

STAFF REPORT: Recreation Department



REPORT TO: Infrastructure and Recreation Committee
MEETING DATE: March 24 , 2009
REPORT NO.: DOR 09 04
SUBJECT: Policy for naming and renaming parks, trails and facilities
PREPARED BY: Shawn Everitt
Director of Recreation

A. Recommendation

That Council approves Report DOR 09 04 Policy for naming and renaming of Town parks, open space, trails, and facilities as presented.

B. Background

Staff has developed a policy for naming and renaming Town parks, open space, trails, and facilities in order to establish specific guidelines which will be adhered to when requests are received for naming or renaming specific lands or facilities. This policy will also be adhered to when the Town is receiving and purchasing lands, trails and facilities.

The Town has received requests in the past and there has not been a policy or a process in place. Often lands or trails that the Town receives through development take the name of the specific development by default, this policy would provide guidance to Staff to ensure these lands, trails and facilities are given appropriate and meaningful names that promote the Towns heritage and natural amenities. This policy will allow the Town to name/ rename property or facilities in a fair and transparent manner.

Staff has reviewed a number of existing Policies for other Towns and Cities and has developed a policy which is best suited for The Blue Mountains.

Section 3 of the Policy outlines the following criteria for submissions to be based on when adopting any name for Town parks, open space lands or facilities,

Senior Management and Council shall consider the appropriateness of a name based on the following guidelines:

- a. The physical location (e.g. adjacent street name, community name).
- b. Historical significance of the area (e.g. Jack Acres Park, Wyandot Park)

- c. Unique geographic or physical characteristics of the site (Bayview Park, Nippising Ridge)
- d. Specific functional use or theme
- e. Broadly acknowledged and enduring significance of name within the community.
- f. On special request, naming/renaming of Town parks, open space lands, trails and facilities in honour of individuals or groups shall be done with the intent to memorialize or otherwise recognize substantial gifts and donations, and individuals designated by donors or individuals who have made exemplary or meritorious contributions to the Town.

Names of individuals or groups shall be considered on the basis of the following:

- i. A significant contribution to the quality of life in the Town.
- ii. A significant historical or cultural connection to the Town.
- iii. A significant contribution toward the environmental preservation, conservation or enhancement of the Town.
- iv. A significant contribution to the acquisition, development or conveyance of land or building and/or its subsequent development/renovation (beyond specific legislative requirements).
- v. A significant contribution to recreation in the Town.
- vi. A significant contribution to Ontario, Canada or internationally by a Canadian.

The process to name would be as follows;

- 1) Clerk receives submission
- 2) Senior Management reviews to determine if the submission meets policy criteria, if submission meets criteria Senior Management recommends submission to Council. If submission does not meet criteria notification is given to submitter.
- 3) Council approves or denies Senior Managements' recommendations based on policy guidelines.
- 4) Approved name is placed on naming lists for most appropriate candidate

C. The Blue Mountains' Strategic Plan

Supporting the development of social and recreational programs to meet the broad range of needs in the community

Preserving and enhancing natural and environmental features, and cultural heritage of the community

Providing a strong, well managed municipal government

D. Budget Impact

None at this time

E. Environmental Impacts

None at this time

F. Attached

1) Naming Policy March 2009

Respectfully submitted,

Shawn Everitt, Director of Recreation

Signature

For more information, please contact:

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Attachment 1

*Policy for Naming and Renaming of
Town Parks, Open Space, Trails,
and Facilities*



March 2009

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SECTION 1 – POLICY INTENT

The purpose of this policy on naming/renaming Town parks, open space lands, trails and facilities is to ensure that an appropriate framework exists in which to review and report on proposed names. This policy, generally, seeks to establish names for parks, open space lands, trails and facilities which ensure that:

- Appropriate consideration is given to the selection of parks, open spaces, trails, and facilities names given that the names will endure over several generations.
- Duplication of names is avoided.
- The public is given the opportunity to comment and have input during the name selection process.

This policy establishes “criteria and procedures” for naming/renaming Town parks, open space lands, trails and facilities. Based on this policy, the Town’s Senior Management Team will evaluate proposed names and forward recommendations to Council.

In the development of this policy Recreation Staff have reviewed adopted policies from other similar municipal environments.

SECTION 2 – DEFINITIONS

- 2.1 “Acquired”
Owned, leased and/or managed by the Town of Blue Mountains.
- 2.2 “Open Space”
Includes lands acquired and/or used for storm water management purposes, environmental open space (including but not limited to valley lands, lakes, ponds, wetlands, woodlots and conservation lands) and public walkway and trail lands.
- 2.3 “Parks”
Includes all acquired land used for public park purposes.
- 2.4 “Facilities”
Includes ball diamonds, soccer fields, water play, community centres, arenas, rooms within such buildings, and individual facilities with parks and open space (e.g. fountains, gardens, squares, walkways, trails, observation decks, bridges).

SECTION 3 – CRITERIA FOR NAMING/RENAMING

3.1 Guidelines

In adopting any name for Town parks, open space lands or facilities, Council shall consider the appropriateness of a name based on the following guidelines;

- a. The physical location (e.g. adjacent street name, community name).
- b. Historical significance of the area (e.g. Jack Acres Park, Wyandot Park)
- c. Unique geographic or physical characteristics of the site (Bayview Park, Nippising Ridge)
- d. Specific functional use or theme
- e. Broadly acknowledged and enduring significance of name within the community.
- f. On special request, naming/renaming of Town parks, open space lands, trails and facilities in honour of individuals or groups shall be done with the intent to memorialize or otherwise recognize substantial gifts and donations, and individuals designated by donors or individuals who have made exemplary or meritorious contributions to the Town.

Names of individuals or groups shall be considered on the basis of the following;

- a. significant contribution to the quality of life in the Town.
- b. significant historical or cultural connection to the Town.

- c. A significant contribution toward the environmental preservation, conservation or enhancement of the Town.
- d. A significant contribution to the acquisition, development or conveyance of land or building and/or its subsequent development/renovation (beyond specific legislative requirements).
- e. A significant contribution to recreation in the Town.
- f. A significant contribution to Ontario, Canada or internationally by a Canadian.

Names to Avoid;

- a. Names that are in conflict with other names within the Town or County of Grey.
- b. Names that could be construed as advertising a particular business, product or brand.
- c. Cumbersome, corrupted, modified names, discriminatory or derogatory names from the point of view of race, sex, colour, creed, political affiliation or other social factors.
- d. Names with any sexual overtones, inappropriate humour, parody, slang or double meanings.
- e. Names that have a secondary negative or offensive connotation.
- f. Names spelled differently but sound alike or have similar pronunciation but are spelled differently (ie. Crosby Park and Crosbie Parkette)
- g. Use of complex words (eg. Quetico Park)

3.2 Staff Reports

- a. In reporting on names, Recreation Staff will;
 - Consider the above-noted criteria as it relates to the site.
 - Ensure names do not conflict with existing names in whole or part.
 - Ensure similar sounding or cumbersome names are avoided.
 - Ensure name conflicts with neighboring municipalities are avoided.
- b. Formal approvals and/or permissions to utilize individuals or group names will be sought from immediate families, authorities or other contacts as applicable. Where no known contacts remain, it is the intent of this policy that the advertising process will act as a secondary communication process aimed at “flushing out” any family or other related contacts that may exist within the community who may be supportive or opposed to proposed names.
- c. Recreation Staff will contact any relevant professional, religious, fraternal, philanthropic, social, recreational or other organization to verify background information.

- d. Recreation Staff will document the rationale for proposed names in reporting to Council.

3.3 Committee Selection

For special and/or significant Town parks, open space lands, trails, and facilities, Council may direct staff to derive names by establishing a community group task force, inclusive of staff members, to solicit and recommend names. With each community group task force, staff shall make recommendations with respect to timing, membership, scope of committee, terms of reference, rules and judging of contest. The criteria outlined in other sections of this policy will continue to apply in these circumstances.

3.4 Renaming

Renaming of existing Town parks, lands and facilities that were named in honour of individuals shall not be considered unless specifically directed to do so by Council. Renaming will be considered in the context of historical significance of existing name, costs of replacing signage, rebuilding community recognition, and costs for updating databases, promotional materials, and any other applicable factors.

SECTION 4 – PROCESS/IMPLEMENTATION OF NAMING & BY LAW AMENDMENT

4.1 Clerk

Requests for naming will be forwarded to or be initiated by the Clerk.

4.2 Name Requests & Required Information

Naming requests should contain but not be limited to the following information

- Name of the applicant.
- Identification of the property to be named.
- Background information to support the name designation
- In the case of naming/renaming in honour of individuals or groups, confirm
- Approvals from immediate family members or other applicable contacts.
- The nature and extent of contribution(s) of the individual or group.
- That Town employment or public service has ceased when naming/renaming in honour of Town administrative officials, staff or elected or appointed public officials.

4.3 Heritage Review

Staff will seek input from the Town's Building and Planning Department on the proposed name/rename. Staff will conduct necessary background research, as outlined in this policy.

4.4 Other Community Consultation

Recreation staff will solicit input into the proposed naming/renaming from members of the community, ratepayers associations, and any other interested parties in order to verify the adequacy of the name. Information on proposed names will be made available to all parties invited or interested in providing input. If a name/rename application is directly associated with land donated to the Town, the original donor(s) or donor(s) family will be directly advised whenever possible.

4.5 Report to Council

The Town's Senior Management Team will prepare and submit a report to Council providing recommendations.

4.6 Public Notice

The Town Clerk will advertise and request input/objection from members of the community through a notice in a newspaper with a town wide circulation. Staff will then review and research any objection and determine its appropriateness.

Section 5 – Signage

5.1 Location and Type of Signage

- The Recreation Department will arrange for all required permits and will coordinate the design of the signage associated with the naming/renaming in accordance with the Town's specifications for signage or plaque.
- Naming signs will be located near entrances to parks and facilities and sized in proportion to the size of facility and prominence of entrance. If possible (e.g. funding), signage should reflect/park design or alternatively rely on adopted Town standards for same. Facility naming signs will be installed in a permanent location, and at a scale that is relevant to the facility.
- The addition of memorials without the approval of the Recreation Department shall be prohibited.

Requests for Naming of Parks, Open Space, Trails and Facilities

Name & Required Information

Naming Requests should contain but not be limited to the following information;

Name of the Applicant

Identification of the property to be names

In the case of naming in honour of individuals or groups, please attach letter(s) of support to confirm approvals from immediate family members or other applicable contacts.

Please provide a summary of the nature and extent of contributions(s) outlined in Section 3 Criteria of the individual or group and background information to support the name designation.

I confirm that Town employment or public service has ceased when naming in honour of Town administrative officials, staff or elected or appointed public officials.

Signature