

This document can be made available in other accessible formats as soon as practicable and upon request

STAFF REPORT: Community Services Department



REPORT TO: Committee of the Whole
MEETING DATE: April 27, 2015
REPORT NO.: CSPW.15.20
SUBJECT: Request to Rename Former Bayview Park Campground Area
PREPARED BY: Shawn Everitt
 Director of Community Services

A. Recommendations

THAT Council receive Report CSPW.15.20 entitled “Request to Rename Former Bayview Park Campground Area”;

AND THAT Council endorse the request to rename the Bayview Park former Campground area to Cedar Grove Park.

B. Background

The purpose of this report is to recommend changing the name of the former Bayview Park Campground area to assist in park identification and wayfinding. The Cedar Grove Women of 12 Labyrinth group has also suggested the name be changed to Cedar Grove Park to help provide clear direction and wayfinding to the Cedar Grove Labyrinth.

Currently, when referring to Bayview Park, the properties being identified include the following areas shown in Attachment 1.

- a) North east section being the waterfront portion that includes the pavilion, playground and waterfront trail
- b) North section being the tennis court/volleyball court and greenspace
- c) South section being the former campground area where the Cedar Grove Labyrinth is located

Staff is recommending that the North East section and North Section remain as Bayview Park and that the South section be renamed Cedar Grove Park.

The Town’s 2009 Policy for Naming and Renaming of Town Parks, Open Space, Trails and Facilities provides guidance in the renaming of the specific area of the park and has been included in this report as Attachment 2. The request to rename the former Bayview Park Campground to Cedar Grove Park is supported by the policy. The significant inventory of cedar trees that creates the sense of a very quiet and natural atmosphere reflects the proposed name.

C. The Blue Mountains' Strategic Plan

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

D. Environmental Impact

None.

E. Budget Impact

Staff recommends that signage be installed at three locations to cover the north, east and west entrances of the park. Funding of signage would be source through the parks operations budget.

The cost per sign is \$500.00 and \$150.00 for installation (including all labour and materials) for a total cost of \$650 per sign. For 3 signs the total cost would be \$1,950.00.

These signs would also include the new 911 numbers for emergencies and also incorporate the new No Smoking By-law signage supplied by Grey County.

F. In Consultation With

CAO
Senior Management Team
Building and By-Law Division
Manager of Parks and Trails

G. Attachments

1. Bayview Park Area Map
2. Policy for Naming and Renaming of Town Parks, Open Space, Trails and Facilities – 2009
3. Cedar Grove Park Access Points

Respectfully submitted,

Shawn Everitt
Director of Community Services

For more information, please contact
Shawn Everitt
severitt@thebluemountains.ca
519-599-3131 ext. 281

Bayview Park Area Map



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



March 2009

Table of Contents

SECTION 1: POLICY INTENT

SECTION 2: DEFINITIONS

SECTION 3: CRITERIA FOR NAMING/RENAMING

SECTION 4: NAME DATABASE

SECTION 5: SIGNAGE

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.

Cedar Grove Park Access Points

