

Clause embodied in Report No. 3 of the Economic Development and Parks Committee, as adopted by the Council of the City of Toronto at its meeting held on April 16, 17 and 18, 2002.

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**Revision of the Naming and Renaming  
of Parks Policy to Include Recreation Facilities (All Wards)**

*(City Council on April 16, 17 and 18, 2002, amended this Clause by adding thereto the following:*

*“It is further recommended that all requests for the naming of parks or recreation facilities must be referred to the Commissioner of Economic Development, Culture and Tourism for a written report.”)*

**The Economic Development and Parks Committee recommends the adoption of the following report (February 26, 2002) from the Commissioner of Economic Development, Culture and Tourism:**

Purpose:

The purpose of this report is to revise the policy for the naming and renaming of parks approved by Council on November 25, 26 and 27, 1998 and amended on May 9, 10 and 11, 2000 to include Recreation Facilities.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) the policy for parkland naming/renaming be amended to include recreation facilities, Attachment No. 1; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Comments:

Public requests to rename community recreation centres and sports fields have been made periodically. There is currently no policy that covers the naming and renaming of recreation facilities, sport fields within parks, or community recreation centres. Rooms within community recreation centres are also not covered by any policy.

There is a comprehensive and effective park naming and renaming policy approved by Council on November 25, 26 and 27, 1998 and amended on May 9, 10 and 11, 2000. The original proposal for a harmonized policy for naming and renaming parks was revised to ensure greater community consultation and due diligence of staff during the process of conducting research on potential candidates for the naming and renaming of City parks.

The Department recommends amendments to this policy to include recreation facilities based on numerous requests that have been received from the public.

To ensure a consistent approach across the City and throughout the Parks and Recreation Division, it is recommended that the parks naming and renaming policy be amended to include all City-owned and operated recreation facilities (Attachment No. 1).

Conclusions:

The policy for the naming and renaming of parks needs to be revised to include recreation facilities, due to the increasing number of requests from the public in all areas of the City. This will ensure a consistent approach throughout the City in responding to public requests for the naming or renaming of recreation facilities.

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Attachment No. 1  
Revised Parks and Recreation Naming and Renaming Policy

Where the naming of a park [or recreation facility] after an individual or group is being recommended, the following criteria should apply:

- (i) the contributions of the individual or group must be well documented and broadly acknowledged within the community and staff will contact the relevant professional, religious, fraternal, philanthropic, social, recreational or other organizations to verify this information;
- (ii) a direct relationship should exist between the place of residence/activity of an individual/group and the park/facility named;

- (iii) City Parks and Recreation staff will exercise due diligence in researching and providing detailed background information to members of the local community, including ratepayer associations and any other interested persons who would have direct input into the naming process;
- (iv) the agreement of the individual or next of kin in the case of deceased individuals, and of the duly-elected senior representatives, in the case of groups, shall be obtained;
- (v) name duplication, similar sounding or cumbersome names should be avoided; names which may be interpreted as an advertisement or being either discriminatory or connoting political affiliation must not be used;
- (vi) existing parks/facilities named after individuals shall not be altered or changed;
- (vii) the advice of the relative municipal heritage organization and other relevant individuals or organizations shall be obtained; and
- (viii) the process of naming and renaming parks/facilities should be within the purview of the Community Councils to recommend.