

NAMING OF A CITY PARK

EXECUTIVE SUMMARY

The Banff Trail Community Association is requesting that a park historically known as Confederation Park and currently known as Canmore Park be formally named "West Confederation Park". A community and park site map showing the park area to be named is included as Attachment 1.

ADMINISTRATION RECOMMENDATION(S)

That the Priorities and Finance Committee recommends that Council:

1. Approve the name "West Confederation Park" for the park site located at 19th Street NW and Canmore Road NW; and
2. Direct that the Report and Attachments be heard during the Closed Meeting session 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 2018 JANUARY 16:

That Council:

1. Adopt the name "West Confederation Park" for the park site located at 19th Street NW and Canmore Road NW; and
2. Direct that the Report and Attachments remain confidential pursuant to Sections 23 and 24 of the Freedom of Information and Protection of Privacy Act until Council rises and reports.

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

Confederation Park was created as one of the City of Calgary's major initiatives to celebrate the Canadian Centennial in 1967. In 1965 the Centennial Ravine Park Society was established to advocate the protection of the coulee as a municipal park. This organization included individuals, businesses and service groups in the surrounding neighborhoods and throughout the city. They raised support and funds, contributed park features, and undertook volunteer planting in certain areas of the park.

The coulee that became Confederation Park is located in northwest Calgary, adjacent to and bounded by the residential communities of Charleswood, Collingwood, Rosemont, Cambrian Heights, and North Mount Pleasant on the north and Banff Trail, Capitol Hill, and Mount Pleasant on the south. The entire original, natural coulee upon which the park is based is a tributary of Nose Creek. The historical length of Confederation Park extends from the head of

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the coulee at about 24 Street NW to Queen's Park Cemetery at 32 Avenue and 7 Street NW on the east. The park is intersected by 19, 14 and 10 Streets NW. The large westerly segment is currently referred to as Canmore Park, the segment between 19 and 14 Streets NW is the Confederation Park Golf Course, and the two segments east of 10 Street NW are still known as Confederation Park.

In 2017, as citizens celebrated Canada's 150th, there was a renewed interest in the history of the park. A group of neighbourhood residents contacted Calgary Parks attempting to determine why a sign was erected with the name "Canmore Park". Parks had undertaken some research as part of the 2017 celebrations and could not determine why the park was "renamed" Canmore Park and a sign was erected. It is generally accepted the golf course does dissect the original Confederation Park in half and, as a result, the west segment of the park was and is no longer commonly known as Confederation Park. The local residents would like the community to know about the history of the park and thus initiated the process to have the park formally named "Confederation Park" or "West Confederation Park".

INVESTIGATION: ALTERNATIVES AND ANALYSIS

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

The proposed name, "West Confederation Park", is in accordance with the Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01) in that the name "West Confederation Park" (as opposed to also naming the west segment "Confederation Park") will be clear and will not be confused with the currently known Confederation Park, thus minimizing any problems with dispatching emergency services personnel.

Stakeholder Engagement, Research and Communication

Calgary Parks supported local residents with the development of a presentation outlining the history of the park and a rationale as to why the western portion of the park should be formally named. This presentation was given to the Banff Trail Community Association on 2017 April 05. The Banff Trail Community Association has provided a letter of support for the proposed park name (Attachment 2). The residents also engaged Councillor Druh Farrell who has provided a letter of support (Attachment 3).

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)

Social

The naming West Confederation Park enhances the awareness of the history of the Park and the role the community played in transforming the coulee into a public park. This encourages civic engagement and a resulting pride in community.

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Environmental
Not applicable.

Economic (External)
Minor impact as Calgary Parks will be required to replace the "Canmore Park" sign with a "West Confederation Park" sign.

Financial Capacity

Current and Future Operating Budget:

No impact to current or future City Operating Budget.

Current and Future Capital Budget:

Minor costs will be incurred by Calgary Parks for the installation of a new park sign (approximately \$2,500.00).

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 the site and furthers a sense of community.

ATTACHMENT(S)

1. Community and Park Site Map (Confidential)
2. Letter of Support from Banff Trail Community Association (Confidential)
3. Letter of support from Councillor Druh Farrell (Confidential)