

COMMITTEE OF THE WHOLE (WORKING SESSION), JUNE 13, 2001

PARK AND COMMUNITY CENTRE NAMING

Recommendation

The Commissioner of Community Services recommends:

That the following report be received for information and discussion purposes.

Purpose

To obtain direction from Council regarding the naming of parks and community centres.

Background - Analysis and Options

In November of 1999, Council requested that a specific dollar amount be established for opportunities to name parks, community centres and municipal buildings. This was the result of a staff report which recommended that the "adopt-a-tree" program be expanded to include other amenities.

On April 27th, 1998 Council had approved a comprehensive policy for Naming City Parks, Open Spaces, Community Facilities and Other Municipal Buildings and Properties. (copy of Policy attached).

In order to carry out Council's direction to establish specific amounts for naming, staff needs further direction on whether Council wishes staff to pursue the "selling" of park names, community centre names etc. to individuals and corporations. There are opportunities for revenue generation resulting from corporate/individual contributions to the City in exchange for the naming of a park or recreation facility. The Sports Village has been quite successful in generating sponsorship revenues for "naming" through the use of an advertising/sponsorship firm.

If Council wishes to pursue this initiative staff recommend that a company specializing in fund raising and sponsorship be retained to undertake this task. The company would recommend dollar amounts for each facility, facility component or park to be named. The company would retain a percentage of the revenues or a negotiated fee for their services.

Staff are currently in the process of preparing information to launch the "commemorative tree program" in place of the "adopt-a tree", as trees are generally requested in memory of someone who has died. The City's "adopt-a park" program has been inactive. The newly re-united Parks department will also be promoting this program.

Conclusion

Although there are opportunities for additional revenues for the City through the naming of parks and facilities, there are implications to proceeding with this type of initiatives. Council direction is required.

Attachments

Policy for Naming City Parks, Open Spaces, Community Facilities and Other Municipal Buildings and Properties

Report prepared by:

G. Doris Haas
Commissioner of Community Services

Respectfully submitted,

G. Doris Haas
Commissioner of Community Services

**CITY OF VAUGHAN
POLICY MANUAL**

SECTION: DEVELOPMENT SERVICES		POLICY NO.:04.5.05
Direction of: CNL98.04.27 (30/8)		
DEPARTMENT: URBAN DESIGN AND ENVIRONMENT	SUBJECT: POLICY FOR NAMING CITY PARKS, OPEN SPACES, COMMUNITY FACILITIES AND OTHER MUNICIPAL BUILDINGS AND PROPERTIES	

Council Resolved:

That the policy for Naming City Parks, Open Spaces, Community Facilities and Other Municipal Buildings and Properties, as outlined in this report and attachment 1, be approved.

Background

At the meeting of January 19, 1998, Council approved:

“That Staff be requested to bring forward a policy setting out criteria for naming/renaming public facilities”

Staff have reviewed this request and have prepared a draft policy for Council’s consideration and approval.

Highlights of the Policy

The following is a summary of the policy.

Intent of Policy

To provide a policy and guideline for naming City owned parks and facilities in a manner which retains a measure of flexibility recognizing the role names play in educating the

public promoting a particular park or facility and minimizing conflicts for emergency services.

Name Designation Associated with Function, Use, Geographic Location or Historical Significance

Under this section of the policy staff would be authorized to assign a name based on adjacent street name, functional use, geographic feature, community name or historic significance. Examples include:

Worth Park	Adjacent to Worth Avenue
Joint Operations Centre	Functional Use
Benjamin Vaughan Complex	Historical Significance

Name Designation in Honour of Individuals or Groups

This section of the policy requires a formal proposal from an applicant to name or rename a park or facility in honour of individuals or groups. In reviewing an application Staff would evaluate the request using the criteria outlined in this section and bring forward a report for Council's consideration and approval.

Other Highlights

The draft policy, as outlined in attachment 1, also provides guidelines for deriving names through contest or solicited from the community, site signage and procedures for evaluating any formal submissions.

In preparing this draft policy, staff have contacted other municipalities. Most large municipalities do have a similar policy in place for naming public parks and facilities.

Prepared by: Domenic Lunardo

Attachment

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**POLICY FOR NAMING
CITY PARKS, OPEN SPACES, COMMUNITY FACILITIES AND
OTHER MUNICIPAL BUILDINGS OR PROPERTIES**

1.0 Intent of Policy

- 1.1 To provide a policy and guidelines for naming City parks, open spaces, community facilities and other municipal buildings or properties.
- 1.2 To retain a measure of flexibility in the naming policy recognizing the role names play in educating the public, promoting a particular facility, and minimizing conflicting names for emergency services.
- 1.3 This policy does not apply to naming of streets unless there is a formal request to name a street in honour of individuals or groups, in which case, this policy shall apply.

2.0 Name Designation Associated with Functional Use, Geographic Location or Historical Significance

- 2.1 Staff may assign a name based on the adjacent street, functional use, geographic feature, community name or historic significance. Examples include:

Worth Park	Adjacent to Worth Avenue
Thornhill Park	Community
Glen Shields Park	Neighbourhood
West Vaughan Community Centre	Geographic
Joint Operations Centre	Function
Ansley Grove Woodlot	Adjacent to Ansley Grove Road/Functional
Benjamin Vaughan Complex	Historic Significance

- 2.2 Chosen names within this designation shall be assigned at such time as deemed appropriate by Staff and may remain unchanged until a formal request for a name change has been approved by Council.

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- 2.3 The chosen name shall not conflict with similar names in whole or in part. For example if a park is named “Oak Park” no other similar name shall be used such as “Red Oak Park.”
- 2.4 Generally chosen names shall reflect the adjacent street name. For example “Torii Park” - majority street frontage on Torii Street. This is to ensure continuity and minimize conflicts for emergency services.
- 2.5 Every effort shall be made to avoid conflicts with neighbouring municipalities, especially where streets cross municipal boundaries. Avoid using the same name which may already exist in a neighbouring municipality, for example, Yonge Street Parkette, Vaughan, Yonge Street Parkette, Markham.

3.0 Name Designation in Honour of Individuals or Groups

- 3.1 This section shall apply to any request to name or rename a public park, open space, street, community facility, or any other municipal building or property in honour of individuals or groups.
- 3.2 Council shall approve all names in honour of individuals or groups. Any request name, designate or change a name in honour of individuals or Groups shall be submitted to the Clerks Department of the City of Vaughan, in writing, with supporting explanation or justification.

3.3 Criteria/Guidelines for Names Honouring Individuals or Groups

Names for consideration shall be those of distinguished persons, organizations, corporations, foundations or the families:

- .1 where there has been a significant contribution to the quality of life, well-being of the City of Vaughan and is consistent with Vaughan Vision; or,
- .2 to memorialize or otherwise recognize substantial gifts and significant donors, individuals designed by donors, or individuals who have made exemplary or meritorious contributions to the City of Vaughan; or,

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- .3 where there is a strong historical or cultural connection to the City and has made a major contribution to the historical or cultural preservation of the City; or,
 - .4 where there is a strong contribution toward the environmental preservation, conservation or enhancement of the City; or
 - .5 where there is a major contribution made to the acquisition, development or conveyance of land or building, in question and/or its subsequent development; or
 - .6 where there is a direct relationship or association that exists between the place or former place of residence of the person or group and the facility/park/street to be named.
- 3.4 Naming in honour of City administrative officials, staff or elected or appointed public official shall normally occur only after the City employment or public service has concluded.
- 3.6 Where the name of an individual is so used, approval shall be obtained from the individual or the next of kin for such naming. A formal request may include a reference letter or letter of recommendation from a distinguished person.
- 3.7 Notwithstanding the above, Council, by resolution, may approve, a name or name change, in honour of individuals or groups when circumstances justify such action. Council may also remove the original name designation when circumstances justify such action.
- 4.0 Names Derived from Contests or Solicited from the Community**
- 4.1 Council may direct staff to derive names from either contests or by establishing an ad hoc community group task force, including staff, to solicit and recommend names.
- 4.2 With each contest or ad hoc community group task force, Staff shall make recommendation with respect to:
- .1 terms of reference;
 - .2 timing;

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- .3 membership;
- .4 scope of committee;
- .5 rules and judging for contests;

5.0 Names of Provincial, National or International Significance

- 5.1 Council may approve a name or name change in honour of individuals or group who have made an outstanding contribution to Ontario, Canada or Internationally.
- 5.2 In such circumstances, and prior to approving the use of any name of individuals or group, staff shall investigate any protocol and/or requirements of any provincial, national or international agency or organization.

6.0 Inventory of Names

- 6.1 The Commissioner of Development Services or the Commissioner's designee shall be responsible for maintaining an inventory of names for parks, open spaces and streets.
- 6.2 The Commissioner of Community Services or the Commissioner's designee shall be responsible for maintaining an inventory of names for community facilities, historic houses and municipal buildings.

7.0 Procedures

- 7.1 Procedures for submitting a name designation in honour of an individual or group is outlined in Appendix A, as amended from time to time.

8.0 Signage

- 8.1 The City will be responsible for coordinating the public presentation of signage to acknowledge the name or rename designation. Costs associated with naming or renaming of a public park, street, facility, building, or property as outlined in this policy will generally be the responsibility of the applicant. Council, dependent on the circumstance, may approve funds associated with the naming or renaming proposal.

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- 8.2 The City will have final approval for the selection and location of any signage, including signage text.
- 8.3 The addition of flowers, plant material, other signage and/or ornaments/memorials near the signage is prohibited.
- 8.4 The responsibility of ongoing maintenance for signage will be determined through agreement between the applicant and the City.

This policy was approved by Council on April 27, 1998

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APPENDIX A:

POLICY FOR NAMING
CITY PARKS, OPEN SPACES, COMMUNITY FACILITIES AND
OTHER MUNICIPAL BUILDINGS OR PROPERTIES

PROCEDURES FOR NAME DESIGNATION IN HONOUR OF INDIVIDUALS OR
GROUPS

- A.1 An individual or group wishing to submit a request for a name in honour of an individual or group must provide a written proposal to the Clerk's Department of the City of Vaughan, which contain the following minimum information:
- .1 name of the applicant; and,
 - .2 identification of the park, street, facility, building or property to be named; and,
 - .3 proposed name; and,
 - .4 background information which details the accomplishment and/or supporting the name designation; and,
 - .5 letter of approval from the individual or the next of kin for using such naming.

Proposals are encouraged to include letters of endorsement supporting the application.

- A.2 The Clerk's Department shall distribute the request to the Mayor, City Manager and Deputy City Manager/City Solicitor for information.
- A.3 The Clerk's Department shall convene a meeting of staff, as appropriate, to review the request. Staff, in evaluating the request, shall use the criteria outlined in section 3 and forward a report for Council's consideration and approval.

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- A.4 Staff from the following departments shall be involved in reviewing all requests and shall from time to time review this policy.
 - .1 Clerks
 - .2 Urban Design and Environment
 - .3 Community Planning
 - .4 Recreation and Culture
 - .5 Buildings and Facilities

- A.5 If a name or rename request is directly associated or on land donated to the City, the original donor or family will be advised when possible.

- A.6 If a name or rename request is submitted, staff shall conduct a historical review of the current name prior to recommending approval.

- A.7 Staff shall review all proposals for signage text, type and location.