Report of the Committee on Recreation and Social Services, dated June 26th, 1979

Guidelines for Naming of Parks and Recreation Sites

File PR-7(21)

1545 - 1. Your Committee has been advised that to date, no consistent procedure for selecting the names of parks and recreation sites has been identified. As a result there is a lack of continuity in the naming of parks and recreation sites in the City of Winnipeg.

Your Committee has also been advised that there are five generally acknowledged classifications for the derivation of site names:

1)	Geographic Locations	- A classification in which the name of a site is derived from that of an adjacent street or surrounding neighbourhood, ward, or community.
2)	Historic Events	- A classification commemorating the site of a significant event of the recent or distant past, or a major event (global) occurring at the time the site or facility is developed.
3)	Geologic/Natural Features	- A classification acknowledging past or present significant land formations, flora, and fauna on the site or typical of the broader region.
4)	Personages	- A classification commemorating individuals for philanthropy, historical prominence, political achievements, outstanding volunteer service to the City or community (particularly with reference to Parks and Recreation) or major contributions of personal time or money towards the development of a particular site.
5)	Organizations	- Similar to the previous classification but broadened to include such organizations as civic, fraternal, social, or veterans groups which have been generally acknowledged to have contributed substantially to promoting and improving the quality of life for the citizens of the city, province or country.

Your Committee has further been advised that the primary approach of naming parks and recreation sites after geographic locations, has for the most part been effective and efficient; however, it has inadvertently (due to too strict an adherence to only one classification of naming) created several problems which compromise the value and function of site identification.

Your Committee also considered the alternate methods for naming of parks and recreation sites, relating to the other general classifications as detailed above.

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Of primary importance to the process of deriving purposeful and suitable names for sites is, in the opinion of your Committee, the creation of a review board, responsible for receiving, reviewing and adopting or rejecting proposals for site names. It is felt that, a review board, through which all names for parks and recreation sites are formally processed, is essential for maintaining continuity and consistency to the naming process on a city wide basis. Within the existing civic structure, it is proposed that the function of a review board could be appropriately assumed by the Committee on Recreation and Social Services.

As the process of name selection for sites can be readily identified as a viable means of generating public awareness, appreciation, and respect for the City's parks and recreation system, it is desirable that the procedure not only involve elected representatives, but also provide the opportunity for direct public participation in initiating name proposals.

Your Committee therefore recommends that the following procedure for selecting appropriate and "meaningful names for parks and recreation sites be adopted, as shown on the attached flow chart, namely:

1) Community Parks and Recreation Sites

As new sites are acquired at the community level, the manager of the respective Parks and Recreation Branch in conjunction with the Community Committee or Sub-Committee on Parks and Recreation will investigate and select potential site names in advance of actual site development. At this stage, the Community Committee, at its discretion and utilizing whatever means it deems appropriate, may solicit public input prior to finalizing the recommended names. The recommended names, accompanied with relevant documented background information and justification, will then be forwarded to the General Manager of Parks and Recreation for consideration prior to submission to the Committee on Recreation and Social Services for consideration and approval.

Individual citizens or citizen groups may also make presentations to the Community Committee, initiating proposals for site names. The Community Committee in conjunction with the Manager of Community Parks and Recreation will evaluate and review such proposals for site names prior to forwarding a recommendation to the General Manager of Parks and Recreation and the Committee on Recreation and Social Services.

2) Regional Parks and Recreation Sites

Prior to initial development occurring on regional parks and recreation sites, the General Manager of Parks and Recreation will investigate and select potential site names and forward a documented recommendation to the appropriate Community Committee prior to submission of the proposal to the Committee on Recreation and Social Services for approval.

The General Manager of Parks and Recreation may also on occasion request the appropriate Community Committee in conjunction with the Sub-Committee on Parks and Recreation to

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investigate and provide recommendations for site names of regional facilities. The documented recommendations of the Community Committee, will be reviewed by the General Manager of Parks and Recreation prior to being forwarded to the Committee on Recreation and Social Services.

In Situations of Site Re-Naming, as may be deemed desirable from time to time in order to rectify existing inappropriate, misleading or ineffectual site names, a report to the Committee on Recreation and Social Services recommending a name change of a particular site must also include a detailed explanation of why the current name of the site is unsatisfactory or inappropriate.

Although the same procedures for re-naming a site should be followed as for the naming of a new site, the residents of the neighbourhood in which the site is located should be apprised of the recommendation and provided the opportunity for comment prior to submission of the proposal to the Committee on Recreation and Social Services for approval.

Your Committee also recommends, with respect to the classification of names for parks and recreation sites, that the following guidelines be approved:

I. Where more than one street provides frontage for a site, the street providing the major portion of the frontage be used in deriving the park name, or, if two or more adjacent streets provide a similar portion of frontage, then the name of the more dominant street be selected as the park name;

II. If a park site is isolated from any significant street frontage, then a location name, such as that of the neighbourhood, should be selected in deference to that of a street name;

III. Where more than one park site is located on the same street, only one site should assume the name of the street; the remaining site{s} to be named after other appropriate geographic place names such as that of the neighbourhood;

IV. The City discourage the further identification of areas as 'parks' other than those areas designated as public open space for the purpose of parks and recreation activity;

V. As the occasion arises, existing discrepancies and incongruences be rectified by either renaming particular parks to other than that identifying geographic location, or by the removal or substitution of the term 'park' in names of existing communities, neighbourhoods, and political wards.

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Moved by Councillor Leech,
Adoption of the clause.

Carried.

(Note: See Minute 1547 for attachment.)

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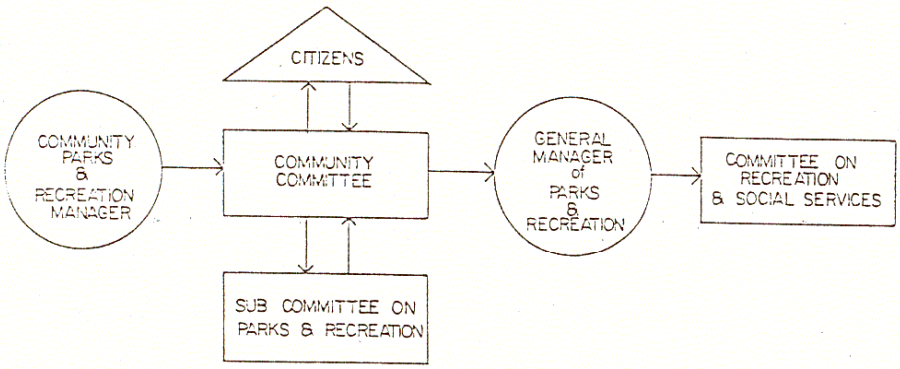
1547 - Attached referred to in Clause 1 of the Report of the Committee Recreation and Social Services, dated June 26th, 1979.

PROPOSED APPROVAL PROCEDURE

for the

NAMING of PARKS and RECREATION SITES

COMMUNITY PARKS & RECREATION SITES



REGIONAL PARKS & RECREATION SITES

