

Date: 2021-02-04

Subject: **Asset Naming to Commemorate Denise Jones**

Contact:

Report Number: Community Services-2021-123

Recommendations:

1. That the report titled: Asset Naming to Commemorate Denise Jones, to the City Council meeting of February 17, 2021, be received; and
2. That Council provide direction to staff regarding an appropriate asset naming opportunity to honour Denise Jones.

Overview:

- Council directed staff to investigate a park naming opportunity to honour the late Brampton resident Denise Jones, who passed away in December 2020, and was an icon in the arts, culture and entertainment industry locally, nationally and internationally.
- Based on consultation with Denise Jones' family, a commemoration in the downtown area associated with arts and culture, was requested. Since park naming opportunities within the downtown are limited, staff are investigating other possible City asset naming opportunities.
- This report is presented to Council as an information update to identify possible City asset naming and other commemoration opportunities and seek direction from Council to honour the legacy of Denise Jones.

Background:

City Council passed the following Resolution at its December 9, 2020 meeting:

C474-2020

That staff be directed to report back on park naming opportunities in honour of Denise Jones.

Denise Jones passed away on December 3, 2020. Denise Jones was a resident of Brampton and Appendix 1 includes her obituary, highlighting her significant contributions and achievements to the arts, culture and entertainment industry locally, nationally and internationally.

Current Situation:

Asset naming is to be in accordance with the City's [Asset Naming Policy](#). Council's direction to name a City asset, such as a park, is in keeping with City policy. Staff will determine if a Sponsorship or Naming Rights opportunity exists before considering Commemorative Names (Section 5.1 (d) of the Policy and use of a person's name for a City asset name is permitted for persons who:

- Honour the significant contribution of an individual to the community (Section 5.2 (h) of the Policy)
- Made a significant contribution to the municipality or to a group or association within the community, which has improved the quality of life for Brampton residents (Section 5.3 (a) of the Policy).
- Promoted Brampton to the world (Section 5.3 (e) of the Policy).
- Demonstrates excellence, courage or exceptional service to the citizens of Brampton, to the Province of Ontario, to Canada or to the world (Section 5.3 (c) of the Policy).

Denise Jones contributions and achievements are worthy of recognition in accordance with the Asset Naming Policy.

Feedback from Denise Jones' family, through the Mayor's Office, has suggested an appropriate naming opportunity be identified in the downtown area associated with the City's arts, culture and facilities. Park naming opportunities in the downtown are limited as few new parks are available for naming. Staff have undertaken an assessment of potential naming opportunities to honour Denise Jones in the downtown area, and the following possible facilities are provided for consideration.

- Staff investigated [Studio II](#) (previously know as the secondary hall) within The Rose Theatre, but it has already been identified as an asset for possible sponsorship, as authorized by Council, as per the City's Sponsorship Program. There is the opportunity for Studio II to generate considerable revenue for the City and it is

advertised as an opportunity along with other Performing Arts Venues and amenities. As such, it should not be considered as a renaming option.

- [Daily Times Square](#), fronting on to Queen Street West serves as a landscaped courtyard with gardens and seating areas and serves as an entrance to the City Hall Campus through the Conservatory. Daily Times Square was named as a tribute to an early city newspaper, the Daily Times and Conservator, which was located at 33 Queen Street. This space is not captured as an asset for potential sponsorship opportunities and is unlikely to be identified as an opportunity for sponsorship in the future. It may be a suitable City asset in the downtown area that could be renamed in honour of Denise Jones.
- [Central Public School](#), 24 Alexander Street, and its amenity spaces, is currently listed on the City's Municipal Register of Cultural Heritage Resources as a listed heritage property. Further consultation with Recreation staff would be required regarding the potential to re-name this property, or elements within the facility.
- Although not located in the downtown area, [Cyril Clark Theatre](#), recently renovated in 2019, is a 187-seat proscenium venue complete with modern technical equipment, fixed seating with a focus on accessibility, a bright lobby, and two dressing rooms. Elements of the theatre facility may be appropriate for naming.
- The [Gazebo at Gage Park](#) is not advertised or listed as an asset for potential sponsorship, however the park itself retains sponsorship value and current relationship with the Rotary Club. Naming the Gazebo would require further consideration.

There has also been consideration of Denise Jones as a potential inductee into the Brampton Arts Walk of Fame as an appropriate tribute.

Council may wish to consider these potential naming options and provide appropriate direction to staff for naming a facility in honour of Denise Jones.

Corporate Implications:

Financial Implications:

There are no immediate financial implications resulting from this information report.

Other Implications:

Term of Council Priorities:

This report achieves the Term of Council Priority of Brampton as a Mosaic by facilitating City infrastructure naming that reflects the rich culture and diversity of the City and its citizens.

Conclusion:

Council requested a park be considered for naming in honour of Denise Jones. Park naming options within the downtown area are limited. Other City assets may be more appropriate for consideration for naming after Denise Jones to honour her contributions and legacy.

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Attachments:

Appendix 1 – Denise Jones Obituary