

NO: R093

COUNCIL DATE: May 8, 2017

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **May 5, 2017**
FROM: **General Manager, Parks, Recreation & Culture** FILE: **6140-20/P**
SUBJECT: **Naming of the Plaza – “Civic Plaza”**

RECOMMENDATION

The Parks, Recreation & Culture Department recommends to Council that:

1. This report be received for information; and
2. The City Hall Plaza be formally named “Civic Plaza”.

INTENT

The intent of this report is to gain Council approval for the proposed name “Civic Plaza” associated with the plaza located adjacent to City Hall, in order to facilitate the marketing of the plaza to residents and visitors.

BACKGROUND

A city-owned and managed plaza is located on the south side of City Hall, between 103 Avenue, the City Centre Library and the new Century Group building, map attached as Appendix “I”. Constructed in 2013 as part of the City Hall development; the plaza is an urban public park space. It features a hard surface appropriate for hosting small to medium-scale special events such as *Party for the Planet*, *Tree Lighting Festival*, food truck festivals, community fund raising events, and other community activations. The plaza also contains water features that are activated in the warmer months as well as a number of light features that enhance the water fountains and colour the space in the evenings. The Take Five Café provides tables on the Plaza for patrons to enjoy outdoor shaded areas in the summer months.

The east border of the plaza is a lane utilized to access the underground parking, and which will ultimately provide access to the Century Group mixed use building. This lane has been referenced by its working title as “Market Street” since the opening of City Hall. However, it will officially remain unnamed, as per all typical laneways within the City. The unofficial lane name will be “Civic Plaza Lane”. This name can be used by event organizers and 3 Civic Plaza building for reference purposes. The City Centre plan calls for “Civic Plaza” to ultimately extend further south, through to Central City as lands to the south redevelop.

POLICY CONSIDERATIONS

The City's Policy "Naming of Parks and Facilities" (attached as Appendix "II) includes the following criteria for City-scale, destination parks and facilities:

"City parks and amenities tend to be used by a great number of people and whenever possible should bear names, which identify their general location or key site features."

DISCUSSION

The plaza has been designed to create a community gathering location for special events and to create ongoing "place making" opportunities adjacent to City Hall and the Library. The City Centre plan anticipates a contiguous plaza and pedestrian friendly corridor that will connect City Hall to the Central City Tower.

By formally adopting the proposed name "Civic Plaza" Council will enable more effective marketing of the site for important community celebrations.

SUSTAINABILITY CONSIDERATIONS

The proposed name changes support the Sustainability Charter by helping to create a universally accessible, vibrant community gathering space that supports inclusive participation in recreation and cultural celebrations, with the following Desired Outcomes and Strategic Directions:

- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds.
- Inclusion SD19: Support place-making opportunities at the neighbourhood level and the creation of community gathering spaces.
- Built Environment DO3: The City Centre is a dynamic, attractive and complete metropolitan area and important international destination, and is one of North America's most livable and desirable downtowns.
- Built Environment DO15: All new buildings, public spaces and outdoor spaces are welcoming, safe and universally accessible.
- Built Environments SD9: Design public spaces to enable flexible uses.
- Health and Wellness DO6: Residents participate in a wide range of recreation and leisure opportunities.

CONCLUSION

Based on the above discussion, it is recommended that Council approve the naming of the plaza currently adjacent to City Hall as "Civic Plaza".

Laurie Cavan
General Manager,
Parks, Recreation & Culture

Appendix "I" - Aerial Photo of Civic Plaza
Appendix "II" - Parks and Facilities Naming Policy

Aerial Photo of City Hall Plaza



Parks and Facilities Naming Policy

PARKS, RECREATION AND CULTURE DEPARTMENT

POLICY

SUBJECT: PARK & FACILITIES NAMING
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INTENT

To establish a clear Policy for naming parks as well as Parks, Recreation and Culture buildings, assets and amenities.

- A. Destination Parks**
- B. City** parks and amenities tend to be used by a great number of people and whenever possible should bear names which identify their general location or key site features. They could also be named after benefactors or sponsors who have made an extraordinary contribution to the community. (Examples: Bear Creek Park, Stewart Farm House, and Surrey Arts Centre)
- B. Community** parks and amenities tend to be used by the next greatest number of people and should, whenever possible, be given names which identify:
- (a) the community in which they are located (ie: Cloverdale Athletic park, Fleetwood Community Centre);
 - (b) Surrey pioneers known in the area in which the park is located (ie: Lionel Courchene Park);
 - (c) major donors or sponsors (XYZ Company Youth Park);
 - (d) names arising from a community-based selection process (ie: The Garage-South Surrey Youth Centre).
- C. Neighbourhood** parks and amenities tend to be used by fewer people than City and community parks, are more difficult to name for their location, and therefore should be given names recognizing:
- (a) special features or major plant life indigenous to parks (ie: Cottontail tot lot);
 - (b) Surrey pioneers known in the area in which the park is located (ie: Moffat Memorial Park);
 - (c) local street and subdivision names, excluding real estate and development companies (ie: Strawberry Hill Park);
 - (d) significant donors or sponsors, including real estate and development companies who make a significant donation in excess of normal development cost charges;
 - (e) former property owner who donated the land (ie: Bell Park).
 - (f) Natural area linkages and conservation areas may never be developed as parks and should be assigned numbers for reference purposes in accordance

APPROVED BY:


Laurie Cavan, General Manager, Parks, Recreation and Culture

DATE APPROVED:

HOUSEKEEPING DATE: May 2009

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propose to name a greenbelt, these areas may also be treated as neighbourhood parks.

2. Whenever a park has come to be known traditionally but not officially by a name which is not so familiar to the name of an existing park to be confusing, then serious consideration should be given to formal adoption of the traditional name.
3. Consideration may be given to naming parks and amenities after outstanding community volunteers. Consideration may also be given to naming parks and amenities after retired City employees, if the employee has given outstanding service to the City and/or has made a noteworthy contribution to the well-being of the City.
4. Consideration should be given to naming donated park sites and facilities constructed on donated land after the donor.
5. Parks immediately adjacent to existing school sites should bear the same name as the school (neighbourhood and community parks).
6. The preferred methods for selecting a name are:
 - through popular choice either via a petition, school contest, or other form of community involvement;
 - as a result of donation and/or sponsorship.
7. Naming parks or amenities after sponsors can only be done in accordance with the city's Sponsorship Policy.

PRACTICES WHICH SHOULD BE AVOIDED

1. Naming a park after a current politician.
2. Naming a park or facility after a nearby but not immediately adjacent school or institution that may lead to confusion regarding their respective locations.

Integration with school sites to be carried out where possible.