

Date: 2020-11-19

Subject: **Various Street and Park Naming Requests**

Contact: Peter Fay, City Clerk, Legislative Services, peter.fay@brampton.ca

Report Number: Legislative Services-2020-337

Recommendations:

1. That the report titled: Various Street and Park Naming Requests, to the Committee of Council meeting of December 2, 2020, be received; and
2. That the following names be approved and available for future use through the commemorative naming process for City streets, in accordance with the Asset Naming Policy:
 - a. Amrik,
 - b. Sindh,
 - c. Irvine,
 - d. Mustafa,
 - e. Metis,
 - f. Fiji; and
3. That the following names be approved and available for future use through the commemorative naming process for City parks, in accordance with the Asset Naming Policy:
 - a. Ciasullo,
 - b. Manitoba or Winnipeg
4. That Committee consider and provide direction regarding the following asset name requests:
 - a. Emilio's Way (partial trail name), and
 - b. Oliveira (new street name).

Overview:

- **This report recommends various street and park names for inclusion on the City's respective Master List of Street Names and Master List of Park Names, in accordance with the City's Asset Naming Policy.**
- **A number of requested street and park names have been submitted this year, both from the public and Members of Council.**
- **Some requested names are either not recommended for approval in consideration of concerns raised by the Region of Peel Street Naming Committee (in the case of street names) or provided without recommendation for Council's consideration and discretion in asset naming, in accordance with the Asset Naming Policy.**
- **City Council recently made various park and facility commemorative name and renaming decisions, which included a public commenting period that has now expired, with few if any comments received. These decisions can now proceed to implementation.**
- **The commemorative renaming of South Fletchers Sportsplex and Flower City Senior Centre removes these facilities from the Council approved *Sponsorship Asset Inventory List for Naming Rights* thereby limiting the ability of these facilities to generate future revenue for the City.**
- **Staff will continue to report at regular intervals regarding requested street and park names for Council's consideration.**

Background:

In March 2019, Council adopted a new [Asset Naming Policy](#) (Resolution C067-2019 and Recommendation CW101-2019), which rescinded the previous 2005 Street Naming Policy and 2017 Parks and Open Space Policy and replaced the Municipal Naming and Corporate Signage Program. The Asset Naming Policy is to be read in conjunction with the [Sponsorship and Naming Right Policy](#).

In June 2020, a new webpage and online form has been designed for centralized intake, information, public review and decision reporting for commemorative naming of assets at: <https://www.brampton.ca/EN/Business/planning-development/Pages/Naming-CityAssets.aspx>

In August 2020, staff reported to Council on the [review process for commemorative street and park naming requests](#).

This report advises Council of received street and parking naming requests and provides staff recommendations. This report also updates Council on previous Council asset naming approvals and the public commenting period.

Current Situation:

Street Name Requests:

Appendix 1 lists recent street names submitted to the City for approval and the recommendation of the Peel Street Names Committee, along with the City staff comment and recommendation including review with the City’s Asset Naming Coordinator for street names.

The following street names are identified for approval and refusal, through the commemorative naming process for City streets, in accordance with the Asset Naming Policy:

| Street Names Identified for Approval | Street Names Not Approved | Street Names for Council Direction | Street Names Under Review |
|--|--|---|---|
| Amrik Sindh Irvine Mustafa Metis Fiji | Cara Monahan Duncan Wells Bhanga | Oliveira | Deshpande Spina Diamond Zubeda Ghani Brown |

Any proposed street name or renaming requires consideration and approval by the Peel Street Names Committee before it can be authorized by the City for use. The Committee reviews all street names proposed for new development and the renaming of existing streets, regardless of jurisdiction, to ensure there is no duplication, whether it sounds similar to existing or approved street names, is difficult to spell, or is difficult to pronounce in an emergency situation.

A number of other street name requests received from the public are currently under review by the Peel Street Names Committee and City staff and will be reported to Council in a future report.

Park Name Requests:

Appendix 2 lists the recent park names submitted to the City for approval and the City staff comment and recommendation.

The following park names are identified for approval or Council direction, in accordance with the Asset Naming Policy:

| Park Names Identified for Approval | Park Names for Council Direction |
|---|---|
| Ciasullo Manitoba or Winnipeg | Emilio’s Way (Deo) Duncan |

Some street name requests also requested consideration as park name requests, if not approved as street names. Any of those name requests not approved as street names will be reviewed by City staff and reported to Council in a future report.

Recent Council Naming Decisions:

City Council recently approved various park and facility commemorative names and renaming, which included a public commenting period that has now expired.

| Asset Naming and Re-Naming Decision | Commenting Period End Date | Public Comments Received |
|--|-----------------------------------|-------------------------------------|
| Renaming South Fletcher's Sportsplex to Susan Fennell Sportsplex | October 30, 2020 | One comment received in opposition. |
| Naming future basketball court at Bruce Beer Park after Marc Eversley | October 30, 2020 | No comments received. |
| Naming park to be located at Goreway Drive and Humberwest Parkway after former Councillor John Sprovieri | October 30, 2020 | No comments received. |
| Renaming Flower City Seniors Centre to Bob Callahan Flower City Seniors Centre | October 30, 2020 | No comments received. |
| Naming Shahbaz Bhatti Park | October 30, 2020 | One comment received. |

The Council decisions can now proceed to implementation.

Corporate Implications:

Financial Implications:

There are no direct financial implications from this report. Naming requests and Council decisions on asset naming and re-naming will be accommodated within approved department budgets.

Other Implications:

Sponsorship:

Both South Fletchers Sportsplex and Flower City Seniors Centre were on the Council approved *Sponsorship Asset Inventory List for Naming Rights*. The commemorative renaming of these two assets removes the ability to sell them for exterior naming rights and generate future revenue for the City.

Council Resolution 364-2020 approved the renaming of the South Fletchers Sportsplex to "The Susan Fennell Sportsplex" unless there is a potential sponsorship agreement negotiation currently underway. There was not a potential sponsorship agreement negotiation underway at that time, however, the Sponsorship team has received interest in the naming rights to the South Fletchers Sportsplex since the announcement of the renaming of Brampton Soccer Centre to Save Max Sports Centre. The estimated lost

revenue to the City is significant as a result of the commemorative renaming of the South Fletchers Sportsplex.

Term of Council Priorities:

This report supports the Term of Council priorities of a Well-Run City and celebrating our Mosaic by facilitating community engagement in building our City that is reflective of its diverse communities and history.

Conclusion:

This report provides information to Council regarding current street and park naming requests with staff recommendations for approval for certain requests.

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