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| TO: | CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MEETING ON SEPTEMBER 10, 2019 |
| FROM: | CATHY SAUNDERS CITY CLERK |
| SUBJECT: | NAMING OF NEW EAST COMMUNITY CENTRE, 1731 CHURCHILL AVENUE |

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| RECOMMENDATION |
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That, on the recommendation of the City Clerk with the concurrence of the Managing Director, Parks and Recreation and the Deputy City Manager and Acting Managing Director, Neighbourhood, Children and Fire Services, the Civic Administration **BE DIRECTED** to make the necessary arrangements to hold a Public Participation Meeting before the October 8, 2019 meeting of the Community and Protective Services Committee to receive input from the public with respect to the proposed name of “The Community Centre on Wavell” for the new east community centre located at 1731 Churchill Avenue.

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| PREVIOUS REPORTS PERTINENT TO THIS MATTER |
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- East Community Centre Construction Update (CPSC – August 13, 2019)
- East Community Centre Tender 17-67 Project #P015-RC2756 (CPSC – October 11, 2017)
- Update on East Community Centre Build Project (CPSC – June 2017)
- Architect to Act as Prime Consultant for the East Community Centre (CPSC - December 2015)
- Update on East Community Centre Build Project (CPSC - December 2015)

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| STRATEGIC PLAN LINKAGES 2019-2023 |
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Strengthening our Community: The new community centre will play a significant role in strengthening the local neighbourhood of Argyle and the larger district, including Huron Heights, East London, Hamilton Road, Glen Cairn, Westminster, and Jackson by creating opportunities for residents to lead healthy, socially active lives.

Building a Sustainable City: Creating and preserving strong and healthy environments and creating beautiful places for all Londoners will be accomplished at the new East Community Centre.

Growing Our Economy: Investment in this new community centre contributes to urban regeneration of a key community space.

Creating a Safe London for Women and Girls: The new community centre will provide opportunities for women and girls to safely participate in social and recreation opportunities.

Leading in Public Service: A range of city services will now be available to the adjacent neighbourhoods that were previously and underserved area of the city.

BACKGROUND

The attached (Appendix "A") naming request dated August 23, 2019, has been considered in accordance with the "Naming/Re-naming or Dedicating of Municipal Property, Buildings and Park Elements Policy". Included in the attached request, is information in support of the the proposed name of "The Community Centre on Wavell".

The Civic Administration's reasons in support of the proposed name of the new facility are summarized below:

- there is currently some confusion in the community between the current project name, "East Community Centre", and the existing East London Library location and the nearby East London Planning District;
- the proposed name is in keeping with the Naming/Re-naming or Dedicating of Municipal Property, Buildings and Park Elements Policy where preference is to be given to "naming after significant geographic, neighbourhood and historical elements";
- the facility is located on Wavell Avenue and the proposed name will assist in identifying the location of the new community centre to the broader community;
- the name "Argyle", the Planning District where the centre is located, is not recommended as there will be confusion with the existing Argyle Arena; and,
- the proposed name can be easily changed to accommodate a sponsor name if one comes forward in the future. The name could then become "The XX Community Centre on Wavell".

The Municipal Addressing Advisory Group indicates no concerns with the proposed name "The Community Centre on Wavell" for the new facility.

The "Naming/ Renaming or Dedicating of Municipal Property, Buildings and Park Elements Policy" requires the applicant to consult with external stakeholders in the community and identify objections and/or positive responses and determine the level of support for the proposed name. The Policy also requires the submission of documentation from organizations and individuals providing substantial support for the proposed name. The applicant is also required to secure consensus within the community with respect to the proposed name. Opposition to the proposed name must be addressed and resolved by the applicant.

Although a steering committee has been established with respect to the development of the new community centre and some consultation with the community has been undertaken, the Civic Administration recommends that a Public Participation Meeting be held to receive further comments with respect to the proposed name of "The Community Centre on Wavell" in order to address the requirements of the Policy for broader public consultation.

When a name has been approved by Municipal Council, it is the intent to officially announce the naming through a public information campaign.

The Civic Administration will continue to seek sponsors and donors for building and programming elements. If a sponsor to name the building comes forward, Council will have final approval.

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| FINANCIAL IMPACT |
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None.

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| PREPARED BY: | CONCURRED BY: |
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| DONNA BAXTER, MANAGER, POLICY & PLANNING NEIGHBOURHOOD, CHILDREN & FIRE SERVICES | SCOTT STAFFORD MANAGING DIRECTOR, PARKS AND RECREATION |
| CONCURRED BY: | PREPARED AND RECOMMENDED BY: |
| | |
| LYNNE LIVINGSTONE DEPUTY CITY MANAGER ACTING MANAGING DIRECTOR, NEIGHBOURHOOD, CHILDREN AND FIRE SERVICES | CATHY SAUNDERS CITY CLERK |

APPENDIX “A”

To: Cathy Saunders, City Clerk
From: Scott Stafford, Managing Director, Parks and Recreation
cc: Lynne Livingstone, Deputy City Manager, Acting Managing Director,
Neighbourhood, Children and Fire Services
Date: August 23, 2019
Re: Naming of new Community Centre – Application Review and Approval

Introduction

At present the new East Community Centre at 1731 Churchill Ave., located at the corner of Wavell and Edmonton, is under construction and will open in early 2020.

The Centre will feature indoor pools (lap and leisure), gymnasium, activity room, multi-purpose community space, community kitchen, and artisan space and will serve the broad community in the East and Southeast areas of the city.

Naming Rights

Staff in Parks and Recreation have been actively pursuing sponsorship and naming opportunities with the local business community, community groups, and service clubs. There is strong interest in sponsorship of programs, naming of rooms, and donations for equipment etc. within the building, but as of yet there is no sponsor wishing to name the building.

Reasons for the New Facility Name

The Civic Administration notes the following:

- There is currently some confusion in the community between the current project name, “East Community Centre”, and the existing East London Library location and the nearby East London Planning District;
- The recognition that the facility will be serving the broader community in the East and Southeast areas of the City of London is necessary;
- There is need to change the name now so new facility signage can be created; and,
- Upcoming advertising and awareness campaigns for facility opening and programming can start using the new name.

Rationale for Recommended Name Selection of Facility

The Civic Administration recommends that the facility be renamed “The Community Centre on Wavell” on the basis that:

- the name is in keeping with the Naming/Re-naming Policy where preference is given to “naming after significant geographic, neighbourhood and historical elements”;
- the facility is located on Wavell Avenue and the name will assist in identifying the location of the new community centre to the broader community;
- the name “Argyle”, the Planning District where the centre is located, is not recommended as there will be confusion with the existing Argyle Arena;
- preliminary discussions with the community indicate the desire for the words “community centre” to be utilized in the name; and,

- the name can be easily changed to accommodate a sponsor name if one comes forward in the future. The name could then become “The XX Community Centre on Wavell”.

Conclusion

The Civic Administration in Parks and Recreation and Neighbourhood, Children and Fire Services recommend the new community centre be named “The Community Centre on Wavell”; it being noted that the proposed name complies with the Council approved naming preferences as provided for in the “Naming/Renaming or Dedicating of Municipal Property, Buildings and Park Elements Policy”.

Should you require any further information, please contact the undersigned.

Scott Stafford
Managing Director, Parks and Recreation