



TO:	CHAIR AND MEMBERS COMMUNITY SERVICES COMMITTEE MEETING ON JULY 17, 2012
FROM:	CATHY SAUNDERS CITY CLERK
SUBJECT	REQUEST FOR RENAMING OF RIVERSIDE PARK

RECOMMENDATION

That, on the recommendation of the City Clerk, with the concurrence of the Manager, Parks Planning & Design the following actions be taken with respect to the renaming of the eastern half of Riverside Park:

- a) the renaming of the eastern half of Riverside Park to M. A. Baran Park **BE APPROVED**; and,
- b) the Civic Administration **BE AUTHORIZED** to make the necessary arrangements for the appropriate recognition with respect to a) above.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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None.

BACKGROUND

The attached submission entitled “Mitch Baran Lifetime Achievement Award – Park Renaming Application” to rename Riverside Park to M. A. Baran Park has been considered in accordance with Council Policy 3(7), being the “Naming/Re-naming or Dedicating of Municipal Property, Buildings and Park Elements Policy. Council Policy 3(7) states:

- (a) Priority (in order of preference) shall be given to continuing the current naming/re-naming practice of the City of London property and buildings after:
 1. the area or planning district in which the property or building is located to provide a geographical association to help the public to locate a park, bridge or building more easily;
 2. the most dominant “constant feature either within or nearby” the selected site such as an associated significant ecological or natural resource feature;
 3. an historical name related to London’s heritage and/or historical folklore;
 4. an event or person of international, national or provincial significance; or
 5. an organization (or individual, with the section of election officials currently in office) to recognize:
 - particular activities and significant contributions to the London community and/or society; and/or
 - outstanding contributions and/or sponsorships made toward the development and/or enhancement of a property or building.

- (b) Preference shall be given to naming City of London Elements (with parks or buildings) after an organization or an individual.

The following criterion has been established by Council Policy 3(7) when consideration is being given to naming/renaming Municipal property, building or park element, after an individual:

- the contribution they have made to the public life and the well-being of London;
- the sponsorship contribution made toward the acquisition, creation or redevelopment of the property, building or feature;
- a direct relationship or association that existed between the place of residence of the individual and the property, building or element to be named;
- where a property, building or element is named after a sports or entertainment celebrity the type of element shall be associated with the celebrity; and,
- where the name of an individual or organization is so used, approval shall be obtained from the individual (his/her family) or the organization for such naming.

Council Policy 3(7) provides for a civic recognition that may be initiated by the City itself to recognize a group or an individual's outstanding accomplishments, involvement or work in the local community or in a provincial or national forum.

Applicants are to assume responsibility for securing consensus within the community with respect to the application. Opposition to the application must be addressed by the applicant.

Application Review

The Municipal Addressing Advisory Group (MAAG), which is comprised of representatives from Fire, Police, Ambulance, Utility companies and Civic Administration has reviewed the proposal and has indicated no objection to the proposed name change of "Riverside Park" to "M. A. Baran Park".

Parks Planning and Design has indicated support of renaming the eastern half of Riverside Park to "M. A. Baran Park". It is noted that there are currently no signs identifying the park name and therefore it is anticipated that there would be little, if any, impact to the neighbourhood by renaming a portion of the Park.

Council Policy 3(7) indicates that the applicant will consult with external stakeholders in the community and identify possible objections and/or positive responses to determine the level of support for the requested civic naming. The submission attached to this report contains a number of letters of support from a variety of organizations and citizens of London. Ms. Armistead, Manager of Culture and Municipal Policy, has indicated that contact has been made with the London Community Foundation with the Blackburn Foundation. As well, contact has been made with the Forks Neighbourhood Association to seek their input with respect to the proposed renaming.

Rationale in support of the Application

The application submission indicates the following in support of the application:

- Mr. Baran has made a significant contribution to the London community and to society with the creation of his medical devices, such as the Asthma Aero-chamber.
- Mr. Baran has received a number of Awards, such as Fellow into the Ontario Institute of Charter Accountants and Honorary Doctorate of Laws from Western University.
- Mr. Baran is the founding Chairman and has provided significant financial support of Let's Talk Science.
- Mr. Baran has made significant philanthropic contribution to a number of charities in London.
- Mr. Baran is a generous supporter of Western University.
- Mr. Baran has supported medical research in the areas of Asthma and respiratory treatment.

Financial Implications

The Civic Administration has advised that the cost to place signage at the Park is minimal and can be absorbed within the City Manager's current operating budget.

RECOMMENDED BY:	CONCURRED BY:
CATHY SAUNDERS CITY CLERK	A.W. MACPHERSON MANAGER – PARKS PLANNING & DESIGN