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**TO:** GENERAL COMMITTEE

**SUBJECT:** RESULTS OF PUBLIC CONSULTATION - NAMING OF PEDESTRIAN BRIDGE IN CENTENNIAL PARK IN RECOGNITION OF OSMOND "OSSIE" ROWE

**WARD:** 2

**PREPARED BY AND KEY CONTACT:** D. MCALPINE, CITY CLERK/DIRECTOR OF LEGISLATIVE AND COURT SERVICES, EXT. 4421

**SUBMITTED BY:** D. MCALPINE, CITY CLERK/DIRECTOR OF LEGISLATIVE AND COURT SERVICES

**GENERAL MANAGER APPROVAL:** P. ELLIOTT-SPENCER, MBA, CPA, CMA, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** C. LADD, CHIEF ADMINISTRATIVE

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**RECOMMENDED MOTION**

1. That a pedestrian bridge in Centennial Park be named in recognition of Osmond "Ossie" Rowe's community contributions.

**PURPOSE & BACKGROUND**

Report Overview

2. The purpose of this staff report is to provide the results of the public consultation with respect to a recommendation from the Municipal Naming Working Group to name a pedestrian bridge in Centennial Park to recognize the contributions of Osmond "Ossie" Rowe to the community.

Background

3. On May 9, 2016, City Council adopted motion 16-G-090 regarding Osmond J. Rowe Recognition – Commemorative Naming, as follows:  
  
"That the Municipal Naming Working Group consider commemorating longtime Barrie Resident, Osmond (Ossie) J. Rowe's contribution to the Community in accordance with the Municipal Naming Policy."
4. Osmond (Ossie) Rowe played an integral role in creating Barrie as it is today. A veteran of the Royal Canadian Navy and lifetime member of the Law Society of Upper Canada, Mr. Rowe was the City Solicitor for Barrie for nearly 50 years. He was a volunteer member of Barrie's Waterfront Committee in the 1950's and was instrumental in the decision to create Centennial Park and to establish the City of Barrie Marina.
5. As a Heraldry Society of Canada member, Mr. Rowe collaborated in designing Barrie's Coat of Arms. He was also instrumental in persuading the Ontario Government to transform Barrie from a Town to a City in 1959. Mr. Rowe was appointed Queen's Counsel and was the first recipient of the Professional Excellence Award of the Simcoe County Legal and Medical Association, and a recipient of the City of Barrie Sesquicentennial Award."

6. Mr. Rowe supported the City of Barrie as a volunteer with numerous organizations including the Barrie Community Concert Association, Barrie Harbour Committee, Barrie Lion's Club, Barrie Local Architectural Conservation Advisory Committee, Centennial Park Committee, Children's Aid Society, Collier Street United Church, Kempenfelt Bay Development Committee, Navy League of Canada, and Simcoe County Legal Aid Committee.
7. In accordance with the Municipal Naming Policy, the Municipal Naming Working Group met on June 3, 2016. The Working Group reviewed Mr. Rowe's contributions to the community and recommended that public consultation be undertaken with respect to naming a Centennial Park pedestrian bridge in honour of Osmond 'Ossie' Rowe.

**ANALYSIS**

8. In response to the Municipal Naming Working Group recommendation, staff in the Legislative and Court Services Department and Access Barrie undertook a campaign to encourage feedback with respect to the potential naming of Centennial Park pedestrian bridge in honour of Osmond 'Ossie' Rowe. The public were consulted over a 30 day period to determine the level of support and/or any concerns with respect to the proposed naming of the pedestrian bridge. The public consultation involved advertisements in This Week in Barrie, on the City's website and through social media.
9. The deadline for comments was July 30, 2016. Comments could be provided by completing an on-line survey, emailing, mailing, faxing, or dropping off surveys or correspondence, social media posts or contacting the Legislative and Court Services Department. A total of 74 comments were received either through phone messages, mail, email, drop off or faxed information and on-line surveys. The same individuals may have responded to the on-line survey as well as by providing correspondence and/or contacting the Legislative and Court Services Department.
10. A summary of the results indicating support of the proposal for the naming of Centennial Park pedestrian bridge in honour of Osmond 'Ossie' Rowe, is as follows:

	# of responses	Yes	No
On-line Survey	65	98.5%	1.5%
Emails and phone calls	3	100%	0%
Social media posts and phone calls <sup>(1)</sup>	6	33.3%%	66.7%%

Notes:

- (1) Social media posts: Individuals who commented on social media were encouraged to fill out the survey in order to have their comments and feedback captured as their comments did not necessarily identify a clear position in favour or opposition to the proposal. As a result, individuals who posted on social media may have also responded to the on-line survey. 6 messages were posted on Facebook with comments. Comments with another name suggestion or concerns about cost associated with the naming were assumed to be comments in opposition to the proposal for the purposes of calculating the percentages.

11. The public consultation resulted in a clear majority of respondents supporting the naming of pedestrian bridge in recognition of Mr. Rowe's contributions (93%). Of the 7% of the responses or comments that were not clearly in support of the naming, it is important to note that none of the responses indicated that Mr. Rowe wasn't a suitable candidate for recognition. A summary of the general themes associated with the comments provided is attached as Appendix "A" to Staff Report LCS009-16.
12. Should the recommendation to name the pedestrian bridge be supported by City Council, staff would work with Mr. Rowe's family to establish an appropriate date for a ceremony associated with an unveiling of the pedestrian bridge name.

### **ENVIRONMENTAL MATTERS**

13. There are no environmental matters related to the recommendation.

### **ALTERNATIVES**

14. The following alternatives are available for consideration by General Committee:

#### **Alternative #1**

General Committee could recommend that the pedestrian bridge not be named commemoratively.

While it is acknowledged that the decision to name of a municipal asset, including commemorative naming may reduce the opportunities for potential sponsorship revenue, the potential revenue associated with any naming rights for the pedestrian bridge is likely to be limited.

#### **Alternative #2**

General Committee could choose to undertake further public consultation regarding the naming of the pedestrian bridge.

Although this alternative is available, 74 responses were received regarding the naming of the pedestrian bridge. Based on the public consultation process, the respondents overwhelmingly (93%) supported the naming of the pedestrian bridge.

#### **Alternative #3**

General Committee could choose to undertake public consultation regarding another suggestion for recognition of Osmond Rowe.

The naming of the pedestrian bridge in honour of Osmond Rowe was recommended by the Municipal Naming Working Group, has been supported by his family members and 93% of respondents.

### **FINANCIAL**

15. Should the recommendation be approved, it is estimated that the cost associated with a plaque to identify the Osmond "Ossie" Rowe pedestrian bridge would be between \$1,000 to \$2,000 depending on the specific size and number of words. Staff in the Engineering Department have advised that this cost could be accommodated within the Centennial Park redevelopment capital project budget.

### **LINKAGE TO 2014-2018 STRATEGIC PLAN**

16. The recommendation(s) included in this Staff Report are not specifically related to the goals identified in the 2014-2018 Strategic Plan.

**Appendix "A"**

**Summary of the General Themes of Comments received in response to Public Consultation regarding the potential naming of the pedestrian bridge**

**Approximately 25 comments from the 93% of respondents indicating "yes" or their support regarding the naming, with the following general themes:**

- A large percentage of the responses provided positive comments about Osmond Rowe and his contributions to the community, as well as his contributions to the legal sector.
- Numerous positive comments about the concept of naming the pedestrian bridge in his honour (great idea, well deserved, very worthy, etc.)
- Comments on the importance of recognizing community history and heritage as well as individuals contributing to the development of Barrie and community organizations.
- A suggestion for variations on the name – Osmond Navy Bridge.
- Comments from family members, friends, colleagues, and employees of Osmond Rowe about Osmond's commitment to the community, legal profession, yacht club, heraldry, etc.

**4 comments from the 7% of respondents indicating "no" or providing comments that were assumed to be in opposition to the naming, with the following general themes:**

- Two concerns regarding the cost associated with a naming of the pedestrian bridge, with one of the two also noting that it is nice to recognize history and the accomplishments of citizens of Barrie.
- A comment that the citizens who live here build the community and to leave the bridge as a bridge (and not name it)
- A suggestion of an alternate name for the pedestrian bridge - Bridgy McBridgface