

## REPORT

### Council

**Meeting Date: October 18, 2021**

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**FROM:** Parks and Open Space Department

**DATE:** October 12, 2021

**SUBJECT:** Naming – New Public Square in Bronte

**LOCATION:** 2445 Lakeshore Road W.

**WARD:** Ward 1

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#### **RECOMMENDATION:**

That the new public square in Bronte located at 2445 Lakeshore Road W. be named Bronte Market Square.

#### **KEY FACTS:**

The following are key points for consideration with respect to this report:

- Through a development application a new public square is being constructed at 2445 Lakeshore Road W. in Bronte.
- At the June 21/21 Council meeting the proposed name for the square was referred back to staff for further consultation with the Ward 1 Councillors.
- Staff have discussed the name of the new square with the Ward 1 Councillors and recommend the name be Bronte Market Square.
- This report fulfills the staff direction to report back on the name of the new public square in Bronte.

#### **BACKGROUND:**

At the Council Meeting on June 21, 2021 staff provided a report recommending approval of a number of new parks across the Town. One of the names listed was Bronte Square for a new public square development located at 2445 Lakeshore Road W near the intersection of Bronte Rd/Lakeshore Rd.

At the Council Meeting the following resolution was approved relative to the Park Naming report.

1. That the report titled New Park names, dated June 8, 2021 from the Parks and Open Space Department, be received;
2. That the names of all new Parks and Open Spaces, as listed within Table 1 of the report dated June 8, 2021, be approved, with the exception of Bronte Square, to be referred back to staff for further review.

This report fulfills the staff direction to report back on the naming of the new public square in Bronte.

**COMMENT/OPTIONS:**

As directed by Council, staff have consulted the Ward 1 Councillors with respect to the name of the new public square under construction in Bronte. Staff and the Ward 1 Councillors are recommending the public square be named **Bronte Market Square**. As the square will be used for a variety of special events, as well as a place for leisurely sitting and gathering, it is believed naming the space Bronte Market Square brings more animation and destination to the name as opposed to simply Bronte Square.

**CONSIDERATIONS:**

**(A) PUBLIC**

The public will know the name of the public square through signage at the site and the Town's website.

**(B) FINANCIAL**

There are no financial impacts associated with this report.

**(C) IMPACT ON OTHER DEPARTMENTS & USERS**

N/A

**(D) CORPORATE STRATEGIC GOALS**

This report addresses the corporate strategic goal(s) to:

- Promote Livability to further Oakville's goal of being the most livable town in Canada
- Promote an Engaged Community to develop a community space that engages residents of all ages, abilities and backgrounds.

**(E) CLIMATE CHANGE/ACTION**

Naming of parkland provides convenience for the community, ensures the effective and efficient maintenance and inspection of town parkland, and tracks parkland through the town's asset registry.

**APPENDICES: N/A**

Submitted by:  
Chris Mark, Director Parks and Open Space

Recommended by:  
Colleen Bell, Commissioner Community Services