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**Report To:** Council

**Date:** September 23, 2024

**From:** Melissa Westover, Manager of Communications

**Memo #:** Memo-006-24

**File No.:** [CAO-003-24 - Name for New Neighbourhood Park at 3301 Middle Road](#)

**Re:** Resolution #GG-125-24

At the General Government Committee meeting on September 9, 2024, Council referred Report CAO-003-24 back to Staff to recommend another name for the park at 3301 Middle Road, Bowmanville.

Given Council's concerns with including Orchard as part of the park name, Staff have revisited the list of eligible names that fit within the Park Naming Policy.

Middle Road Park was weighted second of the Staff-suggested names in the ranking portion of the survey. Upon further review, "Road" is not typically included in parks named after the road frontage (e.g. Longworth Park on Longworth Avenue). In an effort to align with the typical park naming convention, staff are recommending **Middle Park** as the name for Council endorsement—which was also suggested by the community in the open text box portion of the survey.

For Council's information, the other community-submitted names that fell within Clarington's Park Naming Policy are as follows:

- Apple Orchard Park
- Apple Park
- Evergreen Park
- Maple Park / Maple Tree Park
- Meadows Park
- Middle Park
- Middle Ground Park
- Orchard Blossom Park
- Orchard East Park

- Orchard Harvest Park
- Pineneedle Park
- Whispering Pines Park

Community engagement is a top priority of the Municipality, as identified in the 2024-27 Strategic Plan. Small-scale campaigns like [Name Your Park](#) provide a gateway to connect, inform and inspire residents to get involved and subscribe to our website.

The Name Your Park campaign received a strong engagement response, with nearly 2,000 community members ranking or submitting ideas. Staff are grateful to the residents who embraced this campaign and will continue to seek opportunities for public participation for both large- and small-scale projects, as we work to strengthen the community's connection to the Municipality through two-way communications.



Melissa Westover, Manager of Communications