

## Request for Decision

### Adamsdale Playground Enhancements/Morel Family

Presented To: Community Services Committee

Presented: Monday, Nov 16, 2015

Report Date Wednesday, Oct 21, 2015

Type: Managers' Reports

### Recommendation

WHEREAS the Morel family has expressed interest in providing capital funding through the Morel Family Foundation towards the enhancements of the Adamsdale Playground;

AND WHEREAS a formal letter from the Morel Family Foundation has been received, which outlines the details of the financial commitment and major capital enhancement projects to the Adamsdale Playground;

AND WHEREAS the financial commitment towards the playground enhancements fall under the Parks Services Donation and Memorial Program;

AND WHEREAS when there is a significant financial contribution towards a municipal facility or property in excess of 35% or a sizable donation of the total capital contribution, the request for naming be brought forward for the approval of the Council of the City of Greater Sudbury outside of the Buildings, Property and Park Naming Policy;

THEREFORE BE IT RESOLVED THAT in recognition of the memorial donation, that the Adamsdale Playground be renamed the Morel Family Foundation Park and that the applicable By-law be passed to recognize the name change.

### Signed By

#### **Report Prepared By**

Cindy Dent  
Manager of Recreation  
*Digitally Signed Oct 21, 15*

#### **Health Impact Review**

Real Carre  
Director of Leisure Services  
*Digitally Signed Oct 21, 15*

#### **Division Review**

Real Carre  
Director of Leisure Services  
*Digitally Signed Oct 21, 15*

#### **Recommended by the Department**

Ron Henderson  
General Manager of Citizen and Leisure Services  
*Digitally Signed Oct 21, 15*

#### **Recommended by the C.A.O.**

Kevin Fowke  
Acting Chief Administrative Officer  
*Digitally Signed Nov 8, 15*

### Finance Implications

If approved, the Morel family has identified a splash pad as the priority capital project. The capital project will be funded by the Morel Family Foundation and is tentatively scheduled to be completed in 2016. The estimated operating cost of \$10,000 will be included as part of the 2016 operational budget. The operational costs associated with building additional new facilities will be disclosed to Council and included in future Leisure Services operational budgets.

# Health Impact Assessment

As part of the 2014 Parks, Open Space and Leisure Master Plan review under action plan for municipal playground sites that are to remain in the active inventory, it is recommended that the City of Greater Sudbury continue to place a high priority on the maintenance and replacement of play equipment with consideration to accessibility regulations.

## Background

Mr. Raymond Morel, a successful entrepreneur, passed away in December 2013. Mr. Morel was preceded in death by his childhood sweetheart, Barb, and was a beloved and devoted father to their two sons Kelly and Cory. The Morel Group has formed a number of foundations in support of key sponsorships, along with funding and assistance to many community programs. The Barb Morel Foundation was also created to provide students of higher learning institutions with an opportunity to maximize their full potential as both scholars and humanitarians, not only for the benefit of their school, but also for their community and family.

Mrs. Morel was a successful business executive. The Morel Group message is about care and compassion for those struggling, whether it's food, education or activities that make their life a little brighter.

In early 2015, the Morel family contacted the City of Greater Sudbury, Leisure Services Department to inquire about an opportunity to provide funding through the family foundation in order to enhance a local park or playground. In reviewing various sponsorship and site options, it was determined that Adamsdale Playground was the appropriate location. The playground is located near the former family residence and was the local playground frequented by the family. Both Kelly and Cory learned to skate on the outdoor rink and Mrs. Morel played baseball at the Adamsdale Playground ball field. Mr. and Mrs. Morel are also laid to rest at the Second Avenue Cemetery which is located across the street from the playground.

The Morel family is committed to major park enhancements, including the purchase and installation of a splash pad, revitalization of the outdoor rink including resurfacing, lighting retrofit and replacement of fencing located at each end of the rink. In addition, the family is interested in enhancements to the existing soccer fields the construction of a basketball court, along with general building related improvements. The family is also interested in hosting an annual summer celebration for the local community at the playground.

The Morel family is forwarding a letter outlining the details of the financial commitment which will include confirmation that all capital costs will be funded through the foundation. The ongoing maintenance costs for new facilities such as the splash pad, basketball court, etc will be included in future Leisure Services operational budgets once the new facilities have been completed.

In view of the long term commitment to the playground enhancement, the Morel family is requesting Council's approval to rename the Adamsdale Playground to the Morel Family Foundation Park.

**BUILDING, PROPERTY AND PARK NAMING POLICY**

**Policy**

The naming and re-naming of interior spaces, portions or elements of municipal buildings, properties, parks are important for public awareness, promotion and recognition. All honourific naming and re-naming will respect the need for public consultation and follow appropriate legislative approvals. Honourific naming requests must come from a recognized community or service group or organization, rather than from individuals or affiliated groups or organizations.

**Purpose**

The purpose of this policy is to ensure consistency and fairness in the naming and re-naming of interior spaces, portions or elements of municipal buildings, properties and parks. The goal is to provide an evaluation framework and approval process that is reflective of the name being proposed.

**Scope**

This policy applies to Honourific Naming and New Park Development. Names of municipal facilities will not be named after elected officials currently in office. The details of this policy refer to the honourific naming and re-naming of municipal assets which reflect the achievements and contributions from an individual or organization. The significance of their contribution(s) is based on a graduated structure – Neighbourhood or Community **SEE DEFINITIONS\***. This structure determines the type of facility to be named and the type of supporting documentation required from the applicant.

When there is a large financial support that exceeds 35% or a sizable donation of the total capital contributions towards new or redeveloped facilities and properties it can also result in the naming of a municipal facility or property. When there is a substantial financial contribution towards a municipal facility or property in excess of 35% or a sizable donation of the total capital contributions, the request for naming may be brought forward for the approval of the Council of the City of Greater Sudbury outside of the Building, Property and Park Naming Policy.

**TYPES OF SITUATIONS APPLICABLE TO NAMING**

1. **Honourific Naming**

Requested by a community group/organization to recognize a group or an individual's outstanding accomplishments, involvement or work in the local community.

2. **New Park Development**

New neighbourhood parks created as part of the subdivision development process, names are based on geographical association. No public consultation is required and City staff will select an appropriate name for Council's consideration, unless there is a request for a component within the park to be named, in which case the guidelines for honourific naming apply.

**Policy Guidelines**

Naming Principles and Priorities will be used in conjunction with the graduated system in order to consider a honourific name:

- Names shall assist in emergency response situations by: avoiding duplication, using similar sounding names.
- Names that place the element of the building, property or park in geographical context, so as to assist the citizens in locating the named element – this may reflect such things as significant ecological or natural resource features.
- Names reflect the purpose or use of the element within the building, property or park.
- Names convey a sense of place and community and celebrate the distinguishing characteristics of the neighbourhood or community.
- Names are understandable, recognizable and explainable to citizens and respect the values in regards to history, heritage and culture of the neighbourhood or community.
- Names reflect an individual or organization's significant contributions to public life in general.
- Names reflect an individual or organization with such extraordinary prominence and lasting distinction that no other individuals, families or organizations can come forward and suggest alternatives.

**DEFINITIONS**

**Element:** A component within a park or facility, being walkways, meeting rooms, dressing rooms, corridors, gazebos, squares, fountains and other such features.

<b>GRADUATED STRUCTURE</b>		
<b>MUNICIPAL BOUNDARIES</b>	<b>TYPES OF FACILITIES TO BE NAMED</b>	<b>SUPPORTING DOCUMENTATION</b>
<b>Neighbourhood</b> = area that provides services and amenities in a specific locality within Greater Sudbury to a small group of citizens.	Accessory use of a public building  Neighbourhood Park (meets the recreational needs of its immediate neighbourhood)	Acknowledgements reflect the contributions made by an individual or organization in regards to a specific neighbourhood.
<b>Community</b> = area that provides services and amenities to an area or district of Greater Sudbury that may encompass several neighbourhoods and benefit a large group of citizens.	Indoor building features  Community Parks (provides the space and supportive facilities needed for active recreation)	Acknowledgements reflect the contributions made by an individual or organization in regards to the community and may be recognized throughout the City of Greater Sudbury.

**PROCEDURE - APPLICATION AND APPROVAL PROCESS FOR HONOURIFIC NAMING****Step 1**

Applicant shall submit a request – Application Form, for naming to the City Clerk, along with a permission letter obtained from the organization, individual or family member for the proposed name.

A deposit of \$900.00 (price to vary according to costs of advertisement) will be submitted with the application form.

The application form will then be forwarded to the appropriate department that will lead the process.

The lead staff will forward the application form to the Mayor, all members of Council and the appropriate applicable City departments. Comments on the suitability of the application will be gathered from City departments.

The lead staff will work with the applicant to ensure that the following documentation is included:

- Background information outlining the rationale for consideration of the request;
- Biographical information;
- Documentation including but not limited to media clipping (s) as well as petitions and letters from organizations and individuals providing substantial support for the request – support is based on the graduated structure (Neighbourhood or Community);
- Lead staff to review that the contributions from an organization or individual are well documented;
- All discussions of naming and re-naming of municipal buildings, properties or parks and their elements will be considered initially by the appropriate Committee of Council (e.g. Community Services or Operations);
- The Committee will review the application form, comments from City Departments and documentation from the applicant to complete the Checklist. The graduated structure (neighbourhood, community) selected and information provided to the Committee will determine if the Naming Priorities and Principles satisfy the naming request;
- Lead staff and applicant will determine whether or not a special event is planned to coincide with a formal naming ceremony;
- All costs of establishing the naming option e.g., advertising, signage, event, etc., will be made known to the applicant. Funds from the applicant must be confirmed in order to proceed.

Step 2

- The applicant will work with the lead staff person for ensuring that community consultation is met in accordance with City of Greater Sudbury approved guidelines;
- All requests for naming will be advertised in the local media. Citizens will be provided with a period of 30 days within which to comment, as well, the advertisement will contain information about the day of the public meeting;
- All promotion will be done in both English and French;
- News release will be issued;
- PDF Flyer will be created with the information relating to the naming and sent to City Council, CGS Senior Management, Community Action Networks, key stakeholders, Tom Davies Square, CSC, Libraries and the facility where possible;
- Information will be posted on the City's website and other social media formats by which the municipality's Corporate Communications team delivers information (i.e. Facebook);
- Comments on the matter will be sent to the appropriate lead staff;
- Comments must be received by 4:30 p.m. from the 30 days of the notice being issued to residents and then passed along to the lead staff person; and,
- The lead staff person reviews the written comments which are recorded– Total Written Comments Received.

The process to provide notice on the naming process may change to reflect any new Notice By-law that deals with this matter.

- 14 days after the notice has been advertised in the local media, a public meeting will occur to review the name request in more detail.
- Meeting shall occur in the community and as close to the space or element of the building, property or park as possible;
- Lead staff person will facilitate the meeting. The applicant will be in attendance to review the name request and respond to inquiries in more detail;
- The date and time of the meeting will be scheduled so as to allow for the greatest number of the public to be in attendance; and,
- The lead staff person gathers only written comments at the meeting and records it accordingly – Total Written Comments Received.

**Step 3**

The City administration will bring forward a report for Council containing background information pertinent to one or more suggested names.

The report to Council shall include but not be limited to the following:

- Options for consideration;
- Application form;
- Comments from City Staff;
- Rationale for approval according to the naming principles and priorities;
- Background and biographical information;
- Documentation supporting the request in relation to the graduated structure selected;
- Comments received from the notice with the public;
- Recommendation from the Committee of Council;
- Whether or not a ceremony is required; and,
- All associated expenses with respect to signs, ceremonies, etc. will be paid for by the applicant.

Final decision on naming will be made by Council. Council retains the right to change any name at any time without notice.

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## **Parks Services Donation and Memorial Program**

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### **Policy Statement**

Donations to the City of Greater Sudbury Parks Services Section will be accepted through the Parks Services Donation and Memorial Program.

### **Purpose**

The purpose of the Parks Services Donation and Memorial Program is to provide an opportunity for the public to make donations towards park enhancements and memorial gifts.

### **Scope**

The Parks Services Donation and Memorial Program is administered and managed by the Leisure Services Division, Parks Services Section. All costs associated with the purchase and installation of park enhancements or memorial gifts are the responsibility of donors on a cost-recovery basis.

### **Policy Details**

Members of the public are invited to make a donation through the Parks Services Donation and Memorial Program to commemorate a special person, a momentous occasion or simply donate as a philanthropic gesture to beautify a community park.

Donations towards the purchase of park enhancements or memorial gifts can include:

- Park Benches
- Trees (hardwoods and conifers)
- Bike Racks
- Picnic Tables
- Sun Shelters
- π Sports equipment (basketball standards, tennis nets, soccer goals, etc.)
- π Playground Structures
- π Other options can be discussed with Parks Services

**Gifting:** Items purchased by donors for Greater Sudbury parks will be accepted by Parks Services (exceptions: trees, benches). Donors must consult with Park Services before making any purchases in order to ensure adherence to safety standards.

**Location:** Items will be situated in available areas based on current inventory at specific sites. Parks Services will provide interested donors with options for consideration.

**Cost:** Every park in Greater Sudbury has a predetermined style and aesthetic plan that conforms to the usage of the space. The range of costs for specific items will be provided to donors based on location and installations fees (if installation is required). Donations towards the purchase of park enhancements or memorial gifts will be quoted using a cost-recovery formula.

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**Installation:** Parks Services will be responsible for all Installations. The City of Greater Sudbury maintains ownership of all park enhancements and memorial gifts purchased through donations. Park enhancements and memorial gifts will be available for public use and not the exclusive use of donors.

**Maintenance/ Replacement:** Parks Services will maintain park enhancements and memorial gifts in the same manner as similar items within parks. Tree replacements will be issued at no charge to donors within five years of the original planting or a subsequent replanting date, if required.

**Plaques:** Recognition or commemorative plaques will be installed at the request of donors.

**Tax Receipts:** Donations greater than \$10.00 paid to the City of Greater Sudbury Parks Services Division will receive a tax receipt. Tax receipts will also be issued for gifted items where supporting documentation of the purchase price, such as an invoice, is provided.

### Procedure

**Applications:** Application forms for the Parks Services Donation and Memorial Program will be available on the City of Greater Sudbury website and at all Citizen Service Centre locations.

**Tax Receipts:** Official tax receipts will be mailed to donors by Financial Services after payment is received by the Parks Services Division.