

City of Mississauga Briefing Note

To: John Dunlop, Manager – Heritage Planning and Indigenous Relations

From: Steve Wilson, District Manager North, Recreation & Culture

Date: Aug.11th, 2023

Subject: **Potential Facility Re-Naming: Streetsville Kinsmen Senior Citizen Centre**

Background:

- The building, located at 327 Queen Street South, had been operated by the Streetsville Kinsmen Senior Citizen Centre Inc. group until Feb. 2018 when the group opted not to renew the Management & Operations Agreement with the City.
- Facility was temporarily re-branded internally as Kinsmen Hall. Exterior street signage still indicate **'Streetsville Kinsmen Senior Citizen Centre'**.
- The Kinsmen have not booked space in the hall since the transition took place.
- The hall is multi-functional and is home to the Streetsville Seniors club as well as many family events, parties and meetings.
- In 2020, at the request of the former ward Councillor George Carlson, initial discussions took place regarding a desired re-brand away from the Kinsmen name.
- COVID-19, municipal elections along with the facility naming moratorium put a temporary pause on moving forward.
- Kinsmen Hall had undergone various renovations the past year and we anticipate a few other changes near the end of 2023; including a replacement of the road signage to proper City standards with a newly branded name.

Current State:

- Goal is to align the naming of the building with our other heritage halls (i.e. Meadowvale Village Hall, Malton Victory Hall) as close as possible. Streetsville Village Hall is already utilized by the BIA.
- Initial discussions with the Cultural Heritage team along with Commissioner of Community Services provided two suggestions – Queen Street Hall and Streetsville Grammar School Hall
- Preliminary feedbacks solicited of main Streetsville community stakeholders was mixed with not one clear favourite. Other suggestions included: Streetsville Heritage Hall, Streetsville Community Hall.
- Discussion with current Ward Councillor Brad Butt indicated a preference to re-name to **'Streetsville Heritage Hall'**
- Review of need to update current road signage allowed implementation of heritage specific template which is consistent with the updating of other heritage sites throughout the City. Current sign and mock-up of new template below:



Recommendations:

- The Heritage Advisory Committee review and support the recommended name change from 'Streetsville Kinsmen Senior Citizen Centre' to 'Streetsville Heritage Hall' along with the corresponding change in facility signage located at the front of the facility along Queen Street South.

Next Steps:

- Providing support from Heritage Advisory Committee, the Facility Re-Naming Policy 05-02-02 will be followed including the preparation of Council Report presented to General Committee, 30-day public consultation period and final Corporate Report to finalize or re-examine based on public feedback.