

**Community Services Report to
Priorities and Finance Committee
2019 July 02**

**ISC: UNRESTRICTED
PFC2019-0801
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Naming of a City Park

EXECUTIVE SUMMARY

The community of Bridgeland-Riverside is requesting that a small community park be formally named “Riverside Park”. A community and park site map showing the park area to be named is included as Attachment 1.

ADMINISTRATION RECOMMENDATION:

That the Priorities and Finance Committee recommends that Council:

1. Approve the name “Riverside Park” for the park site located at 11th Street NE and McDougall Road NE; and
2. Direct that the report and attachments be heard in-camera pursuant to subsection 23(1)(b) of the *Freedom of Information and Protection of Privacy Act*, and remain confidential pursuant to Section 24(1)(a)&(b) of the *Freedom of Information and Protection of Privacy Act* until Council rises and reports.

RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED 2019 JULY 02:

That Council adopt the name of “Riverside Park” for the park site located at 11th Street NE and McDougall Road NE.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2016 April 11, Council approved the Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01), replacing the previous Municipal Naming Policy (CS03); the Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities (CSPS012); and the Sponsorship Policy – City-Owned, City Managed Assets (CS011).

BACKGROUND

The park dates to 1994 and was the result of a collaboration between The City, Calgary General Hospital, Carewest, the Bridgeland-Riverside Community Association and other social institutions in the neighbourhood. The goal was to build an accessible park that would be used by seniors, those with disabilities and others who lived or attended programs in the area. The park included an entry arch feature with the name “Riverside Park” prominently featured. The entry arch is still in place, but since that time the park has also become known as McDougall Park.

To better understand the history of both names, a search for documentation was completed by staff in several City business units and departments; City Clerk's Office, Corporate Analytics & Innovation, Planning & Development, and Parks. It is believed the name McDougall Park developed during a planning initiative called the Bow Valley Centre Concept Plan (also known as the ‘Bridges’) that was undertaken by The City of Calgary to develop the former Calgary General Hospital lands after its 1998 demolition. The resulting development included the creation of a new park, named Murdoch Park, located south of Centre Ave NE and north of McDougall Road NE. The Riverside Park area, south of McDougall Rd NE, was retained but came to be known as McDougall Park.

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No documentation regarding a formal city process or consultation with the community concerning the park's name change from Riverside to McDougall could be found. First references to the park as McDougall Park were found in the 2002 Bylaw 11P80. This bylaw, which addressed the entire 'Bridges' project referred to "the existing McDougall Park". However, it is believed an error was made and the report should have referred to "the existing Riverside Park" or "the park on McDougall Road", as no McDougall Park previously existed. The report does go on to describe the park including a seniors' park, picnic area and playground, which is consistent with "Riverside Park".

Currently Google Maps and Bing Maps denote the site as McDougall Park, but the original physical features of Riverside Park still exist. On the NE corner stands the large teal and pink coloured archway incorporating the name "Riverside Park". The walkway heading to the south is wider than usual and is lined with different coloured and textured cement. Both are features to increase accessibility, particularly for people with visual impairments. The sidewalk leads to an area of picnic tables and raised/accessible barbeques. To the west is a walkway lined with a row of lamp posts painted in the same teal/pink colour as the "Riverside Park" archway.

The conflict with the names has resulted in some community members feeling undervalued for the contribution they made in the 1990s towards the development of Riverside Park. In 2018 the Bridgeland-Riverside Community Association requested the park be officially named "Riverside Park" to honour the contribution of the community members, reflect the history of the neighbourhood, and to reduce further confusion.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The proposed name, "Riverside Park", is in accordance with the Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01) in that the name reflects Calgary's heritage and furthers the sense of community.

Stakeholder Engagement, Research and Communication

The Bridgeland-Riverside Community Association has received the support of area businesses and Councillor Carra. Letters of support are included as Attachment 2.

Corporate Analytics & Innovation and City Clerk's undertook research to determine if McDougall Road was named after a specific McDougall. The origin of the McDougall Road name could not be determined and, as a result, no further community consultation was undertaken by Calgary Parks.

Strategic Alignment

The naming of a Municipal Park is aligned with City Council approved Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01)

Social, Environmental, Economic (External)

The naming of Riverside Park enhances the awareness of the history of Bridgeland-Riverside and encourages civic engagement and a resulting pride in community. The existing sign that identifies the park as Riverside Park will remain.

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Financial Capacity

Current and Future Operating Budget:

No impact to current or future operating budgets.

Current and Future Capital Budget:

No impact to current or future capital budgets.

Risk Assessment

There are no risks associated with the recommendation as presented by Administration.

REASON(S) FOR RECOMMENDATION(S):

Approval of the naming of this park fits within the criteria outlined in the Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01) as the name reflects the history of Bridgeland-Riverside and furthers a sense of community.

ATTACHMENT(S)

1. Community and Park Site Map (Confidential)
2. Letters of Support (Confidential)