



**COMMUNITY SERVICES – RECREATION AND CULTURE**  
TOWN OF NEWMARKET  
395 Mulock Drive  
P.O. Box 328  
Newmarket, ON L3Y 4X7  
www.newmarket.ca  
info@newmarket.ca  
905.895.5193

August 25, 2014

**COMMUNITY SERVICES- RECREATION AND CULTURE  
REPORT – 2014-24**

TO: Committee of the Whole  
SUBJECT: Municipal Asset Naming Program – Penn Avenue Parkette  
ORIGIN: Community Services, Recreation and Culture

---

**RECOMMENDATIONS**

**THAT Community Services Report – Recreation and Culture Report 2014-24 dated August 25, 2014 regarding Municipal Asset Naming Program – Penn Avenue Parkette be received and the following recommendations be adopted:**

- a) THAT the Penn Avenue Parkette in Ward 4 be named as outlined in Community Services- Recreation and Culture (Closed Session) Report 2014-22;**
- b) AND THAT staff prepare an official ceremony in Spring 2015.**

**COMMENTS**


The purpose of this report is to seek approval to name Penn Avenue Parkette, in Ward 4, as outlined in Community Services – Recreation and Culture Report (Closed Session) Report 2014-22.

**BACKGROUND**

An application has been received through the Municipal Asset Naming Program to name a park in the Town of Newmarket on behalf of family member.

Council adopted the Municipal Asset Naming Program on March 11, 2011 in Community Services-Recreation and Culture Report 2011-13.

“Parkland: This relates to all parkland designations defined through existing Town of Newmarket processes and included in Town GIS mapping. Specific examples include “town parks” (e.g. Fairy Lake Park: “community parks” (e.g. Haskett Park) and “parkettes” (e.g. Best Family Parkette)



Note: *Parkland to be named after individuals (living or deceased) who have contributed significantly to the quality of life in the Town of Newmarket. (Summary: no corporate naming)*

## **BUSINESS PLAN AND STRATEGIC LINKAGES:**

### Living Well

- Environmental protection and natural heritage presentation

### Well Balanced

- Green and open spaces, parks and playing fields
- Arts, culture, entertainment and heritage preservation

### Well Respected

- Being tradition based and forward looking

## **HUMAN RESOURCE CONSIDERATIONS**

Staffing levels will not be impacted as a result of the recommendations in this report.

## **BUDGET IMPACT**

### Operating Budget (Current and Future)

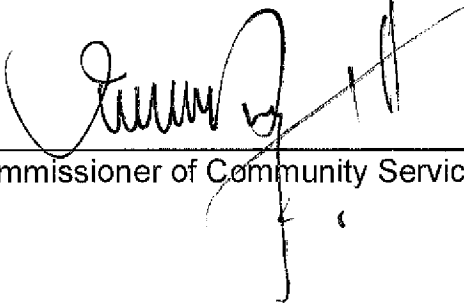
The signage and events that would occur Spring, 2015, will be funded from 2015 operating budgets.

## **CONTACT**

For more information on this report, please contact Colin Service, at 905-953-5300 ext. 2601, [cservice@newmarket.ca](mailto:cservice@newmarket.ca)



\_\_\_\_\_  
Director of Recreation and Culture



\_\_\_\_\_  
Commissioner of Community Services