
Facility and Indoor Asset Naming Procedure

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Authority:	CAO
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Purpose statement

This procedure outlines the process for naming buildings and interior rooms in corporate facilities.

Scope

This procedure applies to all corporate facilities owned and/or operated by the Town of Oakville, including, but not limited to, recreation centres, administrative buildings, fire halls, and works yards.

Procedure

Standard Building Naming

1. When the Town constructs a new corporate building, the name will be based on geographical affiliation which includes, but is not limited to, the following references:
 - a) A neighbourhood, community, or subdivision
 - b) An adjacent street
 - c) A noteworthy physical, environmental or scenic quality
 - d) Proximity to a recognizable facility or area
 - e) Topographical or ecological characteristics

2. The recommended name of a new corporate building is presented to Council through a staff report.
3. Certain buildings, such as fire halls and works yards, are given standard names and are exempt from a geographical naming convention.
4. In certain situations, naming of buildings or building features may be in recognition of significant financial gifts. The process for naming a building or building feature in recognition of a sponsorship or donation is identified in the Town's Corporate Grants, Sponsorship, Naming Rights and Advertising Sales Policy.

Building Renaming

5. Established names play an important role in community identity and pride. Requests to rename a corporate building will be considered only under exceptional circumstances, such as, the location's geographical reference has changed.
6. If an exceptional circumstance arises, consideration must be given to the cost and impact of changing existing signage, rebuilding community recognition, and updating records such as databases, letterhead, promotional materials, etc.
7. If a name change for a building is deemed necessary due to exceptional circumstances, they should adhere to the same process and considerations for naming a new building as outlined in the section above with Council approving the final name.

Room Naming

8. To support intuitive and accessible wayfinding for all building users, interior names shall:
 - a. Use function-based names (e.g., Meeting Room 1, Art Room 2);
 - b. Follow a logical organizational structure (e.g., zone identifiers, sequential numbering within each zone);
 - c. Ensure consistency across the facility;
 - d. Be short in length, easy to spell, and easy to pronounce; and
 - e. Support internal operational needs.
9. If naming rights for specific interior rooms are solicited by the Town, the process for naming will follow the Town's Corporate Grants, Sponsorship, Naming Rights and Advertising Sales Policy.

Joint ownership/operation

10. In cases where facilities are owned by the Town of Oakville but operated by another organization, the operating organization will consult with Town staff prior to naming or renaming any space to ensure alignment with this procedure.

References and related documents

Recognition Policy

Town of Oakville Corporate Grants, Sponsorship, Naming Rights and Advertising Sales Policy

Naming Rights Procedure

Definitions

Building: Includes all facilities owned and/or operated by the Town of Oakville, including, but not limited to, recreation centres, administrative buildings, fire halls, and works yards.

Room: Includes all substantial components of a building including meeting rooms, auditoriums, gymnasiums, lobby areas, and other like areas.

Responsibilities

Facility Services Department is responsible for building and room naming and ensuring compliance with this procedure.

The Director of Facility Services, or designate, shall be responsible for ensuring that these procedures are followed.