
POLICY FOR NAMING AND RENAMING TOWN PARKS, OPEN SPACE AND RECREATION FACILITIES



**PARKS, RECREATION AND CULTURE DEPARTMENT
AUGUST 2003**

TOWN OF RICHMOND HILL

DATE: August 12, 2003

TO: Mayor and Members of Council
Circulation

COPY TO: Lynton Friedberg
Commissioner of Parks, Recreation & Culture

FROM: Audrey Hollasch
Director of Parks Development and Design

**SUBJECT: POLICY FOR NAMING AND RENAMING TOWN PARKS, OPEN SPACE
LANDS AND RECREATION FACILITIES**

On July 28, 2003, Council adopted the Policy for Naming and Renaming Town Parks, Open Space Lands and Recreation Facilities prepared by the Parks, Recreation & Culture Department.

The adoption of this policy promotes citizen responsibility by providing support and encouraging partnering with various organizations in the community and by providing opportunities for citizen involvement in specific Town projects. The policy also demonstrates innovative and responsible municipal management by encouraging strategic partnerships.

For further background, financial and other information on the policy, please refer to Staff Report No. SRPRC.03.45 or contact the undersigned with any questions you may have regarding the policy.

Sincerely,



Audrey Hollasch
Director, Parks Development and Design

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SECTION 1 - POLICY INTENT

The purpose of this policy on naming/renaming Town parks, open space lands and recreation 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 and recreational facilities which ensures that:

- Appropriate consideration is given to the selection of parks, open spaces and recreation facility 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 and recreation facilities. Based on this policy, Parks, Recreation & Culture staff will evaluate proposed names and forward recommendations to Council.

In developing the policy, Parks, Recreation & Culture 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 Richmond Hill.

2.2 “Open Space”

Includes lands acquired and/or used for stormwater management purposes, environmental open space (including but not limited to valleylands, hazardlands, 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 “Recreation Facilities”

Includes ball diamonds, soccer fields, waterplay, community centres, pools, arenas, rooms within such buildings, and individual facilities within parks and open space (e.g. fountains, gardens, squares, walkways, bicycle paths, trails, observation decks, bridges).

SECTION 3 - CRITERIA FOR NAMING/RENAMING

3.1 Guidelines

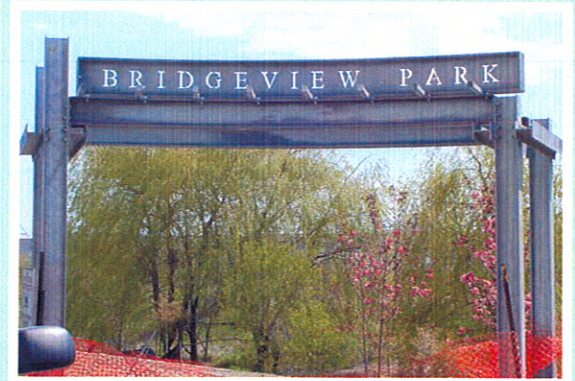
In adopting any name for Town parks, open space lands or recreation facilities, Council shall consider the appropriateness of a name based on the following guidelines:

- a. The physical location (e.g. adjacent street name, community name).
- b. Historical significance of the area (e.g. Headford Park, Brickworks Park).
- c. Unique geographic or physical characteristics of the site (e.g. Walnut Grove Park, Rouge Woods Community Centre).
- d. Specific functional use or theme (e.g. Bridgeview Park takes its name from the major bridge structure and the view it offers).
- e. Broadly acknowledged and enduring significance of name within the community.
- f. On special request, naming/renaming of Town parks, open space lands and recreation facilities in honor 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 (e.g. Elvis Stojko Arena).

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.



3.2 Staff Reports

- a. In reporting on names, Parks, Recreation & Culture 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 neighbouring 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. Parks, Recreation & Culture staff will contact any relevant professional, religious, fraternal, philanthropic, social, recreational or other organization to verify background information.
- d. Parks, Recreation & Culture staff will document the rationale for proposed names in reporting to Council.

3.3 Contests and Committee Selection

For special and/or significant Town parks, open space lands and recreation facilities, Council may direct staff to derive names from either contests or by establishing a community group task force, inclusive of staff members, to solicit and recommend names. With each contest or 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 recreation 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 Commissioner of Parks, Recreation & Culture Role

Requests for naming will be forwarded to or be initiated by the Commissioner of Parks, Recreation &



Culture.

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 honor 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 Heritage Planner on the proposed name/rename. Parks, Recreation & Culture staff will conduct necessary background research, as outlined in this policy.

4.4 Other Community Consultation

Parks, Recreation & Culture 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)'s family will be directly advised whenever possible.

4.5 Report to Council

The Committee of Parks, Recreation & Culture staff 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 townwide circulation (e.g. The Liberal). The notice shall allow 30 days for submission of comments. The notice will include the date and the time for consideration by Council and specify that interested parties can arrange with the Clerks Department to address Council at that

time with any concerns related to the naming or renaming.

Notwithstanding the above, Council, in its discretion, may choose to honor or commemorate an individual, company or event via an official public announcement.

4.7 Report to Council

Based on the nature of public input received, staff may be required to resubmit a report to Council to respond to queries received via the advertising process or to propose an alternate name. Under such circumstance, the naming/renaming process will be repeated.



4.8 Council Approval

Council will grant final approval for all naming/renaming recommendations.

4.9 By-Law to Make Name Official

Following final Council approval, the appropriate By-law to amend Chapter 942 of the Town's Municipal Code will be executed.

SECTION 5 - NAME DATABASE

5.1 Responsibility for Name Database

The Parks, Recreation & Culture Department shall be responsible for maintaining a database of names for Town parks, open space lands and recreation facilities as well as a depository of requests to honour

individuals or groups. Parks, Recreation & Culture staff will take responsibility for updating signage, etc.

5.2 Inventory of Potential Names

Parks, Recreation & Culture will retain a list of names suitable for use when sites and/or facilities required.



SECTION 6 - SIGNAGE

6.1 Location and Type of Signage

Parks, Recreation & Culture Department 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 community buildings and sized in proportion the size of facility and prominence of entrance. If possible (e.g. funding), signage should reflect facility/park design or alternatively rely on adopted Town standards for same. Facility naming signs will be installed in a permanent location on the facility itself (i.e. for a ball diamond that might be on the backstops but not so as to interfere with play), and at a scale that is relevant to the facility.
- The addition of memorials without the approval of the Parks, Recreation & Culture Department, shall be prohibited.

