



REPORT TO THE LIBRARY BOARD

MEETING DATE: OCTOBER 28TH, 2010

Session:	Public Session
Subject:	Naming of the Northeast London Branch Library
Prepared By:	Susanna Hubbard Krimmer, Nancy Collister
Presented By:	Susanna Hubbard Krimmer
Purpose of Report:	For Decision: Approval <input checked="" type="checkbox"/>

Recommendation

It is recommended that the new London Public Library branch library which is part of the Stoney Creek Community Centre, YMCA and Library" at 920 Sunningdale Road East be named the "Stoney Creek Branch Library".

Background & Review

The Joint Venture Management Committee (JVMC) for the new North London Community Centre, YMCA and Library discussed and agreed that it would be desirable to have a name that resonates with the community. Board of Control approved a recommendation that the facility be named "**The Stoney Creek Community Centre, YMCA and Library**" at its meeting of September 29, 2010.

In the report to Board of Control, the JVMC noted the following:

- There is growing confusion in the community between the working name, the new North London Community Centre, YMCA & Library, 920 Sunningdale Road East, and the existing North London Optimist Community Centre, 1345 Cheapside;
- Stoney Creek Watershed is located in London's northeast corner and is a rapidly growing region of the City that encompasses parts of the community neighbourhood areas of Uplands, Stoney Creek, Stoneybrook and Fanshawe, all areas which will be served by the new community centre.
- The name is in keeping with the naming preferences detailed in the Council's "Naming/Re-naming or Dedicating of Municipal Property, Buildings and Park Elements Policy". Specifically, the proposed name continues the current traditional practice of naming property after significant geographical, neighbourhood and

historical elements. The name also recognizes the environmental sensitivities of the building, its LEED's accreditation and its sensitivity to the watershed in which it is found.

- The name is in keeping with naming preferences directed by the London Public Library policy, "*LPL Terms of Reference for Naming Branch Libraries*", that names be used which clearly indicate the geographic location of the facility . See Appendix 1 for policy document. [Note: this policy was approved for retention and review as part of the Library Board Policy Review per motion L10/63.1., September 23, 2010.]

Stoney Creek Watershed is located in London's northeast corner and is a rapidly growing region of the City. The Stoney Creek watershed collects water and channels it into Stoney Creek and related tributaries, is a total size of 38 km² of which approximately half is located in London (or 17 km²). The creek begins outside of London near the community of Thorndale and flows southwest to where it enters the City and eventually empties into the North Thames River south of Windermere Road and west of Adelaide Street and the North London Soccer Fields. The watershed includes parts of the community neighbourhood area of Uplands, Stoney Creek, Stoneybrook and Fanshawe.

Issue/Opportunity

The London Public Library will also want to name the library branch as a separate entity for those times when we refer only to the library itself. This is consistent with LPL policy and practice. In most cases, if a branch is not a standalone library location, the branch name is similar to the name of the facility in which it is located. Examples include: Lambeth Community Centre and Lambeth Branch Library; Sherwood Forest Mall and Sherwood Branch Library; Cherryhill Village Mall and Cherryhill Branch Library, etc. An exception is the Jalna Branch Library which is in the South London Community Centre which has been confusing for some patrons.

It is asked, therefore, that this recommendation be considered in the context of the *LPL Terms of Reference for Naming Branch Libraries* and library practice of naming branches consistent with the larger facility names.

Next Steps

Upon approval of the naming request is approved by the Library Board, the name will be formally announced to internal and external stakeholders to be used on a 'go-forward' basis.

APPENDIX 1

**LONDON PUBLIC LIBRARY
STATEMENT OF POLICY**

Authority Level: Board Level

Policy #: BD-06.1

Date Passed: September 14, 1988

Revised: May 17, 1989

Revised: September 28, 2005

Approved for Retention and Review: September 23, 2010

Terms of Reference for Naming Branch Libraries

Library facilities should have names which clearly indicate the geographic location of the facility unless an exceptional circumstance arises.

Board Motion: L88/104

L89/86

L05/48.4

L10/63.1