

Report to Council



Date: October 2, 2017
File: 1840-10
To: City Manager
From: Lindsay Clement, Park and Landscape Planner
Subject: Park Naming - 4010-4020 Lakeshore Road

Recommendation:

THAT Council receives for information the report from the Park and Landscape Planner dated October 2, 2017 regarding Park Naming - 4010-4020 Lakeshore Road;

AND THAT Council endorses by resolution “Bluebird Beach Park” as the formal name for use on the park site at 4010-4020 Lakeshore Road.

Purpose:

To seek Council endorsement to formalize the name of the new park site at 4020 Lakeshore Road.

Background:

The City owned park at 4010-4020 Lakeshore Road has been unofficially referred to as “Lakeshore Park” or “Bluebird” by staff. Staff recommend that the official name of the park be established. Council Policy No 251, the Park Naming Policy, outlines the criteria for assigning park names. Parks are normally given names that follow adjacent street names. In this case, the park would be assigned the name “Lakeshore Park”. However, due to the length of Lakeshore Road, this name was thought to be unspecific, and that “Lakeshore Park” might be confused with several other parks along the same road.

Although not directly on Bluebird Road, the park site at 4010-4020 Lakeshore Road is adjacent to Bluebird Road South Beach Access. Staff are proposing to combine the beach access site with the new park site, collectively creating one park with the name “Bluebird Beach Park”. It should be noted, Bluebird Road North Beach Access, some 330m to the north, would remain as currently named.

Similar high profile parks along Lakeshore Road have been assigned distinguishable names and also use the term ‘beach’ park, such as “Boyce-Gyro Beach Park” and “Rotary Beach Park”. Council Policy No 251 states, “Where the adjacent street has already been used to name a Park or if the park is higher profile in nature, then a name will be chosen to describe the name of a community, sector or unique geographical feature for community, recreation,

linear natural area or city wide parks.” Staff see this park as higher profile in nature and a legacy park for the City of Kelowna. After the beautiful beach, the most distinguishing natural feature on the site are the several mature Ponderosa pines. With rich red bark and a sweet smell, Ponderosa’s are synonymous with the Okanagan valley. Staff have therefore proposed an alternate recommendation that the park be named “Ponderosa Beach Park”.

Alternate Recommendation:

The second recommendation be replaced with:

AND THAT Council endorses by resolution “Ponderosa Beach Park” as the formal name for use on the park site at 4010-4020 Lakeshore Road.

Internal Circulation:

Divisional Director, Infrastructure
Divisional Director, Community Planning & Strategic Investments
Buildings and Parks Planning Manager
Strategic Land Development Manager
Community Communications Manager
Community & Neighbourhood Services Manager
Grants & Special Projects Manager
Infrastructure Operations Department Manager
Parks Services Manager

Considerations not applicable to this report:

Financial/Budgetary Considerations:
Legal/Statutory Authority:
Legal/Statutory Procedural Requirements:
Existing Policy:
Personnel Implications:
Communications Comments:

Submitted by:

Lindsay Clement, Park and Landscape Planner

Approved for inclusion:



Alan Newcombe, Divisional Director, Infrastructure

cc: Divisional Director, Infrastructure
Divisional Director, Community Planning & Strategic Investments
Buildings and Parks Planning Manager
Strategic Land Development Manager
Community Communications Manager
Community & Neighbourhood Services Manager
Grants & Partnerships Manager

Infrastructure Operations Department Manager
Parks Services Manager
City Clerk