

Appendix A

Assessment of Naming Options

Assessment Criteria	Why It Matters	Public Safety Building	Fire Station	Fire Hall
Reflects the building's current function	Residents should immediately understand the building's purpose.	Sometimes	Often	Consistently
Aligns with community recognition	Reflects what residents naturally call the facility.	Sometimes	Often	Consistently
Maintains historical continuity	Preserves the Township's longstanding identity.	Sometimes	Often	Consistently
Supports emergency communication	Familiar terminology improves clarity during emergencies.	Often	Consistently	Consistently
Simplicity and memorability	Short, familiar names are easier to communicate and recognize.	Sometimes	Consistently	Consistently
Supports long-term civic branding	Creates a recognizable and enduring public identity.	Often	Often	Consistently
Supports co-branding of municipal programs	Allows Fire Rescue Services and the Emergency & Resiliency Program to retain their established identities.	Consistently	Consistently	Consistently

Overall Assessment

Public Safety Building

While appropriate when the project was originally conceived as a combined police and fire facility, the completed building no longer reflects that purpose. The name is less intuitive for residents and does not clearly communicate the building's primary public function.

Fire Station

A clear and operationally accurate name that appropriately reflects the facility's purpose. It provides a suitable alternative and aligns well with public understanding.

Fire Hall (Recommended)

Reflects the terminology already familiar to the community, aligns with the building's primary public function, supports clear emergency communication, and provides the strongest long-term civic identity for the Township.