

REPORT TO COUNCIL



Date: November 18, 2011
File: 0550-01
To: City Manager
From: Director, Recreation & Cultural Services
Subject: Naming the Multi-Age Facility at the Parkinson Recreation Park Site

Recommendation:

THAT Council approve the name, "*Parkinson Activity Centre*", for the new building at the Parkinson Recreation Park site as outlined in the report from the Director, Recreation & Cultural Services dated November 18, 2011.

Purpose:

Council has approved the development of a new multi-use, public building to be located at the Parkinson Recreation Park site for the relocation of the Water Street Senior Centre Society (WSSCS) and additional programming by Recreation & Cultural Services. The new facility is expected to be open late 2012. The purpose of the report is to have Council approve the name of the new facility.

Background:

Facility construction is scheduled to commence in late November on the new facility adjacent to the Parkinson Recreation Centre. The two-storey 13,000 square foot multi-use building will be home to the WSSCS as well as provide opportunities for multi-age community programming.

The facility, which will be constructed as a stand-alone building (but visually connected) on the west-side of the recreation centre, will feature a reception and office area, main hall, kitchen and lounge area, activity room, meeting room, computer room and billiards room.

As per Council's Civic Naming Policy, key criteria considered were:

- Respect of civic identity
- Reflection of programs, services and experiences in the facility
- Preservation of any historic or landmark connotation of particular significance to the area in which the facility is located
- Marketing capacity and uniqueness
- Ability to sub-name components
- Memorability
- Ability to convert to appropriate acronym or abbreviation

The process used to obtain input of names included:

- Creation of a two-week public submission period from October 14 -28, 2011.
- Establishing a sub-committee with representation from the WSSCS Relocation Committee and staff from both Recreation & Cultural Services and Communications.

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- Public announcement of the naming process and submission period in City in Action newspaper ads, kelowna.ca website, posters at Parkinson Recreation Centre and the Water Street Activity Centre, and emailed invitations.

At the end of the submission period, 30 names were received from the public.

Based on the results on the public input and consideration against the criteria of the policy, the sub-committee is recommending "*Parkinson Activity Centre*" as the name of the new facility. The name provides a clear connection with the site and Recreation Centre as well as the programs and services being offered. The recommended name also follows the theme used for other City facilities that combine senior society presence and programming as well as community programming; Okanagan Mission Activity Centre and Cedar Creek Activity Centre.

While the recommended name, Parkinson Activity Centre, reflects the name of the building, identification of this facility as home of the Society becomes another important step. Additional consideration and collaboration will continue with the Society to develop appropriate recognition for the Society.

Internal Circulation: General Manager, Community Services; Neighbourhood & Community Program Manager; Marketing & Communications Advisor; Utility & Building Projects Manager

Existing Policy: Council Policy 343, Civic Community Facility Naming Policy.

External Agency/Public Comments: Staff met with the WSSCS Board on November 14, 2011 to review the process and recommended name. The Board was generally in acceptance of the building name. An important aspect from the Board's perspective is the physical identification that this facility is the home of the Society and the services and programs they provide. Staff will continue to work with the Society on these opportunities.

Considerations not applicable to this report:

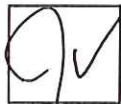
Legal/Statutory Authority
Legal/Statutory Procedural Requirements
Financial/Budgetary Considerations
Personnel Implications
Communications
Alternate Recommendation

Submitted by:



J. Gabriel, Director, Recreation & Cultural Services

Approved for inclusion:



J. Vos, General Manager, Community Services

CC: General Manager, Community Services
Director, Communications
Director, Design and Construction
Director, Building Services