



11 March 2019

Councillor Glen Gower

Chair, Built Heritage Sub-Committee

Sent by email to: Glen.Gower@ottawa.ca

Re: Naming Rights and Heritage Properties

Dear Councillor Gower,

Heritage Ottawa has learned that at least two designated heritage properties, the Aberdeen Pavilion and the Horticulture Building, are on a list of city buildings available for Naming Rights (*Corporate Sponsorship and Advertising Policy: Naming Rights*). While in general terms we support the naming of structures and spaces either to raise funds for the City, or to honour the City of Ottawa's many deserving citizens, we are of the opinion that this policy should not apply to designated heritage buildings. We appreciate that there may be overriding reasons for a name change, but only for a higher purpose, such as in support of Reconciliation with First Nations, and not for a less compelling reason, such as fund-raising.

Many heritage properties already have a name which is integral to its heritage character and speaks to the significance of that site to our City's history, and in some cases, to our nation's history.

Designation under the *Ontario Heritage Act*

Heritage Ottawa recommends that all heritage properties designated under the *Ontario Heritage Act* be exempt from the naming policy. If their interior spaces are cited in the designation by-law, these spaces should also not be subject to the Naming Rights policy either. It is possible that a legal opinion should be sought to determine if the historic name in a designation by-law is indeed a legal name that cannot be removed or altered without a Council decision.

Designation as a National Historic Site of Canada

As you are aware, several National Historic Sites of Canada are owned by the City of Ottawa. The name of a national historic site is determined by the Minister responsible for Parks Canada (currently the Honourable Catherine McKenna, Minister for Environment and Climate Change) upon the recommendation of the Historic Sites and Monuments Board of Canada. While the City is within its rights to apply another name to a national historic site, doing so would not alter its official, national name and therefore, it is likely that a re-naming on the part of the city might cause confusion and detract from the honour of the designation. The Horticulture Building and the Aberdeen Pavilion National Historic Site of Canada are both examples of the importance of the historic name to the heritage value of the buildings.

The City of Ottawa is a proud steward of our built heritage. That given, Heritage Ottawa therefore requests that the Built Heritage Sub-Committee consider this issue, with a view to putting forward a motion recommending that the Naming Rights Policy exclude designated heritage properties, for the reasons outlined above.

Respectfully,

Heritage Ottawa

Cc:

The Honourable Catherine McKenna

The Honourable Michael Tibollo

Councillor Shawn Menard

Members of the Built Heritage Sub-Committee, City of Ottawa (via Eric Pelot)

Sally Coutts