



June 16, 2004

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: Park Naming Process - 8th & Fraser Parksites

RECOMMENDATION

THAT the Board approve a community consultation process to consider naming opportunities for the 8th & Fraser parksites.

POLICY

Guidelines For Naming Parks, Trails, Roads Or Other Features Coming Under the Park Board's Jurisdiction

1. In the first instance, the park, trail, road or other feature being named generally should relate to a "constant" feature either nearby or within that park. This could relate to a bordering street name or a natural or man-made feature. This does not preclude the consideration of a name already in "common" use for the park. Criteria such as the above gives ease of identification with relation to the park.
2. When no such "constant" feature is present or it is desired to commemorate an historical event or person important to the Park Board, City of Vancouver, or a person having made a substantial donation to the Park Board, a park may be named for that person.
3. When deemed appropriate, the Park Board will submit a short list of suggested names to concerned community groups for their input regarding the selection of a name.

BACKGROUND

The parksites bounded by 8th and 7th Avenues at Fraser Street has been incrementally amalgamated from private and public properties over the past decade. At .6 hectares (1.48 acres) it comprises, pathways, a picnic site, playground, viewing knoll, lawns, a thriving community garden (since 1988) and a variety of trees and shrubs including an 80 year old specimen fir tree. The assembly of this land, in one of Vancouver's most park deficient neighbourhoods, is a testament to one of the Board's fundamental guiding principles of providing access to adequate parkland within all the city's neighbourhoods. Purchase price for the parkland over the years totals about \$2

million with construction costs of about \$165,000. The parksite's recent completion makes it suitable timing for the selection of an official name.

DISCUSSION

The Park Board historically named a new park after bounding streets or community landmarks, for ease of way finding and easy recognition. In this case, only numbered avenues and Fraser Street are adjacent to the park. As several parks already include the word "Fraser" in them, it would seem appropriate to undertake a community naming process ensuring a new name in time for this park's official opening in the fall. As well, previous community dialogue has suggested several park names, some with historical significance. These names would be considered along with those submitted through the community process.

In 2003, the Board directed staff to engage the new Downtown South and Yaletown neighbourhoods in a most successful process to name Emery Barnes Park. In that process many communication tools were employed to convey the naming project through a variety of neighbourhood locales. This included on-site signage, web site features, community flyers, local newspaper ads, community centre displays and ballot boxes at nearby Park Board and community facilities including the Roundhouse Community Centre, *Choices* grocery store and *The Gathering Place*.

A similar campaign would be carried out in the Mount Pleasant neighbourhood where the park is located. The name gathering process would be advertised in community papers and through an extensive media release, poster distribution and web site feature. This would be supplemented by a display sign on the parksite itself asking for public input and advising residents where ballots could be submitted ie Mount Pleasant Neighbourhood House, the Youth Resource Centre, targeted retail stores and nearby educational facilities such as Vancouver Community College. The Mount Pleasant Community Centre staff will play a key role in disseminating information and gathering naming ballots.

Timing

Given resources and present schedules, staff propose a tight naming campaign starting in mid-July and concluding in mid-August with a naming recommendation going before the Park Board at its meeting of September 20th. The official naming would be followed by a community park opening in early October.

SUMMARY

The parksite located between 8th and 7th Avenues at Fraser Street was recently completed. It is now an appropriate time to engage the community in a park naming process preceding an anticipated October official opening. With approval of this recommended process, staff will initiate a naming campaign reporting back to the Board in September.

Prepared by:

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