

RE: NAME CHANGE FROM CENTURY PARK TO  
DEER LAKE PARK

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Recreation & Cultural Services be adopted.

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1984 JULY 31

TO : MUNICIPAL MANAGER  
FROM: DIRECTOR RECREATION & CULTURAL SERVICES  
RE : NAME CHANGE FROM CENTURY PARK TO DEER LAKE PARK

RECOMMENDATION:

1. THAT Council approve a name change for Century Park to Deer Lake Park.

REPORT

At its meeting of 1984 August 01 the Parks & Recreation Commission dealt with a report on the above subject, approved a name change from Century Park to Deer Lake Park and agreed to so recommend to Municipal Council.

The following is the report received by the Commission:

SUMMARY

The operating agencies in Century Park report that difficulty is experienced in identifying for park users the location of their facilities as an integral part of Century Park. This appears to apply equally to local, Lower Mainland and tourist users.

This report will suggest that the name 'Deer Lake Park' would be more easily identifiable for potential park users.

BACKGROUND:

The base property at 6450 Gilpin was purchased in 1966 on the recommendation of the Burnaby Centennial Committee and was named 'Century Gardens Park' in recognition of the 100th anniversary of Confederation.

Subsequently, as further acquisition, planning and development proceeded, Council received a request on 1971 August 23 from the Burnaby Centennial Committee, requesting that the area comprising Century Gardens, James Cowan Centre, Burnaby Art Gallery, Heritage Village and any additions thereto be named 'Century Park'.

Council referred the request to the Commission. Working through its Parks Names Committee, the Commission reported back to Council on 1971 October 21 when the name 'Century Park' was approved for the entire area containing the Burnaby Art Gallery, Century Gardens, Burnaby Fine Arts Centre, Heritage Village and James Cowan Theatre.

CURRENT SITUATION:

Attempts to promote Century Park as a high profile entity within which a variety of activities take place have failed in the past few years because the user public seems to have difficulty in identifying the location of Century Park within Burnaby and within the Lower Mainland. Thus the various tenant agencies have tended to develop their own promotional directions rather than the cohesive Century Park approach which was considered desirable.

Also Burnaby has several locations with similar sounding names. They are: Century Gardens, Century Park, Centennial Pavilion, Central Park and Confederation Park. This further adds to the confusion which is being experienced and there is consensus that some change needs to take place.

PROPOSED CHANGE:

At the request of the Arts Council, the Commission has recently convened a series of meetings between Board and senior staff representatives of the occupants of Century Park. The participants included the Arts Council, the Art Gallery, Burnaby Village Museum and the Arts Centre. Common problems have been discussed and resolutions put forward. A key problem addressed was that of "signing" of which, the name of the park formed an important concern.

Arising from these discussions was the suggestion that the name 'Century Park' be dropped and that in its place, 'Deer Lake Park' be substituted. Most people in the Lower Mainland are aware of Deer Lake in Burnaby and therefore would immediately identify with the location. Deer Lake appears on all maps of Burnaby, Greater Vancouver and the Lower Mainland and therefore all visitors and tourists would immediately have a similar identifying focus.

The Highways Department has recently approved the installation of Century Park directional signs on Highway #1. If a name change is contemplated, now is the time to act, so that the new Highway signs can reflect the decision. It was the opinion of the group and is also the opinion of the Parks and Recreation staff that a name change to 'Deer Lake Park' would vastly improve the identification problem.

PERPETUATION OF THE CELEBRATION OF 100 YEARS OF CONFEDERATION:

It is important that the original intention of the Centennial Committee be accommodated and it is proposed that this be achieved through the retention of the name 'Century Gardens' for that particular part of the park. It is proposed to enhance the gardens so that this aspect will not be lost. The rhododendron collection is presently undergoing an overhaul; rhododendron variety name identification signs will be installed during 1984; improvements are being made to the paths and surrounding grounds and it is proposed in the future to erect a combination of plaques, signs and interpretive displays which will identify the gardens, explain its history and discuss the culture of the rhododendron and its importance to Burnaby as our floral emblem.

AREA COVERED BY THE NAME 'DEER LAKE PARK'

It is proposed that the area covered by the name 'Deer Lake Park' coincide with the area that was included in the study carried out by Charles Torrence and Associates in 1977 culminating in the report 'Deer Lake Park - A Plan for Development'.

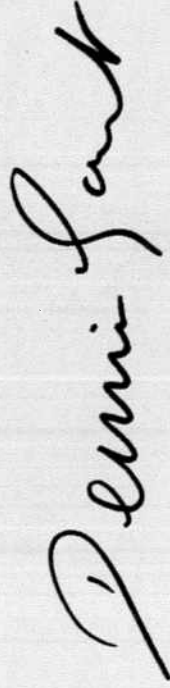
The attached copy of Page 3 of that report identifies the area. It includes Century Park, Forest Glen Park area, the Oakalla lands, Deer Lake Beach and all the connecting lands between them.

Once development has taken place and there is an inter-connecting transportation network within the park, the name 'Deer Lake Park' will be commonly used to reference the entire area. In the meantime, until development has taken place, the 'Deer Lake Park' name will be applied more directly to the Century Park location and its immediate surrounds and the beach at the east end of the lake directly referred to as 'Deer Lake Beach'. Appropriate signage inside and outside the park will help in this identification process.

PARKS NAMES COMMITTEE AND MUNICIPAL COUNCIL:

Currently, the Commission's Parks Names Committee consists of Commissioners Holst and Brown. In the absence of Commissioner Holst on vacation, the Director has discussed this proposal with Commissioner Brown, who on behalf of the Committee, has indicated concurrence in the suggested name change.

Normally the Commission has jurisdiction to name and re-name park sites based on the advice of its Parks Names Committee. However, in view of the fact that Municipal Council initiated and then approved the naming of Century Park in 1971, it is considered appropriate that Council should be asked to approve any name change at this time. Should the name change be approved by the Commission and Council, the Director will then notify all the involved groups and co-ordinate the necessary signing changes, etc.



DENNIS GAUNT  
Director Recreation &  
Cultural Services

DG:ps  
Attach.

**Deer Lake Park**  
 The Corporation of the  
 District of Burnaby

Park Study Area

Deer Lake Park  
 Design Team

- Charles Torrence
- Norman Nelson
- D. John Moore
- Barbara Lashby

1 inch = 100 feet  
 1:12,500

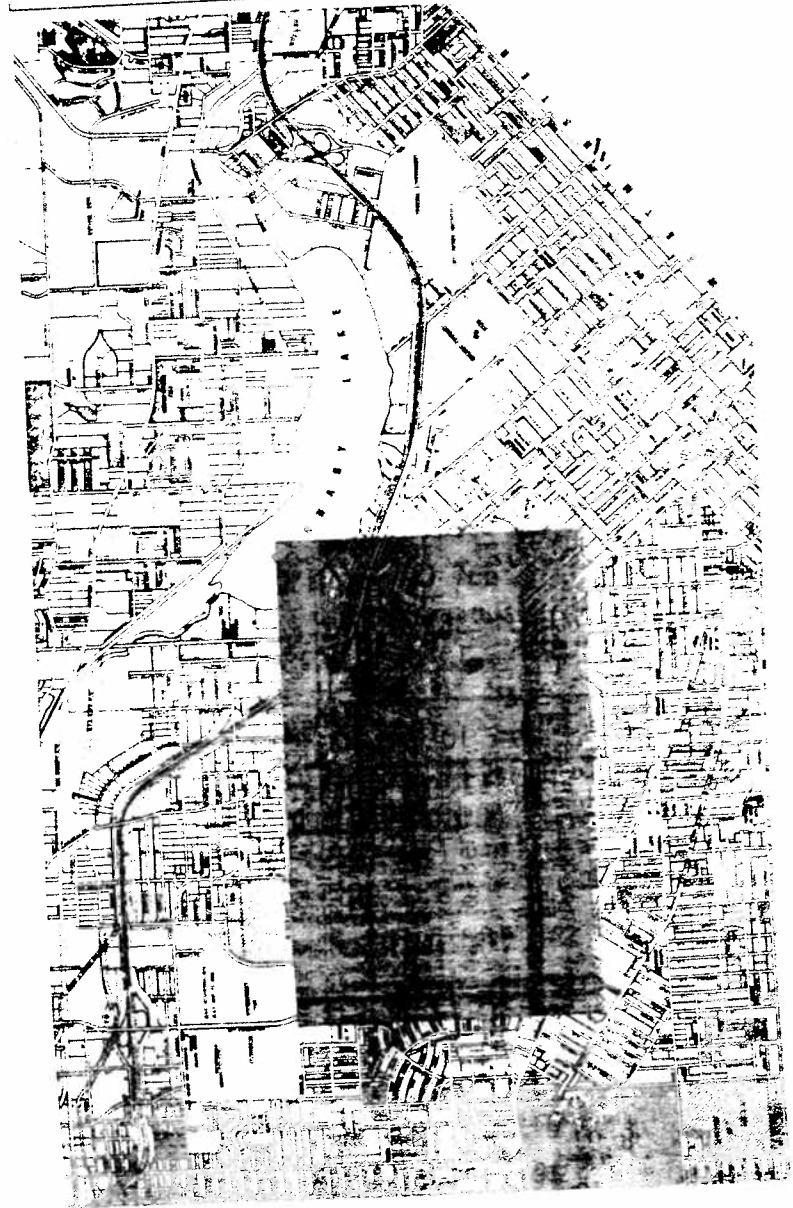
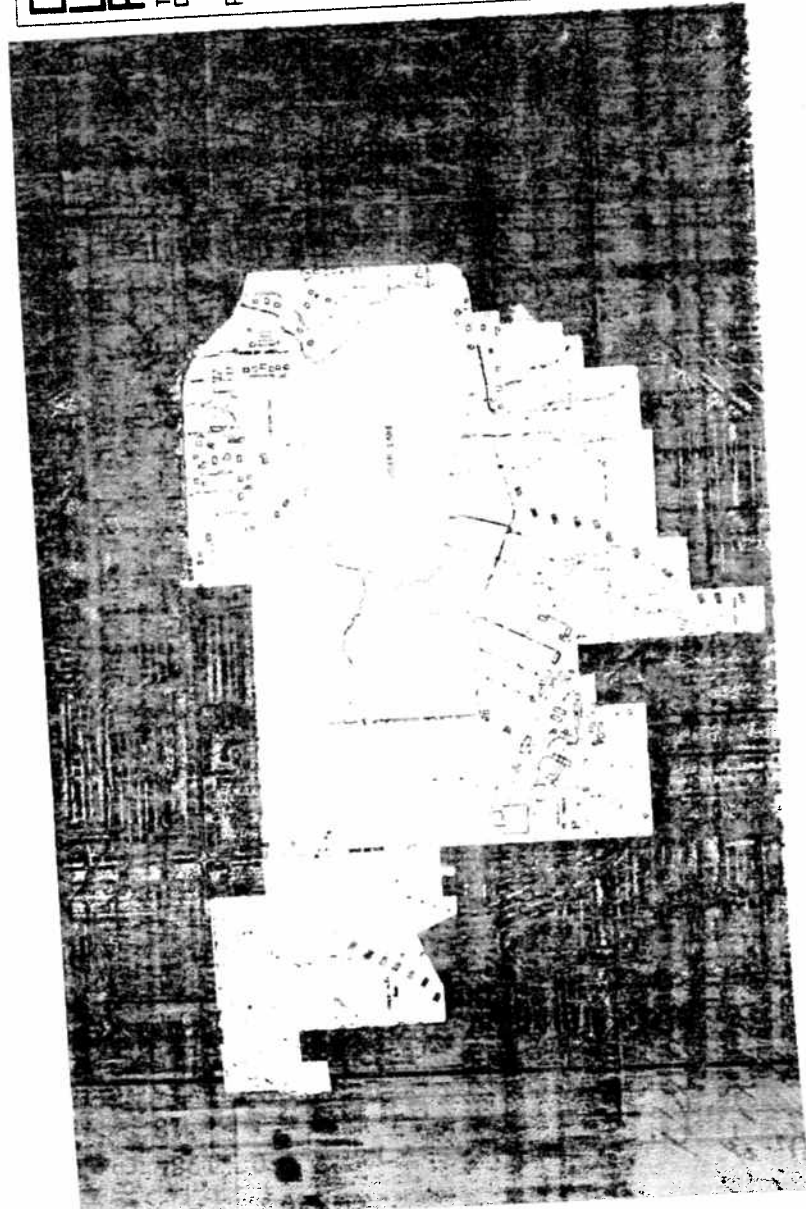
84/08/06

MANAGER'S REPORT NO.

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ITEM

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**Deer Lake Park**  
 The Corporation of the  
 District of Burnaby

General Study  
 Area

Deer Lake Park  
 Design Team

- Charles Torrence
- Norman Nelson
- D. John Moore
- Barbara Lashby

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