

Date: August 22, 2007



TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: New Process for Naming Parks

RECOMMENDATIONS

- A. That the Board approve a new process for naming parks as outlined in this report*
- B. That the Board approve the Terms of Reference for the new Park Naming Committee (see Appendix 1).*
- C. That staff be requested to identify a short list of candidates for the Park Naming Committee and report back to the Board for the appointment of members.*
- D. That the first project of the Park Naming Committee be the naming of the recently completed park site at 72nd Avenue and Osler Street.*

POLICY

The following Guidelines for naming parks, trails, roads or other features coming under the Park Board's jurisdiction were developed in 1982.

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

Over the past twenty five years, most names for new parks have come forward from staff through the park development process, or indirectly from the community by way of open houses and other park planning and consultation events. On occasion, names are solicited by the Park Board from residents (recent example: Emery Barnes Park) and/or resident comment is sought for proposed names (recent example: Rosemary Brown Park). Using the park naming guidelines, the Board approves new park names. In the past ten years, 9 new parks have been named.

Following a submission made by a delegation to the Planning Committee meeting of February 6, 2007, staff were asked to report back with a new process for naming parks that would be consistently applied and that would have more resident input than the present method. A draft process, modeled on the Vancouver School Board's policy of naming new schools and with reference to British Columbia's geographical naming policy, was presented by staff to the Planning Committee on March 20, 2007. The Planning Committee endorsed the principles of the proposal and staff were subsequently asked to revise the draft for the Board's consideration and approval.

DISCUSSION

A new process for naming of Vancouver parks is proposed to standardize the process and ensure more community involvement.

Process

- The park naming process is initiated by a motion of the Park Board
- A five member, citizen-based *Park Naming Committee (the Committee)*, consisting of three standing members (no elected official or staff) and two ad hoc community-specific members, will be appointed for each naming opportunity.
- The Park Board will seek out potential Committee members by contacting local groups to represent various interests such as environmental/naturalist; commemorative/historical; and youth/senior groups.
- Terms of Reference for this group and a more complete description of their work are identified in the Park Naming Committee Terms of Reference attached in Appendix 1.
- Residents will be notified about the park naming opportunity through various methods, which may include community newspaper ads, site signage, posters at community centres, libraries, Park Board web site and mail out to stakeholders/partners.
- Park names will be solicited from neighbourhood residents and special interest groups, employees and others.
- Suggested names must be submitted to the Committee in writing. They must be accompanied by the rationale for the proposed name and contact information of the nominating individual or group.

- Park name suggestions may also come from the Committee members themselves.
- The Committee will evaluate suggestions considering historical, cultural and geographic elements, using the modified Park Naming Guidelines which are attached in Appendix II. Park name suggestion may also be made by Committee members.
- Proposed names, including a recommendation, will be presented to the Planning Committee for review and recommendation, after which they will be forwarded to the Park Board for approval.

The recently completed park at Olser Street and 72nd Avenue, currently unnamed is recommended to be used as a pilot project for the new park naming process.

Next Step

With the Board's approval, the Committee will be established as soon as possible. They will first meet to begin the park naming for 72nd and Osler Street. Thereafter the Committee will meet to deal with naming any outstanding unnamed parks in response to the Board's request. They will complete their work and report back to the Planning Committee within two months of the first meeting each time.

Notwithstanding all of the above, the Park Board determines which parks will be named in the city.

SUMMARY

This report describes a new process for park naming that is consistent and incorporates more input from the public. The process includes revised naming Guidelines and the formation of a Park Naming Committee, drawn from the community.

Prepared by:

Corporate Services
Vancouver Board of Parks and Recreation
Vancouver, BC
AH/jc