

REPORT

Council

Meeting Date: August 9, 2022

FROM: Community Services Commission

DATE: July 26, 2022

SUBJECT: North Park Development – Community Centre, Library and Park Naming

LOCATION: 3070 Neyagawa Boulevard

WARD: Ward 7

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RECOMMENDATION:

1. That the report from the Recreation and Culture Department dated July 26, 2022 entitled *North Park Development – Community Centre, Library and Park Naming*, be received.
2. That all current and planned amenities at 3070 Neyagawa Boulevard, including but not limited to: existing arena facility and soccer fields, planned parkland and sports field development and planned community centre, be encompassed under the name of “Sixteen Mile Sports Complex”.

KEY FACTS:

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

- Sixteen Mile Sports Complex is a recognized brand and has earned local, national and international recognition as a centre of excellence through the hosting of numerous high profile sporting events.
- The new Community Centre and park will reside on the existing Sixteen Mile Sports Complex site and are an expansion of this complex.
- In June of 2022, Council approved the Community Centre amenities, including a branch library, 25-metre lap pool, a warm water pool, a double gymnasium, a fitness centre with a running/walking track, multipurpose meeting rooms and a community sports park.
- Phase 1 of the park plan is scheduled to open in the summer of 2023 and Community Centre opening is planned for 2024.

- Plans for interior and exterior signage are in development.
- Consultation meetings have occurred with the Mayor and the two Ward 7 Councillors to consider naming options.
- Council approval is requested for confirmation of naming of the Complex.
- The Oakville Public Library branch located at this site will remain named the Sixteen Mile Branch Library (OPL Board report has been included in the Appendices)

BACKGROUND:

When Sixteen Mile Sports Complex was named ahead of its 2010 opening, Council recommended the name with the foresight that it would encompass future site developments. Already attracting nearly a million visitors annually to the arena facility alone, hosting upwards of 20 major tournaments and events each year, and having hosted nationally and internationally televised events has given the complex significant exposure.

Sixteen Mile Sports Complex has earned local, national and international recognition through the hosting of numerous high profile sporting events. Canadian sports organizations are regularly in contact with facility staff and have made Sixteen Mile Sports Complex a destination of choice for national and international sporting events. Some recent examples include: Hockey Canada's National World Junior Team selection camp and games, Skate Canada's Autumn Classic International competitions, and the Pinty's Grand Slam of Curling. The overwhelming success of these events, coupled with the desire of organizers to return to the facility, speaks to the brand recognition and service excellence associated with the name "Sixteen Mile Sports Complex".

With large recreational and athletic complexes, it is common for the entire site to be identified through one name. This provides benefits to visitors for ease of searching and finding locations, benefits the site in attracting events through name recognition and familiarity, allows for efficiency of design and cost reduction in wayfinding signage, and enables naming flexibility for the numerous specific amenities within the full-site. Examples of similar locations that have successfully taken this approach include Iroquois Park Sports Centre in Whitby, RIM Park in Waterloo and the Paramount Fine Foods Centre Sportsplex in Mississauga.

ADDITIONAL CONSIDERATIONS

Presently within Sixteen Mile Sports Complex sponsorship agreements are in place for two of the four Rinks. Budds' Chevrolet is the title sponsor for Rink 1 and Scotiabank is the title sponsor for Rink 2. Additional interior and exterior amenities in the expanded complex will be considered for sponsorship within the town's naming and sponsorship policy.

RECOMMENDATION:

Staff are recommending that the entire site be named under one all encompassing title as "Sixteen Mile Sports Complex". The Community Centre, Sports Fields, Parks amenities and existing arena facility will all be components of Sixteen Mile Sports Complex. This approach provides clarity for residents and visitors, and allows the location to capitalize on its associated name recognition when attracting high profile events. This approach has the added benefit of providing flexibility of naming specific amenities within the complex. The Oakville Public Library branch located at this site will remain named the Sixteen Mile Branch Library.

Additional Comments:

The Town owns another parcel of parkland west of the current parkland and community centre/library being developed along Neyagawa Blvd. This westerly section of North Park will be parallel to the new William Halton Parkway currently under construction. It is recommended this westerly parcel of land remain as North Park and the easterly piece be included as Sixteen Mile Sports Complex for the reasons outlined in this report.

CONSIDERATIONS:

(A) PUBLIC

The existing Sixteen Mile Sports Complex name was selected following a public naming competition.

(B) FINANCIAL

There is no financial impact associated with the naming of the facility.

(C) IMPACT ON OTHER DEPARTMENTS & USERS

The project team includes Finance, Planning, Recreation and Culture, Parks and Open Space, Oakville Public Library, Facilities and Construction Management, Transportation and Construction Management and Communications staff.

(D) CORPORATE STRATEGIC GOALS

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

- continuously improve our programs and services
- provide outstanding service to our residents and businesses
- be accountable in everything we do.

(E) CLIMATE CHANGE/ACTION

The detail design of all of the indoor and outdoor amenities have incorporated environmentally sensitive best practices including energy efficiency.

APPENDICES:

Appendix A - North Park Development - Library Naming Report

Prepared by:

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Todd Carey, Manager Sixteen Mile Sports Complex

Recommended by:

Chris Mark, Director, Parks and Open Space

Julie Mitchell, Director, Recreation and Culture

Tara Wong, Chief Executive Officer, Oakville Public Library

Submitted by:

Colleen Bell, Commissioner, Community Services