Parks & Recreation Department

TO: Community Services Committee

SUBJECT: Park Re-Naming – Elgin Park to Apeldoorn Park

Report Number: PR-31-12 File Number(s): 930-01

Report Date: August 20, 2012 Ward(s) Affected: 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ All ☐

Date to Committee: September 12, 2012 Date to Council: September 24, 2012

Recommendation:

☐ Approve the renaming of Elgin Park to Apeldoorn Park to recognize the twinning relationship of the City of Burlington and the City of Apeldoorn

Purpose:

☐ Address goal or action in strategic plan
☐ Establish new or revised policy or service standard
☐ Respond to legislation
X Respond to staff direction
☐ Address other area of responsibility

Reference to Strategic Plan:

X Vibrant Neighbourhoods ☐ Prosperity
X Excellence in Government ☐ N/A

Background:

In May 2005, the City of Burlington and Apeldoorn signed a twinning agreement and proclamation to formalize the friendship between the citizens of the two communities and to foster mutual understanding in such areas as the arts, culture, education, history, sports and business. In October 2006, the first citizen delegation from Apeldoorn visited Burlington and took part in a successful program that centred on the two themes of art and nature/environment. In October 2007, Burlington's first delegation visited Apeldoorn to celebrate the twinning relationship and to attend a conference on exchange programs.

As a result of the October 2007 visit to Apeldoorn, Burlington Council approved a program where Burlington and Apeldoorn would participate in an exchange of design services leading to a park development in each of the twinned cities, not to exceed

$100,000, to be completed by the end of 2011.

March 22, 2010 , PR-17-10 Apeldoorn Mundalization Project
At the meeting of Council on March 22, 2010, Council approved the following resolution:

Approve Elgin Park as the location for the Apeldoorn Park exchange with a budget not to exceed $100,000. (PR-17-10)

November 28, 2011 PR 49-11 Apeldoorn Park Exchange

At the meeting of Council on November 28, 2011, Council approved the following resolution:

Authorize the Director of Parks & Recreation to complete the Apeldoorn park exchange project as outlined in Option One, contained in PR-49-11.

Option One included the design and construction of the Apeldoorn feature in conjunction with the RPM maintenance facility including the following steps:

- Commence working with Apeldoorn Park staff to provide a design concept that integrates the park with the maintenance facility;
- Prepare detail design as part of the maintenance facility site design;
- Implement park improvements as part of the maintenance facility contract;
- Commence preparation of design concepts for the Apeldoorn Park site when information is received from Apeldoorn;
- Conduct a park dedication/celebration at a mutually agreed to time with Apeldoorn.

SD-29-12 Direction for Public Consultation on Renaming Elgin Park

At the meeting of Council on July 26, 2012, Council approved the following Staff Direction:

Authorize the Director of Parks & Recreation to consult on the request to rename Elgin Park to Apeldoorn Park by way of a web based survey; and

Direct the Director of Parks & Recreation to bring forward a report on the results of the survey and potential renaming of Elgin Park to Apeldoorn Park.

Discussion:

As directed, a web based survey was conducted between July 30th and August 17th, 2012. The following is background provided and question asked to survey participants:

> **We want your opinion.**
>
> On April 17, 1945, Canadian soldiers liberated the city of Apeldoorn, the Netherlands. For years after that, Apeldoorn held massive parades every five years to honour its Canadian heroes. By 2005, Burlington and Apeldoorn formally celebrated that bond by becoming twinned cities.
>
> The City of Burlington purchased Elgin Park in 1972, naming it after the street. In 2007 city council agreed to a program where Burlington and Apeldoorn would design parks named for the twin cities. Eventually, Elgin Park was identified as the ideal location for the new Apeldoorn Park. Key factors included the scheduled redevelopment of the park.
>
> Now that the redevelopment is underway, it's time to ask the citizens of Burlington if they support the idea of renaming the park.
>
> **Question**:
>
> Are you in favour of changing the name of the park on Elgin Avenue to Apeldoorn Park in honour of our twin city in the Netherlands?
>
> In favour Not in favour Comments

Survey Results

A total of 398 responses were received to the survey. Individual comments are provided in Appendix A - Renaming Feedback

Of the 398 responses received, 304 (76%) were in favour of changing the name to Apeldoorn Park and 94 (24%) were not in favour.

This type of online survey is not considered statistically valid, however, it was designed to simply help the city take the pulse of the community on this topic.

Naming Corporate Assets

Staff have carried out the naming of parks in accordance with policy *1.3.7 Naming of City of Burlington Corporate assets* which states:

The selection of a name will be based on a number of criteria including, but not limited to the following:

- A long standing local area identification with residents;
- Understandable to the majority of citizens of Burlington;
- Consistent with any other applicable policies, and naming guidelines including the City's Conflict of Interest Policy;
- Assists with emergency response situations by being consistent with street names and geographical locations and meeting the requirements of the Fire department and Halton Regional Police;
- Consistency with fundraising plans and gift/sponsorship levels.

Preference will be given to names that:

- Give a sense of place, continuity and belonging, reflecting the geographic location, community, neighbourhood or street where the corporate asset is located and/or;
- Recognize the historical significance of the area and/or;
- Reflect unique characteristics of the site and/or;
- Reflect the type of service offered and/or;
- Are in keeping with a selected theme and/or;
- Honours individuals, living or deceased, who have made a significant contribution to the community.

The proposed name was considered through a public engagement process involving an on-line survey as well as consultation with Ward Councillors and staff.

The proposed name change from Elgin Park to Apeldoorn Park supports the Twinning relationship with the City of Apeldoorn as part of a Council approved program where Burlington and Apeldoorn would participate in an exchange of design services leading to a park development in each of the twinned cities.

Staff are recommending the name change of Elgin Park to Apeldoorn Park.

Financial Matters:

Total Financial Impact

Financial matters are related to the cost of the signs and entrance features identifying the parks and are part of the park development budget. The actual naming of the park has no financial impact.

Environmental Matters:

N/A

Communication Matters:

A web based survey was conducted to obtain feedback from the community on the proposed name change of Elgin Park to Apeldoorn Park. The results of the survey indicate community support for the name change.

Conclusion:

The approval of Report PR-31-12, will officially re-name Elgin Park to Apeldoorn Park, recognizing the twinning relationship of the City of Burlington and the City of Apeldoorn.

Respectfully submitted,

Robert Peachey
Manager, Parks & Open Space
905-335-7600 #7722

Appendices:

A. Renaming Feedback

Notifications:
(after Council decision)

Name	Mailing or E-mail Address
Arnold Koopman	
Lisa Palermo	Lisa.Palermo@burlington.ca

Approvals:
*required

*Department	City Treasurer	General Manager	City Manager

	To be completed by the Clerks Department
Committee Disposition & Comments	
	01-Approved 02-Not Approved 03-Amended 04-Referred 06-Received & Filed 07-Withdrawn
Council Disposition & Comments	
	01-Approved 02-Not Approved 03-Amended 04-Referred 06-Received & Filed 07-Withdrawn