

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 29, 2024

Item 9, Report No. 35, of the Committee of the Whole, which was adopted, as amended, by the Council of the City of Vaughan on October 29, 2024, as follows:

By approving that a ribbon cutting be included at the ceremony.

9. PARK NAMING REQUEST

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Deputy City Manager, Public Works, dated Tuesday, October 22, 2024:

Recommendation

That the first phase of Edgeley Park be renamed Cortellucci Square in accordance with City Policy No. TPF-006 Naming City Parks, Open Spaces, Community Facilities and Other Municipal Buildings and Properties.

Committee of the Whole (2) Report

DATE: Tuesday, October 22, 2024

WARD(S): 4

TITLE: PARK NAMING REQUEST

FROM:

Shanon Kalra-Ramjoo, Acting Deputy City Manager, Public Works

ACTION: DECISION

Purpose

To seek Council approval with respect to a request for the renaming of the first phase of Edgeley Park to Cortellucci Square.

Report Highlights

- Requests for park naming are guided by City Policy No. TPF – 006 Naming City Parks, Open Spaces, Community Facilities and Other Municipal Buildings and Properties.
- A request was received by staff to rename the first phase of Edgeley Park located within the Vaughan Metropolitan Centre (VMC) Expo City development to Cortellucci Square.
- To align to the City's park naming convention, it is recommended that the first phase of Edgeley Park be renamed Cortellucci Square, which has been endorsed by the Cortellucci family.
- The proposed request to rename this section of Edgeley Park to Cortellucci Park abides by the city's naming policy and does not conflict with other existing park names, and accordingly, staff have no objection to the proposed park naming.

Recommendations

1. That the first phase of Edgeley Park be renamed Cortellucci Square in accordance with City Policy No. TPF-006 Naming City Parks, Open Spaces, Community Facilities and Other Municipal Buildings and Properties.

Background

The public may make requests to the City Clerk to name or change a name of City-owned assets in honour of individuals or groups.

In accordance with City Policy No. TPF-006 Naming City Parks, Open Spaces, Community Facilities and Other Municipal Buildings and Properties, any request to name or change a name in honour of individuals or groups shall be submitted to the Office of the City Clerk in writing by the applicant, with supporting explanation or justification. After an internal review convened by the City Clerk, staff shall forward the application to Council for consideration. A copy of the policy is appended as Attachment 1.

The policy ensures that the names chosen reflect the city's cultural, historical, and geographical significance, and honour individuals or organizations that have made substantial contributions to the community. Council shall consider all applications submitted in honour of individuals or groups.

The City has received a formal request from the Cortellucci family to rename Edgeley Park to Cortellucci Square. This request has been made in recognition of the Cortellucci family's significant economic and social contributions to the City of Vaughan, particularly their involvement in the development of the Vaughan Metropolitan Centre and their philanthropic efforts in the community. A copy of the application is appended as Attachment 2.

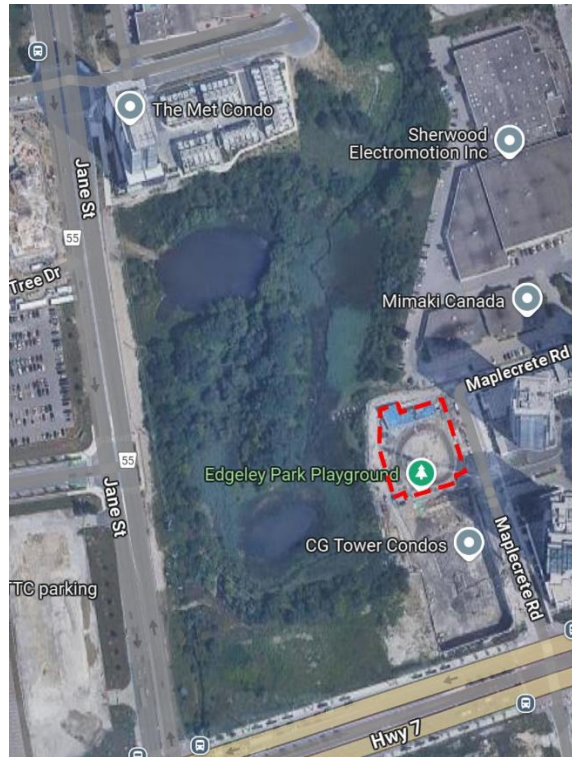
Previous Reports/Authority

Not applicable.

Analysis and Options

The Office of the City Clerk received an application for the proposed renaming of Edgeley Park to Cortellucci Square.

The City Clerk convened a meeting of relevant staff to review the application and once staff determined that all application requirements were met, the application was forwarded to Council for consideration. A copy of the application is appended as Attachment 2. To align to the City's park naming convention, it is recommended that the first phase of Edgeley Park located within the Expo City Development be renamed Cortellucci Square, which has been endorsed by the Cortellucci family. The diagram below depicts the boundaries.



The naming request meets criteria identified in City Policy No. TPF-006 Naming City Parks, Open Spaces, Community Facilities and Other Municipal Buildings and Properties.

The proposed naming request is consistent with City policy, specifically Section 3.3. Criteria and Guidelines for Names Honouring Individuals or Groups:

- 3.3.1 where there has been a significant contribution to the quality of life, well-being of the City of Vaughan, to memorialize or otherwise recognize substantial donations and significant donors, and/or individuals designated by donors and is consistent with Vaughan Vision 20/20; or
- 3.3.4 where there is a major contribution made to the acquisition, development, or conveyance of land and/or building, in question or its subsequent development.

Financial Impact

Not applicable.

Operational Impact

Not applicable.

Broader Regional Impacts/Considerations

Not applicable.

Conclusion

The proposed request to rename the first phase of Edgeley Park to Cortellucci Square abides by the City's Policy No. TPF – 006 Naming City Parks, Open Spaces, Community Facilities and Other Municipal Building and Properties and does not conflict with other existing park names, and accordingly, staff have no objection to the proposed park naming to Cortellucci Square.

For more information, please contact: Shanon Kalra-Ramjoo, Director, Parks, Forestry and Horticulture Operations, ext. 6308

Attachments

1. Policy No. TPF – 006 Naming City Parks, Open Spaces, Community Facilities and Other Municipal Building and Properties, June 8, 2010
2. Application for Parks Naming Submitted by Pietro Cortellucci

Prepared by

Shanon Kalra-Ramjoo, Director, Parks, Forestry and Horticulture Operations, ext. 6308
Jamie Bronsema, Director, Parks Infrastructure Planning and Development, ext. 8858
Christina Bruce, Director, Policy Planning and Special Programs, ext. 8231
Raphael Costa, Director, Economic Development, ext. 8891

CITY OF VAUGHAN POLICY MANUAL

Policy No:	TPF – 006
Department:	TRANSPORTATION SERVICES & ROADS, PARKS AND FORESTRY OPERATIONS
Subject:	NAMING CITY PARKS, OPEN SPACES, COMMUNITY FACILITIES AND OTHER MUNICIPAL BUILDINGS AND PROPERTIES

POLICY FOR NAMING CITY PARKS, OPEN SPACES, COMMUNITY FACILITIES AND OTHER MUNICIPAL BUILDINGS OR PROPERTIES

1.0 Intent of Policy

- 1.1 To provide a policy and guidelines for naming City parks, open spaces, community facilities and other municipal buildings or properties.
- 1.2 To retain a measure of flexibility in the naming policy recognizing the role names play in educating the public, promoting a particular facility, and minimizing conflicting names for emergency services.
- 1.3 This policy does not apply to naming of streets unless there is a formal request to name a street in honour of individuals or groups, in which case, this policy shall apply.

2.0 Name Destination Associated with Functional Use Geographic Location or Historical Significance

- 2.1 Staff may assign a name based on the adjacent street, functional use, geographic feature, community name or historic significance. Examples include:

Worth Park	- Adjacent to Worth Avenue
Thomhill Park	- Community
Glen Shields Park	- Neighbourhood
West Vaughan Community Centre	- Geographic
Joint Operations Centre	- Function
Ansley Grove Woodlot	- Adjacent to Ansley Grove Road/Functional
Benjamin Vaughan Complex	- Historic Significance

- 2.2 Chosen names within this designation shall be assigned at such time as deemed appropriate by Staff and may remain unchanged until a formal request for a name change has been approved by Council.
- 2.3 The chosen name shall not conflict with similar names in whole or in part. For example if a park is named Oak Park no other similar name shall be used such as Red Oak Park.

Council Approval:	2010/06/08	Amended:	N/A
Report No/Item:	26/38	Report No/Item:	N/A
Cross Reference:	Old Policy No. 04.3.11		

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2.4 Generally chosen names shall reflect the adjacent street name. For example: Tori Park – majority street frontage on Tori Street. This is to ensure continuity and minimize conflicts for emergency services.

2.5 Every effort shall be made to avoid conflicts with neighbouring municipalities, especially where streets cross municipal boundaries. Avoid using the same name which may already exist in a neighbouring municipality, for example, Yonge Street Parkette, Vaughan, Yonge Street Parkette, Markham.

3.0 **Name Designation in Honour of Individuals or Groups**

3.1 This section shall apply to any request to name or rename a public park, open space, community facility, or any other municipal building or property in honour of individuals or groups.

3.2 Council shall consider all names in honour of individuals or groups. Any request to name, designate or change a name in honour of individuals or groups shall be submitted to the Clerks Department of the City of Vaughan, in writing, with supporting explanation or justification. Council approval is required.

3.3 Criteria/Guidelines for Names Honouring Individuals or Groups

Names for consideration shall be those of distinguished persons, organizations, corporations, foundations or the families:

- .1 where there has been a significant contribution to the quality of life, well-being of the City of Vaughan, to memorialize or otherwise recognize substantial donations and significant donors, and/or individuals designated by donors and is consistent with Vaughan Vision 20/20; or,
- .2 where there is a strong historical or cultural connection to the City and has made a significant contribution to the historical or cultural preservation of the City; or,
- .3 where there is a significant contribution (other than monetary) toward the environmental preservation, conservation or enhancement of the City consistent with Vaughan Vision 20/20 and / or Green Directions Vaughan; or,

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Report No/Item: 26/38
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.4 where there is a major contribution made to the acquisition, development or conveyance of land and/or building, in question and/or its subsequent development; or,

.5 where there is a direct relationship or association that exists between the place or former place of residence of the person or group and the facility/park/street to be named.

3.4 Naming in honour of City administrative officials, staff or elected or appointed public official shall normally occur only after the City employment or public service has concluded.

3.5 Where the name of an individual is so used, approval shall be obtained from the individual or the next of kin for such naming. A formal request may include a reference letter or letter or recommendation from a distinguished person.

3.6 Notwithstanding the above, Council, by resolution, may approve a name or name change, in honour of individuals or groups when circumstances justify such action. Council may also remove the original name designation when circumstances justify such action.

4.0 Names Derived from Contests or Solicited from the Community

4.1 Council may direct staff to derive names from either contests or staff may establish an ad hoc community group/task force, including staff, to solicit and recommend names.

4.2 With each contest or ad hoc community group task force, Staff shall make recommendation with respect to:

- .1 terms of reference;
- .2 timing;
- .3 membership;
- .4 scope of committee;
- .5 rules and judging for contests.

5.0 Names of Provincial National or International Significance

5.1 Council may approve a name or name change in honour of individuals or group who have made an outstanding contribution to Ontario, Canada or Internationally.

5.2 In such circumstances, and prior to approving the use of any name of individuals or group,

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staff shall investigate any protocol and/or requirements of any provincial, national or international agency or organization.

6.0 Inventory of Names

- 6.1 The Commissioner of Community Services or the Commissioner's designate shall be responsible for maintaining an inventory of names for parks, open spaces, community facilities, historic houses and municipal buildings.

7.0 Procedures

- 7.1 Procedures for submitting a name designation in honour of an individual or group is outlined in Appendix A, as amended from time to time.

8.0 Signage

- 8.1 The City will be responsible for coordinating the public presentation of signage to acknowledge the name or rename designation. Costs of signage associated with naming, renaming or adopting of a public park, street, facility, building, or property as outlined in this policy will generally be the responsibility of the applicant. Council, dependent on the circumstance, may approve funds associated with the naming or renaming proposal.
- 8.2 The City will have final approval for the selection and location of any signage, including signage text.
- 8.3 The addition of flowers, plant material and other landscaping materials near the signage is encouraged but shall not interfere with visibility. Plans are to be approved by Parks Operations & Forestry Department.
- 8.4 The responsibility of ongoing maintenance for signage will be determined through agreement between the applicant and the City.

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APPENDIX "A"

POLICY FOR NAMING CITY PARKS, OPEN SPACES, COMMUNITY FACILITIES AND OTHER MUNICIPAL BUILDINGS OR PROPERTIES

PROCEDURES FOR NAME DESIGNATION IN HONOUR OF INDIVIDUALS OR GROUPS

- A. 1 An individual or group wishing to submit a request for a name in honour of an individual or group must provide a written proposal to the Clerk's Department of the City of Vaughan, which contain the following minimum information:

- .1 name of the applicant; and,
- .2 identification of the park, street, facility, building or property proposed to be named; and,
- .3 proposed name; and,
- .4 background information which details the accomplishment and/or significant contribution to the City of Vaughan supporting the name designation, (refer to section 3.3); and,
- .5 letter of approval from the individual or the next of kin for using such naming.

Proposals are encouraged to include letters of endorsement supporting the application.

- A.2 The Clerk's Department shall distribute the request to the Mayor and members of Council, City Manager, Commissioner of Community Services and the Director of Legal Services for information.
- A.3 The Clerk's Department shall convene a meeting of staff, as appropriate, to review the request. Staff, in evaluating the request, shall use the criteria outlined in Section 3 and forward a report for Council's consideration.
- A.4 Staff from the following departments shall be involved in reviewing all requests and shall from time to time review this policy.

- .1 Clerks

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- .2 Parks Development
- .3 Parks Operations
- .4 Recreation and Culture
- .5 Buildings and Facilities

- A.5 If a name or rename request is directly associated or on land donated to the City, the original donor or family will be advised when possible.
- A.6 If a name or rename request is submitted, staff shall conduct a historical review of the current name prior to recommending approval.
- A.7 Staff shall review all proposals for signage text, type and location.

Edgeley Park Name Designation in Honour of Individuals or Groups

Applicant

Name: Pietro Cortellucci
Address: 2800 HWY 7 Vaughan, ON L4K 1W8
Phone: 9056950800
Email: peter.cortellucci@cortelgroup.com

Identification of the Proposed Naming Location

I am proposing to name the following location in honour of the Cortellucci Family:
Location: Edgeley Park, 300 Maplecrete Road Street

Proposed Name

Proposed Name: **Cortellucci Park**

Background Information

The Cortellucci Family has played a pivotal role in the development and transformation of the City of Vaughan and most recently the Vaughan Metropolitan Centre (VMC), Vaughan's most ambitious project to date. Their commitment and vision have been instrumental in shaping the VMC into a thriving urban center.

Significant Contributions:

Pioneering Development in VMC:

The Cortellucci Family was the first to commit to developing urban form mixed use residential in the VMC area, setting a precedent for future developments and inspiring confidence in the potential of the VMC.

Expo City Project:

The launch of Expo City project marked a significant milestone for the VMC. This project served as the catalyst for the growth and development that the VMC is now experiencing. Expo City includes a series of residential and commercial buildings, providing a blend of living spaces, retail outlets, and office spaces that contribute to a vibrant community. It is also home to the first university to call the City of Vaughan home, Niagara University.

Catalyst for Growth:

The success of the Expo City project has attracted other developers and businesses to the VMC, further accelerating the area's growth and establishing it as a key urban hub in Vaughan. The Cortellucci Family's vision and dedication have significantly contributed to the economic and social vitality of the VMC, making it a sought-after destination for residents, businesses, and visitors.

CG Tower:

VMC's signature building, CG Tower, stands as a testament to the Cortellucci Family's innovative and ambitious spirit. The progressive step-backs of the form and distinctive brick cladding create a unique and eye-catching expression, distinguishing CG Tower from other developments. Using made in Vaughan solutions, the CG Tower will act as a landmark, identifying the VMC skyline and symbolizing the transformative impact of the Cortellucci Family.

Impact on the Community:

Economic Development:

The development efforts by the Cortellucci Family have created numerous job opportunities and stimulated economic growth within the VMC and the broader Vaughan community.

Urban Transformation:

Their projects have introduced modern infrastructure, innovative architectural designs, and sustainable development practices, transforming the VMC into a model urban center.

Community Building:

The Cortellucci Family's developments have fostered a sense of community by providing public spaces, recreational facilities, places of learning, and amenities that enhance the quality of life for residents and visitors.

Additional Accomplishments/Contributions:

Community Building:

Beyond physical development, the Cortellucci Family has fostered a strong sense of community within the VMC. Their projects have included public spaces, recreational facilities, and amenities that enhance the quality of life for residents and visitors. By creating welcoming and inclusive spaces, they have helped build a sense of belonging and community spirit in the VMC.

Cortellucci Vaughan Hospital:

The Cortellucci Family's philanthropic efforts are evident through their significant contributions to the Cortellucci Vaughan Hospital. This state-of-the-art healthcare facility provides critical medical services to the Vaughan community and beyond, enhancing the overall well-being of residents.

Mario and Nick Cortellucci Hospice:

The establishment of the Mario and Nick Cortellucci Hospice reflects the Cortellucci commitment to compassionate care. This hospice provides essential end-of-life care and support to patients and their families, demonstrating the group's dedication to community well-being.

Cortel Group VMC YMCA Fitness Area:

The Cortellucci support for the VMC YMCA Fitness Area has provided residents with access to fitness and recreational facilities, promoting healthy and active lifestyles. This contribution underscores their commitment to enhancing the quality of life in the VMC.

Significant Contribution to Niagara University in Ontario, Vaughan's first University:

The Cortellucci Family has extended its philanthropic efforts to education by making a significant contribution to Niagara University in Ontario. This support has assisted the university in bringing its campus to the VMC. Their investment in education underscores their commitment to fostering future generations of leaders and professionals.

Conclusion

In recognition of the Cortellucci Family's pioneering efforts and significant contributions to the development of the VMC, it is proposed that the park located within the Expo City development be named **Cortellucci Park**. This name designation will honour their role in shaping the VMC and acknowledge their lasting impact on the City of Vaughan.

By naming the park **Cortellucci Park**, we celebrate and honour the visionary leadership and contributions of the Cortellucci Family, ensuring their legacy is remembered and acts to inspire future generations.