2016-01
Report Number: C2016-0218, PFC2018-0159, PFC2020-0802
Adopted by/Date: Council/2016 April 11
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Last Amended: 2020 July 20
Policy Owner: Corporate Analytics & Innovation

1. **POLICY STATEMENT**

- 1.1 Municipal Naming plays an important role in simple and unambiguous identification of location and navigation within the city of Calgary. Municipal Naming also serves as a method of commemorative recognition to honour events and individuals' outstanding achievements, distinctive service or significant community contributions.
- 1.2 The City of Calgary recognizes and supports Sponsorship and Naming Rights as an alternative revenue generation strategy to offset costs associated with the provision of municipal services. Sponsorship and Naming Rights arrangements shall benefit both The City and the sponsor/Naming Rights purchaser with a final goal of generating revenue to enhance the experience of the users of the City program, event, activity, project or City Asset or to allow for the City program, event, activity or a project to exist.

2. **PURPOSE**

- 2.1 The purpose of this Council policy is to:
 - 2.1.1 Streamline and outline the authorizing process and management of Municipal Naming, Sponsorship and Naming Rights to ensure a positive municipal image and enhance City products and services;
 - 2.1.2 Protect The City from risk;
 - 2.1.3 Provide naming guidelines and criteria that reflect Calgary's Heritage and/or further a sense of community;
 - 2.1.4 Provide corporate guidelines and procedures based on best practices; and
 - 2.1.5 Uphold The City's stewardship role to safeguard City Assets and interests.

3. **DEFINITIONS**

- 3.1 In this Council policy:
 - a. "Administration" means the administration of The City;



- b. “Advertising” means a contractual arrangement for a defined period of time where a third party provides a financial contribution in return for rights to place a single message on a medium (e.g., billboard, transit shelter, etc.) where the content is controlled by the third party and approved by The City; for certainty, an Advertising arrangement does not provide the third party with further substantive rights such as in Naming Rights or Sponsorship arrangements;
- c. “Asset Steward” means the Director of the City business unit, or the designate, that is ultimately responsible for the long-term operation and maintenance of a City Asset, and is accountable for the final recommendation regarding Municipal Naming of a City Asset (excluding naming of Communities and/or roadways; Administration’s division responsible for subdivision as part of the planning and development process is responsible for the final naming recommendation of Communities and/or roadways), Sponsorship or Naming Rights;
- d. “City Asset” means an item, object, thing (including a service, program, event or activity) or real estate property owned by The City;
- e. “City”/“The City” means The City of Calgary;
- f. “Community” means a geographic area comprehensively planned and developed over time;
- g. “Council” means the municipal Council of The City;
- h. “Donation” means a transfer of property (including money) from a donor to The City with the intention to make a gift (i.e., voluntary and without valuable consideration);
- i. “Heritage” means tangible culture (such as buildings, monuments and artifacts) and intangible culture (such as traditions, language and person(s)) that has a shared significance connected to the past;
- j. “Grant” means a financial award without valuable consideration by public or private foundation, registered charitable organization or other order of government (a ‘grantor’) to The City that meets the grantor’s funding priorities, is for a defined period of time and includes reporting obligations on The City;
- k. “Municipal Naming” means naming of The City’s Communities, roadways and other City Assets by The City without the exchange of goods, services or financial contribution between The City and naming applicant;
- l. “Naming Rights” means a contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights for the inclusion and public display of the third party’s name as part of the name of a City Asset;

- m. “Partner” means an independent organization that has an established relationship with The City and who collaborates with The City to deliver positive results (specific conditions of well-being for children, adults, families, communities and businesses in Calgary; results may include the positive benefits generated by the activities carried out by The City and Partner during the course of their relationship) to Calgarians. For certainty, third parties who enter into market rate agreements with The City, including leases for City Assets, or hold permits with The City for activities or events are not considered “Partners”;
- n. “Policy Steward” means the designate within the Corporate Analytics & Innovation business unit that acts on behalf of Council to ensure this policy is adhered to and that policy procedures are followed;
- o. “Sponsorship” means a contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights to be publicly denoted as being a sponsor of a City service, program, event, activity or sub-component of a City Asset and/or rights for the inclusion and public display of the third party’s name as part of the name of a City service, program, event, activity or sub-component of a City Asset; and
- p. “Valuation” means a current comprehensive review of a City Asset’s overall value as it relates to Sponsorship or Naming Rights opportunities or proposals.

4. **APPLICABILITY**

4.1 Municipal Naming Requirements Applicability:

- 4.1.1 Requirements of this policy for Municipal Naming of Communities and roadways apply to all City departments, business units and naming applicants involved in such naming applications; refer to the policy procedure 5.1 and Schedule 1.
- 4.1.2 Requirements of this policy for Municipal Naming of City Assets (other than Communities and roadways) apply to all City departments, business units, Partners and naming applicants involved in such naming applications; refer to the policy procedure 5.2 and Schedule 2.

4.2 Sponsorship Requirements Applicability:

- 4.2.1 Requirements of this policy for Sponsorships secured by The City apply to all City departments, business units (with exception of Calgary Police Service and the Calgary Parking Authority) and sponsors involved in the Sponsorship of a City service, program, event, activity or sub-component of a City Asset; refer to the policy procedure 5.3 and Schedule 3. Requirements of this policy for Sponsorships secured by The City do not apply to:

- 4.2.1.1 Grants;



- 4.2.1.2 Donations;
 - 4.2.1.3 City support of external projects where The City provides goods, services or financial contribution to an outside organization;
 - 4.2.1.4 Sponsorships secured by third parties who enter into market rate agreements, including leases for property of The City, or hold permits with The City for activities or events;
 - 4.2.1.5 Sponsorships secured by Partners which remain within the authority of the Partners; and
 - 4.2.1.6 Advertising.
- 4.3 Naming Rights Requirements Applicability:
- 4.3.1 Requirements of this policy for Naming Rights for City Assets operated by The City apply to all City departments, business units (with exception of Calgary Police Service and the Calgary Parking Authority) and Naming Rights purchasers involved in a Naming Rights transaction; refer to the policy procedure 5.4 and Schedule 4. Requirements of this policy for Naming Rights for City Assets operated by The City do not apply to:
 - 4.3.1.1 Municipal Naming of City Assets after individuals, groups or organizations who have provided a Donation to The City in which cases the requirements of this policy for Municipal Naming apply.
 - 4.3.2 Requirements of this policy for Naming Rights for City Assets operated by Partners apply to all City departments, business units, Partners and Naming Rights purchasers involved in a Naming Rights transaction; refer to the policy procedure 5.5 and Schedule 5. Requirements of this policy for Naming Rights for City Assets operated by Partners do not apply to:
 - 4.3.2.1 Municipal Naming of City Assets after individuals, groups or organizations who have provided a Donation to The City or a Partner in which cases the requirements of this policy for Municipal Naming apply.
- 4.4 This policy does not apply to controlled subsidiaries of The City and Calgary Public Library Board.

5. **PROCEDURE**

- 5.1 **Procedure for Municipal Naming of Communities and Roadways**
 - 5.1.1 Procedure for Municipal Naming of Communities and Public Roadways
 - 5.1.1.1 Naming applicants shall submit naming proposals for Communities and/or public roadways to the Administration's division responsible for subdivision as part of the planning and development process.

- 5.1.1.2 The designated planning technician shall evaluate the naming proposal against the policy requirements, including requirements outlined in Schedule 1 “Requirements for Naming of Communities and Roadways” in consultation with the Policy Steward.
 - 5.1.1.3 The designated planning technician shall circulate the naming proposal to the affected stakeholder groups for feedback.
 - 5.1.1.4 Upon the completion of the planning technician’s assessment of the naming proposal, the Policy Steward shall confirm if the naming proposal meets the policy requirements by issuing a compliance report.
 - 5.1.1.5 The designated planning technician shall prepare the naming report and make a Community and/or public roadway naming recommendation for consideration by Calgary Planning Commission and for final decision by Council. Numbered residential roadways and roadway types for residential roadways are generally approved by Administration’s division responsible for subdivision as part of the planning and development process.
 - 5.1.1.6 The designated planning technician shall notify the naming applicant of the acceptance or rejection of the Community and/or roadway naming proposal by Calgary Planning Commission /Council.
 - 5.1.1.7 Upon the naming proposal’s approval or rejection or withdrawal (at any stage), the designated planning technician shall forward the naming proposal documentation, including Council reports, to the Policy Steward for record-keeping purposes.
 - 5.1.1.8 After obtaining Council’s approval for residential roadway names, the naming applicant shall submit to the designated planning technician an outline plan demonstrating how specific residential roadways will be named/numbered in combination with the roadways types for Administration’s review and approval.
 - 5.1.1.9 The designated planning technician shall notify the naming applicant of the approval of the final outline plan demonstrating how specific roadways are to be named/numbered in combination with the roadway types.
 - 5.1.1.10 The designated planning technician shall notify Administration’s divisions responsible for addressing and mapping of the naming of a Community and/or public roadway(s).
- 5.1.2 Procedure for Municipal Naming of Private Roadways
- 5.1.2.1 Where warranted, a designate from Administration’s division responsible for addressing will work with the naming applicants to name private roadways to allow for more meaningful address descriptions for specific sites.

- 5.1.2.2 The Policy Steward shall support the Administration's addressing designate with interpretation of the policy requirements and its application.
- 5.1.2.3 Administration's addressing designate shall work with the naming applicant to ensure the private roadways naming proposals are in alignment with the policy requirements outlined in Schedule 1 "Requirements for Naming of Communities and Roadways" to ensure public safety and wayfinding.

5.2 Procedure for Municipal Naming of City Assets (Other Than Communities and Roadways)

- 5.2.1 Naming applicants shall submit naming proposals for City Assets (other than Communities and roadways) managed by The City or by Partners to Asset Stewards.
- 5.2.2 The Asset Steward shall evaluate the naming proposal against the policy requirements, including requirements outlined in Schedule 2 "Requirements for Naming of City Assets (Other Than Communities and Roadways)" in consultation with the Policy Steward.
- 5.2.3 Naming applicants shall provide evidence of public support of the naming proposals for the City Assets.
- 5.2.4 The Asset Steward shall circulate the naming proposal to the affected stakeholder groups for feedback.
- 5.2.5 Upon the completion of the Asset Steward's assessment of the naming proposal, the Policy Steward shall confirm if the naming proposal meets the policy requirements by issuing a compliance report.
- 5.2.6 The Asset Steward shall prepare the naming report and make a recommendation for consideration by Priorities and Finance Committee and for final decision by Council.
- 5.2.7 Upon the name's approval, rejection or withdrawal (at any stage), the Asset Steward shall forward the naming proposal documentation, including Council reports, to the Policy Steward for record-keeping purposes.
- 5.2.8 The Policy Steward shall notify Administration's divisions responsible for addressing and mapping of the naming of a City Asset.
- 5.2.9 The Asset Steward shall inform the naming applicant of the acceptance or rejection of the naming proposal and coordinate with the applicant any required post-naming arrangements (e.g., creation and installation of the signage, naming announcements, etc.).

5.3 Procedure for Sponsorships Secured by The City

- 5.3.1 The Asset Steward shall obtain approval that Sponsorships can be sold for the proposed City service, program, event, activity or a sub-

component of a City Asset from the General Manager(s) of all affected department(s) prior to soliciting sponsors or agreeing to a Sponsorship proposal.

- 5.3.2 Subject to Section 5.3.4, the Asset Steward shall complete a due diligence review to ensure the appropriateness of the proposed Sponsorship. Due diligence review shall include:
 - 5.3.2.1 Completion of market research and Valuation for the proposed Sponsorship to maximize revenue for The City, except in cases of Sponsorship of a City service, program, event and/or activity with a proposed sponsorship contribution below \$50,000, in which cases Valuation is not required;
 - 5.3.2.2 Public promotion of the Sponsorship opportunity;
 - 5.3.2.3 Evaluation of the Sponsorship proposal against the policy requirements, including requirements outlined in Schedule 3 "Requirements for Sponsorships Secured by The City";
 - 5.3.2.4 Circulation of the Sponsorship proposal to the affected stakeholder groups for feedback; and
 - 5.3.2.5 Consultation with finance on financial and/or tax implications of the proposed Sponsorship and to ensure that existing financial management policies are followed.
- 5.3.3 The Asset Steward shall develop Sponsorship agreements in consultation with law and finance.
- 5.3.4 For Sponsorships with a proposed Sponsorship contribution (including in-kind contribution) for the overall term of the Sponsorship arrangement exceeding \$100,000: the Asset Steward shall complete the due diligence review of the proposed Sponsorship in consultation with the Policy Steward. Upon completion of the Asset Steward's due diligence review of the Sponsorship proposal the Policy Steward shall confirm if the Sponsorship proposal meets the policy requirements by issuing a compliance report.
- 5.3.5 Sponsorship agreements shall be executed on behalf of The City by those authorized as per relevant existing delegation(s) of authority by the City Manager.
- 5.3.6 Upon the execution of a Sponsorship agreement, the Asset Steward shall forward Sponsorship documentation (a copy of the executed Sponsorship agreement, etc.) to the Policy Steward for annual reporting to Council, facilitation of mapping records updates (where required) and maintenance of naming repository.
- 5.3.7 The Policy Steward shall track all applicable Sponsorship arrangements for sub-components of a City Asset in the asset naming repository.

- 5.3.8 The Policy Steward shall notify Administration's divisions responsible for addressing and mapping of the naming of a sub-component of a City Asset.
- 5.3.9 The Policy Steward shall provide annual reporting to Council on all Sponsorship agreements with a Sponsorship contribution (including in-kind contribution) paid for the overall term of the Sponsorship arrangement exceeding \$100,000.
- 5.3.10 The Asset Steward shall be responsible for notifying the sponsor regarding the approval/rejection of the Sponsorship proposal.
- 5.3.11 The Asset Steward shall be responsible for stewarding the implementation of the Sponsorship arrangement.

5.4 **Procedure for Naming Rights for City Assets Operated by The City**

- 5.4.1 The Asset Steward shall obtain approval that Naming Rights can be sold for the proposed City Asset from the General Manager(s) of the affected department(s) prior to soliciting or agreeing to a Naming Rights proposal.
- 5.4.2 The Asset Steward shall complete a due diligence review in consultation with the Policy Steward to ensure appropriateness of the proposed Naming Rights arrangement. Due diligence review shall include:
 - 5.4.2.1 Evaluation of public support of the Naming Rights being sold for the proposed City Asset;
 - 5.4.2.2 Completion of market research and Valuation of the proposed Naming Rights arrangement to maximize revenue for The City;
 - 5.4.2.3 Public promotion of the Naming Rights opportunity for a minimum two-month period;
 - 5.4.2.4 Evaluation of the Naming Rights proposal against the policy requirements, including requirements outlined in Schedule 4 "Requirements for Naming Rights for City Assets Operated by The City";
 - 5.4.2.5 Completion of a risk/benefit analysis to The City of the proposed Naming Rights arrangement;
 - 5.4.2.6 Circulation of the Naming Rights proposal to the affected stakeholder groups for feedback;
 - 5.4.2.7 Consultation with finance on financial and/or tax implications of the proposed Naming Rights arrangement and to ensure that existing financial management policies are followed; and
 - 5.4.2.8 Assessment that proposed Naming Rights arrangement is not in conflict with existing City plans or strategy.

- 5.4.3 The Asset Steward shall develop Naming Rights agreements in consultation with law and finance.
- 5.4.4 Upon completion of the Asset Steward's due diligence review of the Naming Rights proposal the Policy Steward shall confirm if the Naming Rights proposal meets the policy requirements by issuing a compliance report.
- 5.4.5 If the proposed Naming Rights arrangement affects more than one department it shall be endorsed by the Deputy City Manager and the City's Chief Financial Officer or their designates prior to submission to Priorities and Finance Committee and Council.
- 5.4.6 The Asset Steward shall prepare a report and make a recommendation for consideration by Priorities and Finance Committee and for final decision by Council. The report shall include the fundamental terms and conditions of the proposed Naming Rights arrangement, any associated conditions and whether the policy requirements have been met.
- 5.4.7 Upon approval of the fundamental terms and conditions for the proposed Naming Rights arrangement by Council, The City is authorized to enter into a Naming Rights agreement with the Naming Rights purchaser. Naming Rights agreements shall be executed on behalf of The City by those authorized as per relevant existing delegation(s) of authority by the City Manager.
- 5.4.8 Upon the execution of a Naming Rights agreement, the Asset Steward shall forward Naming Rights documentation (a copy of the executed Naming Rights agreement, Council report, etc.) to the Policy Steward for annual reporting to Council, facilitation of mapping records updates and maintenance of naming repository.
- 5.4.9 The Policy Steward shall track all Naming Rights arrangements in the asset naming repository.
- 5.4.10 The Policy Steward shall provide annual reporting to Council on all Naming Rights agreements for City Assets operated by The City.
- 5.4.11 The Policy Steward shall notify Administration's divisions responsible for addressing and mapping of the naming of a City Asset.
- 5.4.12 The Asset Steward shall be responsible for stewarding the implementation of the Naming Rights arrangement.
- 5.5 **Procedure for Naming Rights for City Assets Operated by Partners**
 - 5.5.1 The Asset Steward shall communicate The City's requirements to the Partner interested in selling Naming Rights for the City Asset the Partner operates on behalf of The City.
 - 5.5.2 The Partner shall complete a due diligence review in consultation with the Asset Steward to ensure the appropriateness of the proposed Naming Rights arrangement. Due diligence review shall include:

- 5.5.2.1 Evaluation of public support of the Naming Rights being sold for the proposed City Asset;
- 5.5.2.2 Completion of market research and Valuation of the proposed Naming Rights arrangement to maximize revenue for the Partner;
- 5.5.2.3 Public promotion of the Naming Rights opportunity for a minimum two-month period;
- 5.5.2.4 Evaluation of the Naming Rights proposal against the policy requirements, including requirements outlined in Schedule 5 “Requirements for Naming Rights for City Assets Operated by Partners”; and
- 5.5.2.5 Completion of a risk/benefit analysis to the Partner of the proposed Naming Rights arrangement.
- 5.5.3 The Asset Steward shall complete a risk/benefit analysis to The City of the proposed Naming Rights arrangement.
- 5.5.4 Upon completion of the Partner and Asset Steward’s diligence review of the Naming Rights arrangement, the Policy Steward shall confirm if the Naming Rights proposal meets the policy requirements by issuing a compliance report.
- 5.5.5 The Asset Steward shall coordinate the writing of the report for consideration by Priorities and Finance Committee and for final decision by Council. The report shall include the fundamental terms and conditions of the proposed Naming Rights arrangement, any associated conditions and whether the policy requirements have been met.
- 5.5.6 Upon approval of the fundamental terms and conditions for the proposed Naming Rights by Council, the Partner shall enter into a Naming Rights agreement with the Naming Rights purchaser.
- 5.5.7 The Partner shall submit to the Asset Steward an executed Naming Rights agreement between the Partner and Naming Rights purchaser for record-keeping purposes.
- 5.5.8 The Asset Steward shall forward Naming Rights documentation (a copy of the executed Naming Rights agreement, Council report, etc.) to the Policy Steward for annual reporting to Council, facilitation of mapping records updates and maintenance of naming repository.
- 5.5.9 The Policy Steward shall track all Naming Rights arrangements in the asset naming repository.
- 5.5.10 The Policy Steward shall provide annual reporting to Council on all Naming Rights agreements for City Assets operated by Partners.
- 5.5.11 The Policy Steward shall notify Administration’s divisions responsible for addressing and mapping of the naming of a City Asset.



5.5.12 The Partner shall be responsible for the implementation of the Naming Rights arrangement in coordination with the Asset Steward where applicable.

6. **SCHEDULES**

- 6.1 Schedule 1 - Requirements for Municipal Naming of Communities and Roadways
- 6.2 Schedule 2 - Requirements for Municipal Naming of City Assets (Other Than Communities and Roadways)
- 6.3 Schedule 3 - Requirements for Sponsorships Secured by The City
- 6.4 Schedule 4 - Requirements for Naming Rights for City Assets Operated by The City
- 6.5 Schedule 5 - Requirements for Naming Rights for City Assets Operated by Partners

7. **AMENDMENTS**

Date of Council Decision	Report/Bylaw	Description
2020 July 20	PFC2020-0802	Notice of Motion – Motion Arising to add a new section 1.1.2 in Schedule 1; amend section 2.1.1 in Schedule 1 and amend section 1.1.3 in Schedule 2
2018 April 05	PFC2018-0159	Amendments to enhance procedures, clarify terminology, and improve structure and requirements, which will reduce the time required for review and approval of naming, sponsorship and naming rights proposals. This Council policy aligns with the roadways terminology and classification system outlined in the Calgary Transportation Plan.

8. **REVIEW(S)**

Date of Policy Owner’s Review	Description



Schedule 1 - Requirements for Municipal Naming of Communities and Roadways

1. Municipal Naming of Communities
 - 1.1 How Communities can be named
 - 1.1.1 The proposed Community name should either reflect Calgary's Heritage or local geographic feature(s), including flora and fauna, and/or further a sense of community.
 - 1.1.2 Names should not be divisive in nature. When an individual or group is identified by a name, best efforts should be taken to ensure that the name is not seen as linked with discrimination, oppression and systemic racism nor in violation of community standards as they exist today.
 - 1.2 Other requirements for naming Communities
 - 1.2.1 Proposed Community names shall be distinct from names used for roadways or Communities elsewhere in Calgary. Similar sounding names shall be avoided due to confusion it may create for citizens or emergency services.
 - 1.2.2 Abbreviations in Community names are not permitted.
 - 1.2.3 Names containing a hyphen or apostrophe are acceptable. Approved names of this type are also considered legitimate if spelled without the hyphen or apostrophe.
 - 1.2.4 Communities, once named, shall not normally be renamed. Council may consider renaming a Community in exceptional circumstances.
 - 1.2.5 Proposed Community names that are offensive, misleading or otherwise deemed ineffective/unacceptable will not be permitted.
2. Municipal Naming of Public Roadways
 - 2.1 How public roadways can be named
 - 2.1.1 Skeletal roadways shall be named after historically significant individuals and/or historically significant cultural groups, including indigenous people and groups in accordance with section 1.1.2 above.
 - 2.1.2 Arterial roadways shall either be numbered or named after historically significant individuals/events or their geographic locations. Roadways that serve more than one Community shall not bear the name of the Communities through which they pass.
 - 2.1.3 Residential roadways within a Community shall either be numbered or named. Roadway names should meet at least one of the following naming requirements:
 - a. follow a theme, preferably connected to the Community name;
 - b. reflect local geographic feature(s), including flora and fauna;



- c. reflect Community/Calgary Heritage; or
- d. be words using the first several letters of the Community name.

2.2 Other requirements for naming public roadways

- 2.2.1 Roadways, once named, shall not normally be renamed. Council may consider renaming a roadway in exceptional circumstances.
- 2.2.2 Proposed roadway names shall be distinct from names used for roadways or Communities elsewhere in Calgary. Similar sounding roadway names shall be avoided due to confusion it may create for citizens or emergency services. Duplicated or similar sounding roadway names within the boundaries of deployment of regional emergency services shall be avoided.
- 2.2.3 Wherever possible, there should be only one name along a roadway's entire length to avoid driver confusion and due to directional signage requirements.
- 2.2.4 Proposed roadway names that are offensive, misleading or otherwise deemed ineffective/unacceptable will not be permitted.
- 2.2.5 When naming roadways after individuals:
 - a. The practice shall be to use names of individuals who are retired (and therefore no longer active in their field of expertise) or deceased; and
 - b. Where appropriate, a written consent from the individual or his/her estate shall be obtained.
- 2.2.6 Prefixes within roadway names are generally not permitted, unless integral for theme naming.
- 2.2.7 Abbreviations within roadway names are not permitted.
- 2.2.8 Names containing special characters (non-alphabetic and non-numeric characters), with the exception of a hyphen, are not permitted.
- 2.2.9 Roadway names (not including a roadway type or quadrant identifier) shall not exceed 14 characters in length. Every number, letter, hyphen or space used in a roadway name shall be counted as one character in the 14-character limit (e.g., 100 Lake Erie Place (13 characters), 16A Street SE (3 characters), Beny-Sur-Mer Road (12 characters)).
- 2.2.10 Dual naming of roadways is not normally permitted. However, secondary names may be used on signage in cases of historical, Heritage or community value at the direction of Council.
- 2.2.11 Roadway names consisting of only alphabetic designations are not permitted (e.g., "A Street", "M Street", etc.).
- 2.2.12 Roadway names in the areas newly annexed into the city of Calgary shall be subject to conditions set out in this policy (e.g., if a roadway within the

annexed area has the same name as an existing roadway within the city of Calgary, renaming may be warranted as per section 2.2.1 of this policy).

- 2.2.13 Numbered roadways oriented in a predominantly north/south fashion shall be assigned a roadway type “Street” only, and numbered east/west roadways shall have the roadway type “Avenue” only. Roadway types “Street” and “Avenue” may also be used with named roadways. The Administration shall try, wherever possible, to apply roadway type “Street” to north/south roadways (named or numbered) and “Avenue” to east/west roadways (named or numbered).
- 2.2.14 Where a roadway deviates from its theoretical grid alignment, the roadway shall be named, as opposed to being numbered, commencing with a major intersection.
- 2.2.15 Roadways within new Communities shall be numbered only if a roadway traverses a significant and meaningful distance along specified alignments with minimal deviations and the roadway intersects with major roadways or other numbered roadways.
- 2.2.16 Naming of roadways using a defined theme shall be permitted if the proposed names meet the following requirements:
- a. Themes must be simple and commonly understood, unless reflecting a theme of national or local significance;
 - b. When there are many names in use throughout Calgary that could be associated with a proposed theme the proposed theme naming shall not be permitted; and
 - g. Where words used within a theme are not easily recognized as being associated with the theme, prefixes may be used (e.g., Lake Bonavista, Lake Lucerne, Lake Tahoe, Lake Wasa, etc.).
- 2.2.17 Roadways shall utilize valid roadway types maintained by the Administration’s division responsible for addressing in order to:
- a. Reflect the hierarchy, topography and configuration of roadways; and
 - b. Enable one roadway name to be used for several roadways, thus reducing the number of roadway names required for new Communities.
- 2.2.18 Cul-de-sac roadway types are to be used solely for non-through roadways:
- a. Where appropriate, all culs-de-sac accessible from the same through roadway shall share the same name as the through roadway;



- b. The practice of qualifying with numbers culs-de-sac sharing the same name and type (e.g., 100 James Place, 200 James Place, etc.) is endorsed where the culs-de-sac are accessed from the same roadway; and
- c. Generally, where a through roadway terminates across an intersection and into a cul-de-sac, the roadway type of the cul-de-sac shall be different from the roadway type of the through roadway.

2.2.19 Roadway types “Way” and “Bay” shall not be used with the same roadway name (e.g., “Marquis Way” and “Marquis Bay”).

2.2.20 Words used as roadway types (e.g., “Green”, “Park”, “View”, etc.) shall not be permitted for use in compound names selected as roadway names (e.g., Coventry Park Drive, Skyview View).

3. Municipal Naming of Private Roadways

3.1 How private roadways can be named

3.1.1 Private roadway names shall either be public roadway names previously approved by Council for the Community where the private roadways are located or be in alignment with the policy requirements for public roadways.



Schedule 2 - Requirements for Municipal Naming of City Assets (Other Than Communities and Roadways)

1. Municipal Naming of City Assets
 - 1.1 What City Assets can be named
 - 1.1.1 Only City Assets in common use by the public shall be specifically named.
 - 1.1.2 City-owned facilities used as work areas shall be named according to this policy and as operational procedure requires.
 - 1.2 How City Assets can be named
 - 1.2.1 The proposed City Asset names should either reflect Calgary's Heritage or local geographic feature(s), including flora and fauna, and/or further a sense of community.
 - 1.2.2 City Assets may also be named after the following individuals, groups or organizations:
 - a. Notable Calgarians, Canadians, international individuals and groups that have displayed exemplary public or community service;
 - b. Former elected representatives of Council, Members of Parliament (federal), Canadian Senate (federal) and Members of the Legislative Assembly (provincial); and
 - c. Individuals, groups or organizations who have provided a Donation to The City.
 - 1.3 Other requirements for naming City Assets
 - 1.3.1 City Assets, once named, shall not normally be renamed. Council may consider renaming a City Asset in exceptional circumstances.
 - 1.3.2 When naming City Assets after individuals:
 - a. The practice shall be to use names of individuals who are retired (and therefore no longer active in their field of expertise) or deceased; and
 - b. Where appropriate, a written consent from the individual or his/her estate shall be obtained.
 - 1.3.3 Names should not be divisive in nature. When an individual or group is identified by a name, best efforts should be taken to ensure that the name is not seen as linked with discrimination, oppression and systemic racism nor in violation of community standards as they exist today. Names that are otherwise offensive, misleading, or ineffective are also not permitted.



- 1.3.4 Proposed City Asset names shall be distinct from names used for City Assets of similar nature elsewhere in Calgary (e.g., park and cemetery). Similar sounding names shall be avoided due to confusion it may create for citizens or emergency services.



Schedule 3 - Requirements for Sponsorships Secured by The City

1. The City shall only enter into agreements with sponsors who align to the City's priorities and policies.
2. All Sponsorships (including Sponsorship components associated with signage, branding, publicity, Advertising and Sponsorship implementation) shall adhere to all applicable City bylaws and policies and all applicable provincial and federal legislation.
3. Sponsorship agreements between The City and the sponsor shall, as a minimum:
 - 3.1 Be in writing;
 - 3.2 Outline the Sponsorship contribution to be received by The City and the benefits to be received by the sponsor in return;
 - 3.3 Outline the term (duration) of the agreement; and
 - 3.4 Be signed by an authorized representative(s) of both The City and the sponsor.
4. Asset Stewards are responsible for ensuring staff understand the requirements of this policy and that they are provided with appropriate guidance and training related to Sponsorship practices.
5. Solicitation and negotiation of Sponsorships shall be conducted by City staff or through external contacts that are specifically appointed by the Asset Steward. All Sponsorship agreements shall be negotiated in good faith and represent The City in a professional manner.



Schedule 4 - Requirements for Naming Rights for City Assets Operated by The City

1. The City shall only enter into agreements with Naming Rights purchasers who align to the City's priorities and policies.
2. All Naming Rights (including Naming Rights components associated with signage, branding, publicity, Advertising and Naming Rights implementation) shall adhere to all applicable City bylaws and policies and all applicable provincial and federal legislation.
3. The name of a City Asset that can be confused with other City Assets of similar nature shall include a Community name or geographic indicator. The name shall consider community and/or historical significance and/or advise of the purpose of the City Asset.
4. All costs associated with the implementation of a Naming Rights arrangement shall be covered from the revenue generated from such sale and not from The City's annual operating budget.
5. Proceeds received by The City for Naming Rights are to be used for capital maintenance or enhancement costs or provision of programs and services as determined by The Asset Steward.
6. Naming Rights agreement between The City and the Naming Rights purchaser shall, as a minimum:
 - 6.1 Be in writing;
 - 6.2 Outline the Naming Rights contribution to be received by The City and the benefits to be received by the Naming Rights purchaser in return;
 - 6.3 Outline the term (duration) of the agreement;
 - 6.4 Reflect the fundamental terms and conditions approved by Council; The City may not provide any further rights to the Naming Rights purchaser other than rights included in the fundamental terms and conditions approved by Council and/or procedural or generic contract rights that do not contravene or take away from the spirit and intent of the fundamental terms and conditions approved by Council.
 - 6.5 Not relinquish to the Naming Rights purchaser any of The City's rights to manage and control the City Asset; and
 - 6.6 Be signed by an authorized representative(s) of both The City and the Naming Rights purchaser.
7. Asset Stewards are responsible for ensuring staff understand the requirements of this policy and that they are provided with appropriate guidance and training related to Naming Rights practices.
8. Solicitation and negotiation of Naming Rights shall be conducted by City staff or through external contacts that are specifically appointed by the Asset Steward. All Naming Rights agreements shall be negotiated in good faith and represent The City in a professional manner.



Schedule 5 - Requirements for Naming Rights for City Assets Operated by Partners

1. Partners shall only enter into agreements with Naming Rights purchasers who align to the City's priorities and policies.
2. All Naming Rights (including Naming Rights components associated with signage, branding, publicity, Advertising and Naming Rights implementation) shall adhere to all applicable City bylaws and policies and all applicable provincial and federal legislation.
3. The name of a City Asset that can be confused with other City Assets of similar nature shall include a Community name or geographic indicator. The name shall consider community and/or historical significance and/or advise of the purpose of the City Asset.
4. All costs associated with a Naming Rights arrangement and not covered by the Naming Rights purchaser shall be covered by the Partner and must not result in costs to The City.
5. Proceeds received by a Partner for Naming Rights are to be used for the capital maintenance or enhancement costs for the City Asset managed by the Partner or provision of programs and services as determined by The City and the Partner.
6. Naming Rights agreement between the Partner and the Naming Rights purchaser shall, as a minimum:
 - 6.1 Be in writing;
 - 6.2 Outline the Naming Rights contribution to be received by the Partner and the benefits to be received by the Naming Rights purchaser in return;
 - 6.3 Outline the term (duration) of the agreement;
 - 6.4 Reflect the fundamental terms and conditions approved by Council; the Partner may not provide any further rights to the Naming Rights purchaser other than rights included in the fundamental terms and conditions approved by Council, procedural or generic contract rights that do not contravene or take away from the spirit and intent of the fundamental terms and conditions approved by Council and/or rights included in any other agreement of a Partner with The City.
 - 6.5 Not relinquish to the Naming Rights purchaser any of the Partner's rights to manage and control the City Asset; and
 - 6.6 Be signed by an authorized representative(s) of both the Partner and the Naming Rights purchaser.
7. Naming Rights value shall be determined by an independent third party or The City.
8. Administration shall include the requirement to comply with this policy in any lease, license of occupation and other applicable agreement with a Partner.
9. The length of the Naming Rights agreement shall not exceed the term of the Partner's agreement with The City.