
SUBJECT: Alton Community Centre – naming and signage implementation

TO: Committee of the Whole

FROM: Community Services
Recreation, Community and Culture

Report Number: CSS-22-25

Wards Affected: all

Date to Committee: October 6, 2025

Date to Council: October 14, 2025

Recommendation

Approve the renaming of the facility currently known as “Haber Community Centre” to “Alton Community Centre”, following the conclusion of the naming sponsorship agreement with Haber & Associates’ as outlined in recreation, community and culture report CSS-22-25; and

Authorize the Director of Recreation, Community and Culture, in collaboration with the Director of Engineering Services, to carry out all necessary actions to implement the name change, including updates to signage and revisions to all written and digital references to reflect the new name.

Executive Summary

Purpose of report:

The purpose of this report is to seek Council approval for the adoption of a new facility name; Alton Community Centre. The proposed name reflects the facility’s geographic location, aligns with municipal naming policies, and strengthens its connection to the surrounding community. This transition presents an opportunity to reaffirm the facility’s civic identity and reinforce its role as a cornerstone of the Alton neighbourhood. Implementation will include signage updates and a public art installation to commemorate the change.

Key findings:

The name Alton Community Centre directly reflects the facility’s location within the Alton neighbourhood and complements the adjacent Burlington Public Library - Alton Branch,

promoting a unified and easily recognizable civic presence. The proposed name adheres to the City's Naming of Corporate Assets Policy, which prioritizes clarity, geographic relevance, and community resonance. This naming strategy mirrors other effective examples such as Tansley Woods Community Centre and Tansley Woods Public Library, where consistent naming has enhanced wayfinding, community pride, and municipal branding. "Alton Community Centre" is a timeless and inclusive name that supports long-term identity building within the neighbourhood.

Implications:

To implement the name change, updates will be required across all physical signage, digital platforms, and written materials to reflect the new identity. In addition to these operational adjustments, staff recommend a public art installation that celebrates the renaming. This initiative will enrich the facility's welcoming atmosphere and serve as a lasting tribute to the Alton neighbourhood's vibrant spirit and community pride.

Recommendation Report

Background

The facility naming sponsorship agreement with Haber & Associates', in place since June 2013, is concluding. The agreement was the result of a targeted campaign by City staff to secure a naming sponsor in advance of the opening of the new recreation facility in the Alton neighbourhood and was the only active facility naming sponsorship managed by the Recreation Community and Culture (RCC).

Staff recommend renaming the facility to **Alton** Community Centre, a name that aligns strongly with the [City's Naming of Corporate Assets Policy](#), which prioritizes name that:

- Have “a long-standing local area identification with residents”
- “Assist with emergency response situations by being consistent with street names and geographical locations, and meets the requirements of the Fire Department and Halton Regional Police”
- “Give a sense of place, continuity, and belonging, reflecting the geographic location, community, neighbourhood, or street where the corporate asset is located and/or
- “Recognize the historical significance of the area”
- “Reflect unique characteristics of the site” and the “types of services offered”

The name “Alton” is already widely used by residents to refer to the facility and aligns with the adjacent library, enhancing clarity for residents, visitors, and emergency services. A location-based name also ensures long-term continuity and minimizes the risk of future renaming. Finally, the name Alton supports and fosters the sense of community already present in the neighbourhood.

Staff's recent experiences with facility naming further support this approach:

- The Haber Community Centre sponsorship (PR-18-13) was secured only after an extensive campaign involving outreach to over 2,500 companies and has required ongoing staff resources to maintain the relationship.
- The Nelson Pool naming campaign (CIP May 1, 2017) concluded without securing a sponsor.
- The Robert Bateman Community Centre naming ([RCC-20-23](#)) demonstrated strong public preference for familiar and/or location-based names.

There are strong precedents for naming city facilities based on their geographic location, as seen with Aldershot Arena, Appleby Ice Centre, Mainway Ice Centre, and Tansley Woods Community Centre.

To support the new name and celebrate the Alton neighbourhood's identity, staff recommend initiating a public art project to animate the facility space and reflect the community's spirit. Engagement with residents on the artwork will take place throughout Fall 2025 and Winter 2026.

Analysis

Option 1 (recommended): Adopt the Name “Alton Community Centre”

Adopting the name Alton Community Centre presents a timely and strategic opportunity to reinforce the facility's civic identity. The name is geographically accurate, aligns with the City's Naming of Corporate Assets Policy, and complements adjacent municipal assets such as the Alton Library. It is intuitive, easy to locate, and fosters a strong sense of place and pride within the neighbourhood. This naming approach reflects a consistent convention already proven effective in other areas of the city, including Tansley Woods, where unified naming has enhanced clarity and community recognition.

Key benefits of this option include immediate policy alignment, strengthened geographic and civic identity, improved wayfinding, and public recognition. It also avoids the additional costs and delays associated with extended consultation processes.

To commemorate the renaming and foster a welcoming environment, staff recommend commissioning a public art installation. This initiative would be supported through a reserve fund allocation requested as part of the 2026 capital budget process and would serve as a lasting tribute to the Alton neighbourhood and its vibrant community spirit. In parallel, staff will develop a communications plan to inform residents of the change and celebrate their new identity. This will include updates across digital platforms, signage, and community programming to ensure a smooth and inclusive transition.

Option 2: Undertake a Broader Naming Process

Alternatively, Council may direct staff to initiate a broader naming process that invites community input on alternative names. While this approach may appear more participatory, it introduces some challenges and potential inefficiencies. Recent precedent—such as the renaming of the Robert Bateman Community Centre—demonstrates that extensive engagement can ultimately reaffirm the original name, suggesting that community sentiment may already favour “Alton Community Centre” due to its geographic relevance and familiarity.

This option would require additional time and resources to conduct meaningful engagement, potentially delaying signage updates and facility branding. It also risks misalignment with adjacent civic assets, such as the Alton Library, which could undermine efforts to establish a cohesive municipal identity.

While community engagement remains a valued principle, in this instance, the proposed name already reflects geographic context, policy alignment, and established naming precedent. Proceeding with “Alton Community Centre” offers a streamlined, cost-effective, and community-aligned solution that supports both operational efficiency and civic coherence.

Recommendation Details

Staff recommend that Haber Community Centre be officially renamed to Alton Community Centre, effective October 2025. This renaming reflects the City’s commitment to aligning facility names with community identity and geographical relevance.

To support the transition, a one-time expenditure will be required to update all associated signage and naming references. In addition, existing funds will be directed towards commissioning a public art installation that celebrates the renaming and enhances the facility’s welcoming atmosphere. The artwork will serve as a lasting tribute to the Alton Neighbourhood and its vibrant community spirit.

Key Dates & Milestones

- Fall 2025
 - Launch target communications to residents and stakeholders announcing the renaming of the facility.
 - Begin community engagement activities to inform the development of a public art installation celebrating the new name.
 - Update all digital platforms- including the City’s website, registration systems, and facility booking tools—to reflect the new name: Alton Community Centre.
 - Fall 2025/Winter 2026
 - Remove all interior and exterior signage referencing the former sponsor’s name.
 - Coordinate with Transportation Services and Roads, Parks and Forestry to update wayfinding and directional signage in the surrounding area, ensuring consistency and clarity for visitors and emergency services.
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Implications

Financial:

The conclusion of the naming sponsorship agreement will have no impact on the City's operating budget. All sponsorship proceeds were allocated to a dedicated capital reserve fund, which remains in a strong financial position and will continue to support future capital improvements at the Alton Community Centre.

To implement the renaming, a one-time expenditure of approximately \$40,000 is projected. This funding will cover the cost of updating or replacing exterior building signage, pylon signs, and roadway directional signage to reflect the new facility name. This expense, along with the requested capital expense for public art, will be drawn from the existing reserve fund and, as such, will not affect the 2026 operating budget.

Public communications:

To support the transition to the new facility name, a public communication campaign will be launched to inform residents, stakeholders, and community partners. This campaign will ensure broad awareness of the change and reinforce the facility's renewed identity within the Alton neighbourhood.

In addition to updated on-site signage, a public art installation will be commissioned as a creative and symbolic expression of the new name. This initiative will include meaningful engagement with local artists and community members, fostering a sense of pride and ownership among residents and celebrating the neighbourhood's unique character.

Starting in Fall 2025, Communications and Recreation, Community and Culture (RCC) staff will begin a phased rollout of digital updates. This will include revisions to municipal websites, internal systems, and promotional materials to reflect the new name and ensure consistency across all platforms.

Staffing:

To support the implementation of the renaming initiative, staff resources will need to be reallocated from other projects. This temporary shift will ensure the necessary coordination across signage updates, communications, and cultural programming, while maintaining overall project timelines and service standards.

References

- Policy: [Naming of Corporate Assets](#)
- Policy: [Donations and Sponsorships](#)

- Report: [RCC-20-23](#) Former Robert Bateman High School – naming update
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Strategic Alignment

- Designing and delivering complete communities
 - Providing the best services and experiences
 - Protecting and improving the natural environment and taking action on climate change
 - Driving organizational performance
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Report Approval:

All reports are reviewed and approved by the Commissioner, Head of Corporate Affairs, Chief Financial Officer, and Commissioner of Legal and Legislative Services/City Solicitor.